



SCRIPPS  
HOWARD

FOUNDATION

*The Proposed*

## **ROY HOWARD COMMUNITY JOURNALISM CENTER**



The creation of the Roy Howard Community Journalism Center (the “Community Journalism Center”) is intended to address the problem of misinformation and distrust in the media in the United States, specifically in areas known as “news deserts” where reliable and honest sources of local news are scarce or nonexistent. Such communities are vulnerable to mis/disinformation, often perpetuated by “pink slime” sites, which are low-quality or unreliable websites that often use clickbait headlines to attract readers and promote false information.

The proposed Community Journalism Center aims to establish a hub of reliable and trustworthy news coverage for these underserved communities. The Community Journalism Center will experiment with trust-building journalism by engaging students to provide reliable news coverage of a community, build community relationships, and debunk false information. The program will also establish and share best practices with the Howard Centers specific to teaching trust-building skills, community journalism, and fact-checking and debunking.

Nineteen (19) schools were invited to participate in the initial application process based on a detailed methodology, which included three criteria: absence of a strong local news infrastructure, presence of pink slime sites, and diverse or under-covered populations. If a university is selected as the program's location, it will be vetted to ensure the institution fully supports the project and is

committed to preserving the independence of the community center's work. The goal is to establish the Roy Howard Community Journalism Center during the 2024-25 academic year.