

ERIC JOURGENSEN, ED.D.

EDUCATOR • JOURNALIST • AUTHOR • STUDENT-MEDIA ADVISER

News literacy, AI literacy, and verification for audiences tired of being lectured at. Sessions built as experiments, not slideshows. The room falls for the trick first, then takes it apart.



QUESTION EVERYTHING. TRUST CAREFULLY.

ericjourgensen.com/speaking

SIGNATURE SESSIONS

- 01** **MEDIA LITERACY**
DIHYDROGEN MONOXIDE
 A deliberately alarming presentation about a dangerous chemical becomes a live demonstration of framing, unfamiliar language, selective truth, and why technically accurate information still misleads. The audience discovers the chemical is water. They do not forget it.
- 02** **VERIFICATION**
RUN THE WATER CHECK
 Wait. Ask. Trace. Examine. Respond. A practical routine for deciding what a claim has actually earned before reacting, reposting, or repeating it. Works on headlines, images, statistics, and AI answers.
- 03** **ARTIFICIAL INTELLIGENCE**
AI DIDN'T INVENT THE PROBLEM
 Generative AI changed the speed and scale of convincing misinformation. Most of the vulnerabilities it exploits are older than the internet. AI literacy without the panic or the hype.
- 04** **JOURNALISM EDUCATION**
THE NEWSROOM IS A DEMOCRACY LAB
 What student journalism teaches about sourcing, evidence, disagreement, ethics, public records, and the responsibility to publish something other people can trust.

THE SESSION CHANGES WITH THE ROOM

Formats: keynotes, breakouts, workshops, panels, podcasts, professional learning, virtual.

Audiences: educators, student journalists, school and district leaders, universities, journalism programs, civic groups, professional associations, general audiences.

FAST FACTS

- Educator and student-media adviser, Palm Beach County, Florida
- Former **MTV News / Viacom** reporter
- Professional experience with **Walt Disney World**
- **Ed.D.** in Educational Leadership, University of Florida
- Creator of the **WATER Check** verification framework
- Author of **The Deadline Plate**, Book One of The Chronicle Keepers
- Known online as **@DrDarthGrader**

ON THE CALENDAR

- **National News Literacy Conference**, Oct. 8–10, 2026, Salt Lake City. Selected presenter on dihydrogen monoxide and misinformation.

SEEN IN

- **National Press Club Journalism Institute**, feature, Sept. 2026
- **Scripps News**, national video
- **WPTV**, news literacy and education reporting
- **The Trail Report**, community feature

ASK ME ABOUT

- Why "technically true" can still mislead
- Teaching skepticism without teaching cynicism
- Pop culture as a gateway to media literacy
- From MTV to the high-school newsroom

"With news literacy, young people are able to use their rights and advocate for their interests more effectively. That is why I support Eric's work."

MARY BETH TINKER
STUDENT FREE-
EXPRESSION ADVOCATE

WHAT IT COSTS

Every session gets scoped to the room. This is a starting range so budgeting is not a guessing game.

SINGLE SESSION	HALF DAY	FULL DAY	CONFERENCE KEYNOTE
\$750-\$1,500	\$2,000-\$3,500	\$3,500-\$6,000	\$2,500-\$5,000
One classroom visit, assembly, or 45 to 60 minute breakout.	Up to three hours. A workshop plus a faculty PD block.	Multiple sessions across a school or district. Keynote plus breakouts.	45 to 60 minutes for a conference, association, or organization.

Virtual sessions run \$500–\$1,500. Travel and lodging are billed separately outside driving distance of West Palm Beach, FL. Rates flex for Title I schools, first-time bookers, and nonprofits doing news-literacy work on a shoestring. Just ask.

LET THEM DISCOVER
THE **LESSON.**

BOOKING & MEDIA
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