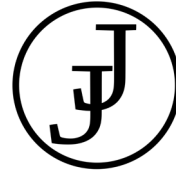


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APRIL FOOLS: FAKE NEWS

JOIN US!

identify,
define
and
address
perspectives of

WEDNESDAY,
APRIL 1
1-2:15 P.M.
VIA ZOOM
VIDEO CALL



How Do We Define
“Fake News?”
Many journalists and media
sources, such as poynter.org,
refer to fake news as the spread
of disinformation. Furthermore,
Oxford Learner's Dictionaries
formally defines fake news as
“false reports of events, written
and read on websites.”

Anita Kumar, WHITE HOUSE CORRESPONDENT &
ASSOCIATE EDITOR, POLITICO



Anita Kumar serves as White House correspondent
and associate editor, covering President Donald
Trump and helping organize and guide coverage
for POLITICO's White House team.
Kumar joined POLITICO in 2019 after covering the
White House for
McClatchy's chain of newspapers
for six years. She reported on Hillary Clinton's
campaign for president
in 2016 and Barack Obama's re-election campaign in 2012.
Prior to that, she worked at the Washington Post, writing
about Virginia politics, and the Tampa Bay Times, writing about local, state
and federal government both in Florida
and Washington. She started her career at the
News & Advance in Lynchburg, Va. and worked briefly at the
News & Record in Greensboro, N.C.
A native Virginian, Kumar grew up in Charlottesville and
attended the University of Virginia.
Kumar was elected to the White House Correspondents'
Association board in July 2018 for a three-year term. She
appears regularly on television and radio.

Joining our keynote speaker,
Anita Kumar, are six regional
media professionals representing
newspaper, radio, television
and campus media. Discussion
will set out to define and address
perspectives of Fake News, as
well as how to identify this
phenomenon in a world of
abundantly accessible news
and information.

Phil Buehler, NEWS DIRECTOR,
KOTA TERRITORY NEWS



Phil Buehler is the News Director for Gray Television's Rapid City, S.D. operations, which include overseeing news programming for KOTA Territory and Black Hills Fox News. Phil has more than 20 years experience as a broadcast journalist. After earning his bachelor's degree from the University of Arizona, his career began as a sports reporter and anchor, covering major events such as The Masters, NCAA Final Fours, Major League Baseball and more. He transitioned to news as a primary anchor in Tucson and then northern Michigan. He earned his Masters of Business Administration from The Citadel in Charleston, S.C. before joining Gray Television in 2018. KOTA Territory News in Rapid City was recently awarded by the Associated Press as Outstanding News Operation for the Great Plains Region.

Scott Clarke Ph.D ADVISOR, BLACK HILLS
STATE UNIVERSITY
CAMPUS MEDIA



Dr. Scott H. Clarke received his Ph.D. in Mass Media from Michigan State University. His areas of expertise are media, religion and public opinion. He has over 25 years professional experience in television, radio and newspapers. He has also served as an adviser to several campus media outlets. His current research agenda includes studies in how the mass media depict religion, how religious persons use the mass media and how religious media function as alternative communication channels. His work has been presented at several national and international conferences and has previously been published in the Journal of Media and Religion and The International Journal of Interdisciplinary Studies in Communication.

Cara Hetland DIRECTOR OF RADIO NEWS AND
INFORMATION, SOUTH DAKOTA
PUBLIC BROADCAST



Cara Hetland is the Director of Radio and News and Information for South Dakota Public Broadcasting. She has spent 30 years in public radio as a reporter, producer and manager. Cara is also host of the Friday In the Moment program innovation. She loves a good story and can't wait to tell South Dakotans about it. Cara also teaches media courses at the University of Sioux Falls and loves working with interns to develop their own style of storytelling. Cara lives in Sioux Falls with her husband, Daren. She spends her "free" time being mom to two adult daughters and cheering on her youngest daughter in her high school events. Cara likes to exercise, read and is always open for a ride on the tilt-a-whirl.

Alex Portal EDITORIAL CARTOONIST AND
REPORTER, BLACK HILLS PIONEER



Alex Portal was born and raised in Pennsylvania. He knew from an early age that he wanted to be a cartoonist, drawing silly pictures and having them printed in newspapers across the country. He spent most of his life working menial jobs to pay the bills, while searching for his big break. He met his wife, Rachel, in North Carolina while she was attending Appalachian State University. Shortly after graduating, Rachel took a job as Curator of Collections at Deadwood History Incorporated and they moved to the Black Hills. While working as a janitor at the hospital in Deadwood, Alex happened upon an advertisement in the Black Hills Pioneer for an open journalist position. Without any expectation of success, he emailed the paper, explained who he was and offered his services as a freelance cartoonist. A couple months later, he began working with the Pioneer as a part time editorial cartoonist. About six months later, a reporter position became available and he was fortunate enough to be offered the job. Now, he has a career that he loves doing something he never even considered to be an option and he still gets to draw silly pictures and see them printed in the newspaper every week!

Bart Pfankuch, INVESTIGATIVE REPORTER,
SOUTH DAKOTA NEWS WATCH



Bart Pfankuch is the content director and an investigative reporter for South Dakota News Watch, a non-profit, public-service journalism group launched in early 2018. A Wisconsin native, Bart has worked as a reporter and editor at newspapers and magazines in Wisconsin, Florida and South Dakota, most recently as editor of the Rapid City Journal. Bart works from his home in Black Hawk, S.D.

Mark Watson MANAGING EDITOR,
BLACK HILLS PIONEER



Mark Watson is the managing editor of the Black Hills Pioneer. Following his high school graduation, Watson attended Central Wyoming College in Riverton, Wyo., receiving an associate's degree in radio and tv broadcasting. He later earned his bachelor's degree in mass communications from Black Hills State University. Upon his graduation from CWC, he fulfilled a life-long goal of joining the military, he joined the Army as a print journalist. He served on both active duty and in the South Dakota National Guard for 9 years deploying in support of Operation Enduring Freedom and Operation Iraqi Freedom. In 2005, he joined the Black Hills Pioneer newsroom as a reporter and later sports editor. In 2008 he was named editor. In addition to his role at the Pioneer, Watson is the executive editor of the Nation's Center News and is a member of the 1st Amendment Committee for the South Dakota Newspaper Association.