

**NEWS RELEASE**

FOR IMMEDIATE RELEASE FOR MORE INFORMATION:

[DATE] [Insert your information here:

Local Project Director, Title and Organization

Phone Number and Email

Website]

**Presentation Focuses on Sensationalism in Journalism**

[Community Name] – [Organization Name] in [Community Name] will host “Sensationalism and the Flaw of Journalism,” a presentation and discussion by Marco Alcocer on [Date] at [Time] at [Location and Address of Presentation]. Members of the community are invited to attend the free program. Contact the [Host Organization Name] at [Phone Number] for more information. The program is made possible by Humanities Kansas

[List any details about local event here]

From TV to print media, radio and internet news, today’s conventional journalism lives in an existential crisis. Sensationalism, while not new, has become more pervasive for some journalists and news organizations, which struggle to stay relevant in the modern age of digital media, 24-hour news cycle, and internet news where anyone can be a citizen journalist. This talk will focus on immigration and other timely topics as it relates to sensationalism, fake news and journalistic ethics. It will also address the importance of Spanish-language media as it refers to the topic of immigration. Participants are invited to share examples of sensationalized media. This presentation is available in English and Spanish.

Marco Alcocer is the editor in chief and publisher of *El Perico Informador y Parlanchin*“The Bilingual Publication of Kansas” (Wichita). He is a speaker, writer, political commentator and consultant. He has over 30 years of experience in the field of journalism and media communications including as former news anchor and executive producer of Univision Kansas. In his present position he produces most stories, conducts and directs all local, national and international interviews.

“Sensationalism and the Flaw of Journalism” is part of Humanities Kansas's *Movement of Ideas* Speakers Bureau, featuring presentations and workshops designed to share stories that inspire, spark conversations that inform, and generate insights that strengthen civic engagement.

This program is part of the “Democracy and the Informed Citizen” initiative administered by the Federation of State Humanities Council. We thank the Andrew W. Mellon Foundation for their generous support and the Pulitzer Prizes for their partnership.

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*Page 2 – Presentation Focuses on Sensationalism in Journalism*

For more information about “Sensationalism and the Flaw of Journalism” in [Community] contact the [Host Organization] at [Phone Number] or visit [Website].

**About Humanities Kansas**

Humanities Kansas is an independent nonprofit spearheading a movement of ideas to empower the people of Kansas to strengthen their communities and our democracy. Since 1972, our pioneering programming, grants, and partnerships have documented and shared stories to spark conversations and generate insights. Together with our partners and supporters, we inspire all Kansans to draw on history, literature, ethics, and culture to enrich their lives and serve the communities and state we all proudly call home. Visit humanitieskansas.org.

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