

— FOR UNIVERSITIES & STUDENT NEWSROOMS

Bring RISE to **campus.**

Addressing news
coverage and enhancing
social media literacy —
one partner at a time.

About RISE Reporting

RISE Reporting is a registered 501(c)(3) nonprofit founded in 2023 to adapt to a news landscape now dominated by social media. We collaborate with educational institutions to develop age-appropriate curricula and programs that empower students to discuss news coverage, build journalism skills, and improve social media literacy. Our mission is to support free speech and independent journalism — embedding the values of Responsibility, Investigative mindset, Societal impact, and Engagement in the next generation of reporters.

R

Responsibility

I

Investigative mindset

S

Societal impact

E

Engagement

LEARN MORE

hello@risereporting.com

ONLINE

risereporting.com

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Support services for your campus.

01 · DEPARTMENTAL NEEDS

Journalism department support

We connect experienced journalists with aspiring ones, sharing insights on the forces disrupting the industry and real-world, geopolitical perspectives on reporting.

02 · STUDENT MEDIA

Vertical video training

Hands-on training to create vertical video news content for social media — tailored in-person workshops and online support, shaped around your editorial staff.

03 · NEW MEDIA JOURNALISM

The 8-Step Framework

We optimize technology and follow an 8-step framework to give students an end-to-end solution for creating credible "news takes" on social media.

04 · NEWS COVERAGE BIAS

Spotting bias with Ground News

We use Ground News to teach students how to identify bias and understand how a story is covered across the political spectrum.

05 · CAREER CENTER ADVICE

Careers in social journalism

Career seminars covering the fundamentals, plus industry Q&As, apprenticeships, and internships with our partner organizations.

06 · PROFESSIONAL NETWORK

A worldwide newsroom

A global network of journalists across the news-media spectrum, ready to provide in-person training and mentorship for your students.

8 key steps of the workflow

The implications of **AI and automation on specific process areas** may that social reporters become more skilled in certain processes over others over time

1	Research data around your story's focus	Medium
2	Develop the storyline and script it out	Medium
3	Set up studio and rehearse in front of the camera	Low
4	Record in the studio	Low
5	Develop and prepare the b-roll (overlays, graphics, visual effects)	Medium
6	Edit and review footage	Medium
7	Post on social media	High
8	Monitor and improve upon feedback	Low

OUR SIGNATURE WORKSHOP

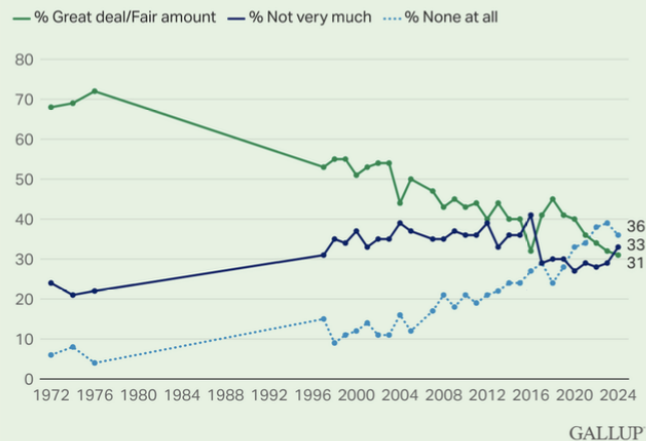
The RISE 8-Step Framework for News Reels.

A simple, repeatable workflow that makes student reporters independent, credible, and influential — from researching a story's focus to posting and improving on feedback, with clear guidance on where AI can and can't help.

The problem we're helping students solve.

Americans' Trust in Mass Media, 1972-2024

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?



AMERICANS' TRUST IN MASS MEDIA, 1972-2024 · SOURCE: GALLUP (2024)

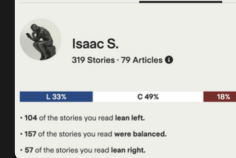
What we aim to address

86%
of young Americans want to become a social media influencer.

39%
of U.S. adults under 30 regularly get their news on TikTok.

64%
of U.S. adults say fake news stories cause "considerable confusion" about basic facts.

My News Bias Demo Data



Students see their own reading habits and bias — left, center, right — with Ground News.

Sources: Morning Consult (2019) · Pew Research (2016) · YouGov (2023) · Gallup (2024)

OUR GLOBAL MENTOR NETWORK INCLUDES JOURNALISTS FROM NEWSROOMS SUCH AS



The Guardian

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