NBE3U Signal and Story, Lesson 2

On Air

APTN and news from an Indigenous newsroom



Today's goals

We are learning…

- How news is shaped by who makes it.
- To evaluate how effectively a news report communicates.

I can…

- Describe APTN's history and purpose.
- Compare sources, words and images in two reports on the same event.
- Identify overt and implied messages in a news report.
- Evaluate which report communicates more effectively, and for whom.

Today's plan

Time	What we're doing	You will…
0–8 min	**Hook**	Discuss
8–20 min	**APTN**	Note
20–45 min	**Two reports**	Compare
45–62 min	**Framing**	Analyse
62–75 min	**Evaluate**	Write

Warm-up

Where do you get most of your news?



TV news

A broadcaster.



Social media

Feeds and videos.



People I know

Family, friends.



I don't follow news

That's an answer too.



Big idea

The same event can become two different stories. Comparing coverage from an Indigenous newsroom with coverage from a mainstream outlet shows how sources, words, images and order shape what an audience understands, and whose voices are heard first.

APTN



The Aboriginal Peoples Television Network launched nationally on September 1, 1999, growing out of Television Northern Canada. It was the world's first national Indigenous broadcaster.

The CRTC requires cable and satellite providers to carry APTN in basic service. Since 2024 it has two channels: APTN and APTN Languages.

Reading the news

source	A person or document the report relies on. *Who is quoted first?*
frame	The angle that tells the audience what kind of story this is. *Conflict, rights, cost, culture.*
overt message	What the report says directly. *The headline's claim.*
implied message	What it suggests through choice, order and omission. *Whose voice is missing?*

Report A



Teacher-chosen APTN News report

APTN News

aptnnews.ca

While you watch: Note the headline, who speaks first, key words and images on page 1.

Report B



Teacher-chosen mainstream report on the same event

A national or regional Canadian news outlet

Same event, same week

While you watch: Use the same questions. What's the same? What's different?

Compare

On page 1, in pairs:

1. Fill both columns.
2. Circle the biggest difference.
3. Note what each report leaves out.
4. Who seems to be the intended audience of each?

Same event, two frames

Frame A

- Who is the story about?
- Whose words open it?
- What history is included?

Frame B

- Who is the story about?
- Whose words open it?
- What history is included?

Order and omission can carry a message as strongly as words.

Overt and implied

On page 2:

1. State each report's overt message in one sentence.
2. Infer each report's implied message.
3. Find the evidence for the implied message.
4. Name each report's intended audience.

Talk it out



Is a report more accurate because it is made by an Indigenous newsroom? What makes a news report effective?

Sentence starters

“A report is effective when…”

“Being from the community helps because…”

“But every newsroom still has to…”

How it works

- Groups: 5 minutes.
- Evidence from today's reports.

Evaluate in writing

On page 2:

1. Which report communicates more effectively?
2. For which audience?
3. Two pieces of evidence.
4. One thing the other report does better.

Exit ticket

1 One fact about APTN.

2 One difference between the two reports.

3 An implied message you found.

Next class: The Money and the Rules.

Teacher reveal

On Air: key points

APTN: Launched nationally September 1, 1999; grew out of Television Northern Canada (1992); programs in English, French and many Indigenous languages.

Sources: Look at who is quoted first and most: community members, leaders, officials, police, experts.

Words: Verbs and labels frame the story: “protesters” or “land defenders,” “dispute” or “rights.”

Images: Who is shown, where, and doing what? Crowds, faces, maps, archive footage.

Implied message: What the report suggests without saying it, often through order and omission.

Evaluation: Effectiveness depends on purpose and audience: a report can be clear and accurate for one audience and incomplete for another.