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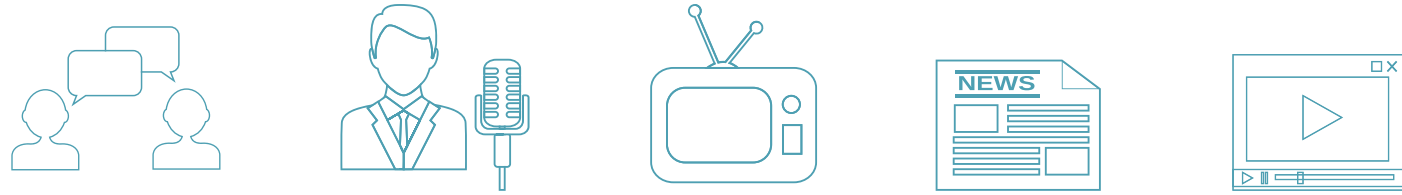
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EXPAND YOUR MEDIA LITERACY



It's becoming increasingly difficult to distinguish a credible news source from groups or individuals with an ulterior motive. From the youngest to the oldest readers, practicing media literacy is paramount to a better democracy.

Media Literacy, according to Kate Decker, editor for the National Newspaper Association's Pub Aux, is "the ability to access, analyze, evaluate, create and act in a variety of forms."

She and other professionals suggest use of the acronym, **ESCAPE**, to help analyze sources or pieces of information.

EVIDENCE

Do the facts hold up? Look for facts to verify names, numbers, places and documents.

SOURCE

Who made this and can I trust them? Trace who has touched the story: authors, publishers, funders, aggregators and social media users.

CONTEXT

What's the big picture? Consider if this is the whole story and weigh other forces surrounding it: current events, cultural trends, political goals and financial pressures.

AUDIENCE

Who is the intended audience? Look for attempts to appeal to specific groups or types of people, for example, content geared towards Democrats or Republicans.

PURPOSE

Why was this made? Look for clues to the motivation: publisher's mission, persuasive language or images, money making tactics, stated or unstated agendas and calls to action.

EXECUTION

How is this information presented? Consider the way it's made and how it affects the impact: style, grammar, tone, image choice, placement and layout.

Fake News has become a buzz phrase made popular by former president Donald Trump, who joined the likes of Thomas Jefferson, Lyndon Johnson, Richard Nixon and other previous presidents in waging war against news outlets. But what exactly is Fake News?

Jessi Hollis McCarthy, outreach educator for the Freedom Forum — a nonpartisan 501 (c)(3) foundation that fosters First Amendment freedoms for all — clarifies this term in her presentations (as recapped here by Decker in a Pub Aux article):

Opinion content — as expressed on a newspaper's Opinion pages — is not "fake news."

Flawed news is not "fake news." "Real people make mistakes," McCarthy said. "The mark for journalism is ... do they own up to it, issue a correction?"

Satire — like The Onion — is not "fake news."

Even biased content — presenting a perspective or "take on the issue" — is not "fake news."

"Fake news" is information that is not true but attempts to disguise itself as factual reporting, publishers even going as far as to print "fake" newspapers.

MEDIA LITERACY RESOURCES

NewseumEd.org is operated by the Freedom Forum with the mission "to cultivate the First Amendment and media literacy skills essential to civic life." Its online tools, collections and training classes are directed at teachers and students, but are also great assets for anyone wanting to make informed decisions in an everchanging media landscape.

The News Literacy Project (newslit.org) has a variety of online features to empower people to participate in the civic life of their communities and country. They include a hub for educators (NewsLit Nation), a viral rumor rundown, a mobile app to practice news literacy skills, a podcast and more. The Project's core beliefs are: News literacy is an essential life skill; Facts matter; and, A free press is a cornerstone of democracy.

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Celebrate Spring

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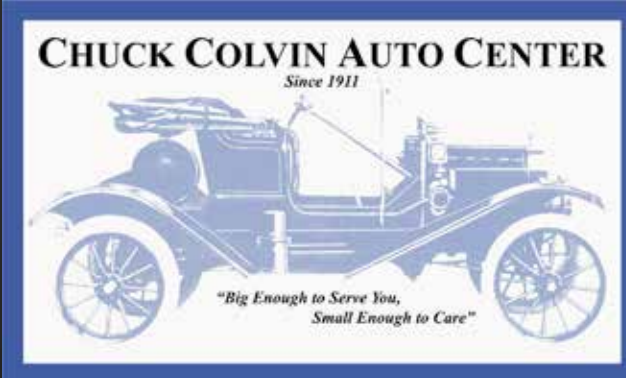


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MCMINNVILLE DOWNTOWN ASSOCIATION

105 NE THIRD ST MCMINNVILLE
503-472-3605

The McMinnville Downtown Association works to promote and enhance our historic downtown as the economic, social and cultural heart of the community.

NEWS-REGISTER PUBLISHING CO.

611 NE 3RD ST, MCMINNVILLE
503-472-5114

The Yamhill Valley News-Register is published each Tuesday and Friday, with news coverage maintained seven days a week on its interactive community website at www.news-register.com.

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Oregon Wine Press is a monthly consumer publication dedicated to Oregon wine, food, vineyards, winemakers, and insider-industry happenings. Established in 1984, OWP was acquired and re-imagined in 2006 by the News-Register Publishing Co., which is located in the heart of wine country, McMinnville, Oregon.

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McMinnville Downtown Association Summer Event Calendar

UPCOMING EVENTS

FARMERS MARKET Cows 2nd to 1st - Thursdays, May 12-Oct 12

UFO FESTIVAL PARADE Downtown, May 14

DINE OUT(SIDE) WEEKENDS 3rd Street Baker to Galloway, June 24-Oct 2

TURKEY RAMA Downtown, July 8-9

For more information about downtown happenings and other events, visit us at macdowntown.com

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“ We are so blessed and thankful to have our home. I want to say “thank you” to our amazing community, volunteers, donors and Habitat's amazing staff – without you, so many families would still be struggling and without hope for a better, brighter future. We didn't just gain a home – we gained ties to our community, a sense of accomplishment, and hope. ”

—Miranda, MacHabitat Homeowner

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MacHub "Community Warehouse" accepts donations of non-cash items and assets. We utilize the Swedemom online system with proven technology to sell items at the highest value in a global marketplace. These high priced donated items help Machub support its community by offering jobs and sustainability.

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503-434-1738**

My Mission is to Assist the Client to Maintain Health and Well-being through Massage Therapy. Basic styles of Massage practiced at Alderwood Massage Therapy include but are not limited to: Pain Management / Focused Therapeutic, Relaxation, Deep Tissue and Sports Massage. Some of the Benefits of Massage Therapy are: Pain Management, Enhance Muscle Tone, Ease Anxiety, Reduce Blood Pressure, Increase Flexibility, Prevent Injuries, Strength Immune System, Improve Circulation.

ANDREW PHYSICAL THERAPY

**2025 NE BAKER ST SUITE A,
MCMINNVILLE
503-435-1900**

Andrew Physical Therapy Orthopedic & Sports Rehab is an outpatient rehabilitation clinic that focuses on individualized, hands-on care. Our goal is that every patient who walks through our doors has a positive experience from start to finish. At Andrew Physical Therapy, our passion is getting you better! Call us today at (503) 435-1900 and we'll answer any questions you might have!

BLUE SKY ACUPUNCTURE

**330 SE BAKER ST, MCMINNVILLE
503-474-7446**

Each person and health concern is individual and unique. Each treatment you receive at Blue Sky Acupuncture is customized to your individual needs and concerns to help you meet your health and wellness goals. We specialize in holistic healing with Acupuncture, Chinese Herbal Medicine, Nutritional Counseling, and Reiki Healing.

FIRCREST ASSISTED LIVING & MEMORY CARE

**213 NE FIRCREST DR,
MCMINNVILLE
503-472-2200**

Fircrest Assisted Living and Memory Care offers short-term stay to hospice services. Together with our compassionate, personalized approach, these capabilities have helped establish our long-standing reputation for total excellence in senior care: Dementia & Alzheimer's Care, Diabetes Care, Hospice Care, Licensed Vocational Nurses 7 days a week, On-site rehabilitation services, Transitioning Home, Nutritional Management, and more.

HENSON ORTHODONTICS

**1915 NE BAKER ST, MCMINNVILLE
503-472-7121**

Henson Orthodontics provides ClearJoy Aligner treatment, Six Month Smile, and traditional braces in an open and connected environment. We encourage our patients to connect fully, smile loudly, and laugh unapologetically as they venture through orthodontic treatment. With offices in Astoria, McMinnville, and Newberg, we are honored to provide stellar care in the Pacific Northwest. We are proud of our communities and the smiles we get to shape in each. We welcome you to get to know us, set up a complimentary consultation, and find your joy with us.

JAMES B NELSON DDS / ADVANCED SMILE DESIGN

**821 N HWY 99W, SUITE B,
MCMINNVILLE
503-472-1159**

We believe that listening to our patients, understanding their needs, and treating the whole person are paramount to excellent dental care. The trust our patients have for us has been earned over time, with a long history of looking out for the best interest of our patients.

LIFE CARE CENTER OF MCMINNVILLE

**1309 NE 27TH ST, MCMINNVILLE
503-472-4678**

There are roughly 150 employees at Life Care Center, including physical, occupational and speech therapists, nurses and nursing assistants and certified medical aides, and they are all the living embodiments of the motto, helping both residents and out-patients get back to living a full life. We have an unwavering commitment to our residents and have a proven track record in providing quality care and optimal outcomes.

MARJORIE HOUSE MEMORY CARE COMMUNITY

**2855 NE CUMULUS AVE,
MCMINNVILLE
503-474-4222**

Marjorie House Memory Care Community specializes in providing outstanding person-centered, long-term care for individuals with dementia, including Alzheimer's. Our highly trained staff strives every day to create activities of daily living that match and enhance the abilities of our residents in an extremely safe, secure, supervised and caring environment.

NOVA HEALTH URGENT CARE

**1755 SW BAKER ST, MCMINNVILLE
971-900-4522**

Nova Health Urgent Care is a convenient, practical alternative to the ER for non-life-threatening issues. It provides a wide range of services, including sports physicals and treatments for fever and flu, sprains and strains, coughs and congestion, lacerations and skin rashes. Walk-ins are welcome, and telemedicine services are available 24/7.

ROCK OF AGES / VALLEY VIEW

**15600 SW ROCK OF AGES RD,
MCMINNVILLE
503-472-6212**

Rock of Ages Residential Care Facility /Valley View Retirement Village/ M.A.I.D.S. are recognized as leaders in serving the senior community. Our residents receive superior care in a beautiful, comfortable atmosphere created by caring and skilled staff. Our goal is to serve those needing our service regardless of their ability to pay. Contact us for details.

VINEYARD HEIGHTS

**325 SW HILL RD, MCMINNVILLE
503-435-1000**

At Vineyard Heights, residents enjoy an active, engaging lifestyle that promotes wellness and independence. It is our goal to keep our residents linked to resources and opportunities that will fulfill their needs and interests in the McMinnville area. It can be different...let Vineyard Heights show you how!

Care That Is Personal

1755 SW Baker Street • McMinnville, OR
NovaHealth.com • 971-900-4522 • Walk-Ins Welcome!



Treatments

Fever & Flu
Fractures
Cough & Congestion
Sprains & Strains
Minor Eye Injuries
Lacerations
Skin Rashes & Infections
Abscess Care
Allergy & Asthma
Dehydration



Services

COVID-19 Testing
On-Site Lab & X-Ray
EKG
Sutures & Stitches
Vaccinations
Immunizations



nova health
URGENT CARE

Alderwood Massage Therapy

Assisting the Body to Maintain Health and Well-Being through Massage Therapy

Pain Management • Therapeutic Massage • Sports Massage



For more information or to book an appointment
please visit AlderwoodMassage.com

ONLINE BOOKING | **503-434-1738**
1709 NE 27th St, Ste J, McMinnville | By Appointment
Gift Certificates Available | Camron Dunn, LMT • OR Lic #16243



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All your storage needs, under one roof.

McMinnville RV & Self Storage checks off all the boxes for our customers with great prices for climate-controlled storage units and moving supplies. In fact, you can use our secure units to store just about anything you own, including furniture, seasonal items, appliances, documents, and electronic equipment like desktop computers or washing machines. We also have a variety of indoor RV parking spaces that you can use to store your camper, boat, and other vehicles. Start storing today!



13999 SW Highway 99W, McMinnville
503.835.7171 selfstoragecr.com

Operated by: **C&R**
MANAGEMENT
GROUP

BETH CASTER, REALTOR
220 NE 7TH ST MCMINNVILLE
971-241-2509

"I'm an expert real estate agent with Keller Williams Realty Portland Premiere in Portland, OR and the nearby area, providing home-buyers and sellers with professional, responsive and attentive real estate services. Want an agent who'll really listen to what you want in a home? Need an agent who knows how to effectively market your home so it sells? Give me a call! I'm eager to help and would love to talk to you."

CASCADIA LANDSCAPING
PO BOX 515, MCMINNVILLE
503-472-5897

A full-service landscape construction company, and our specialty is excellence. We design, construct, and maintain landscapes. Proudly serving the Yamhill Valley since 1977, offering a wide array of services—from irrigation and night lighting to ponds and patios. When you hire us at Cascadia Landscaping for your landscaping needs, virtually anything is possible!

CHEHALEM PROPERTY MANAGEMENT
2303 PORTLAND ROAD, SUITE D, NEWBERG
503-554-0219

Chehalem Property Management, Oregon's trusted rental company, coordinates service for hundreds of local single-family homes, condominium, and multi-family buildings. With over two decades of experience, they continually provide quality care and knowledgeable solutions to both tenants and owners. They do this by making collections easy, delivering quick maintenance, and coordinating fast rental turnarounds.

DR. HVAC
1788 NE 18TH ST, MCMINNVILLE
503-474-9891

Dr. HVAC has been a trusted partner to many home and business owners throughout McMinnville and the surrounding areas for many years. We have developed a solid reputation for delivering exceptional heating and cooling services

that meet the comfort needs of our customers. We install and service YORK air conditioning and heating products.

FJELLAND FLOORS

950 N HWY 99W, MCMINNVILLE
503-472-8008

Fjelland Floors is a hometown, family-owned business three generations strong. Every installation we undertake comes standard with a one year limited warranty. From a variety of carpet and hardwood flooring products to a vast selection of Quartz, tile, and laminate options to update every aspect of your room, our goal is to help make sure your home or business has the look you desire. Our customer service and products are second to none. Your satisfaction is our goal.

J&M HOMES
1120 OLD SHERIDAN ROAD, MCMINNVILLE
503-908-8166

J & M Homes offers exceptional customer service and strives for 100% customer satisfaction. Not only can we help you find the right home at the most affordable price for you and your family — we are also available to assist you with the delivery and set up of your new home if you choose.

MCMINNVILLE HEARTH & BBQ

245 NE HWY 99W, MCMINNVILLE
503-434-1109

Providing comfort and beauty to your home through high quality stoves, hearths, and barbeques. McMinnville Hearth and Barbeque has been serving Yamhill County for 16 fabulous years. We are locally owned and operated and pride ourselves on being in tune with the needs of McMinnville.

MCMINNVILLE RV AND SELF STORAGE

13999 SW HWY 99W, MCMINNVILLE
503-835-7171

McMinnville RV & Self Storage is a premier storage facility with self-storage units in McMinnville, OR and surrounding areas. We're

proud to offer our customers multiple types and sizes, including standard drive-up units, heated units, and RV or vehicle storage units. From small space to something that fits your entire home's belongings, we have a self-storage for you. For information and current availability, contact us at 503-835-7171. Customer satisfaction is our top priority! Reserve the perfect, affordable self-storage unit in McMinnville today!

RECOLOGY ORGANICS MCMINNVILLE

2200 NE ORCHARD AVE, MCMINNVILLE
503-472-1671

WASTE ZERO is our rallying cry to make the best and highest use of all resources. Our commitments are to provide first-class customer service, to positively contribute to the quality of life within the communities we serve and to reduce our negative impacts on the environment. Our achievements are driven by our awareness of the impact on our children, the communities we serve and the planet we all share

SCHMIDT FARMS
13940 SW HWY 18, MCMINNVILLE
503-472-8234

Seasonal operation. Offering fresh walnuts and hazelnuts. Typically opens the 1st of October for hazelnuts, and November 1st for Walnuts, and closes the last week of December. Cracking is offered to customers free of charge. All nuts are \$3.00/lb. We take pride in offering freshly harvested walnuts and believe customers deserve a quality product.

THE BINDERY
610 NE FOURTH ST MCMINNVILLE
971-287-8389

The Bindery is a unique industrial event space in historic downtown McMinnville, Oregon with over 2,500 square feet to host your wedding, corporate event, private party, or special occasion. It's the perfect place for you to come together.

TICOR TITLE
1215 NE BAKER ST., MCMINNVILLE
503-472-6101

When it's time to close on your real estate transaction, you have a choice — and we would love your choice to be Tigor Title. From the simplest to the most complex residential or commercial real estate transactions, let Tigor Title show you why customers continually turn to us for the reliability, responsiveness and security they need.

TINA'S LANDSCAPE MAINTENANCE
15277 STUBB RD NE, GERVAIS
971-216-1093

Tina's Landscape Maintenance has become a reputable and well-known service provider, managing projects with the skill and experience our clients have come to expect. We want our customers to be satisfied with our work, which is why we provide open communication throughout the duration of each project.

WILDHAVEN PROPERTY MANAGEMENT
619 NE THIRD ST MCMINNVILLE
503-474-4520

Wild Haven Property Management Company prides itself on being the best property management company in Yamhill County. We are well known for first class service, responsiveness and professionalism.

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With a Great Team
and Ours would like to wish you a...

Happy Spring

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McMinnville, OR 97128
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KONA MAKAI NAIL SPA

1310 NE HWY 99W, MCMINNVILLE
503-434-5434

Our Professional staff is dedicated to making your visit a pleasant and rewarding one. Our customer service approach is based on a blend of Asian elegance and American hospitality inspired by the Hawaiian spirit of aloha. We offer Solar Nails, Waxing, Manicures & Pedicures and we also do Children's Nails. Gift Certificates Available.

MACY & SON

135 NE EVANS ST, MCMINNVILLE
503-472-6151

Macy & Son Funeral Directors has been a part of this community for over 100 years. That history gives us an intimate understanding of the needs of the people in this community. We assist families with making burial or cremation arrangements and offer a wide range of service options.

URBANBLISS LUXURY SALON

1900 N HWY 99W, SUITE B, MCMINNVILLE
503-472-3097

The original Urbanbliss Luxury salon. Urbanbliss is an upscale salon offering creative hairstyles, highlights & hair color for all ages, men, women & children. Spa manicures & Pedicures, Shellac/gel manicures & Dermalogica Facials are available.



Appointments required.
Full service salon.

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ART HARVEST STUDIO TOUR 2022

SEPT 30, OCT 1, 2 7, 8 9 2022
ARTHARVESTSTUDIOTOUR.ORG

Visitors are invited into studios and workshops of nearly 50 Yamhill County artists for self-guided tours. Watch demonstrations, learn the creative process, enjoy viewing and purchasing artwork. A \$10 entry button is required and available at all studios and select Yamhill County outlets. COVID guidelines will be enforced: Visitor masking is required and occupancy limit signage will be posted. September 30, October 1, 2, and 7, 8, 9; Friday, Saturday & Sunday 10 until 6.

BOERSMA'S

203 NE THIRD ST, MCMINNVILLE
503-472-4611

At over 12,000 square feet, Boersma's is bursting with over 12,000 bolts of quality cotton fabric, sewing machines, sergers, notions, books, patterns, long-arm quilting machines, vacuum cleaners and repair service. We have the friendliest staff eager to help with your project.

BUDGET BLINDS

1411 NE HIGHWAY 99W, SUITE B, MCMINNVILLE
503-472-0792

Window coverings run in the blood of the Thompson family. With over 30 years in the business, Jason Thompson's extended family knows the industry inside and out. With a sweeping selection of window treatments including shutters, blinds, draperies, shades and even window film, Budget Blinds has customized window covering solutions ready for you — regardless of the window's size or shape.

EVERGREEN AVIATION & SPACE MUSEUM

500 NE CPTN MICHAEL KING SMITH WAY, MCMINNVILLE
503-434-4185

Home of the Hughes Flying Boat, "Spruce Goose," an SR-71 Blackbird spy plane, a Titan II Missile complete with launch room, and more than 150 other historic aircraft, spacecraft and exhibits. A Smithsonian Affiliate Museum, member of the Blue Star Museums and Museums for All programs.

GALLERY BALLET & TAP

906 NE 11TH ST, SUITE B, MCMINNVILLE
503-472-4886

Gallery Ballet, located in beautiful McMinnville, Oregon, offers a wide variety of ballet, tap, Mommy and me, Jazz, Hip Hop, Modern, Zumba classes, and Summer dance camps and lessons for all ages, levels, and experiences of dancers.

HAPPY HUT

343 NE BAKER ST, MCMINNVILLE
503-435-1770

We have the biggest selection of Incense in Yamhill County. We also have great clothing SRH and tie-dyed - the list goes on and on. We have a nice selection of body jewelry as well. Come by and check out the new improved look inside.

HOPSCOTCH TOYS AND GAMES

438 NE 3RD ST, MCMINNVILLE
503-472-3702

At Hopscotch, we believe in creative play, and that a child should dictate what a toy is and does. Our toys encourage critical thinking, problem solving and imagination. Life should be a long series of small and large celebrations - Thank you for so often choosing us to help you celebrate.

MCMINNVILLE ANTIQUES MALL

334 NE THIRD ST, MCMINNVILLE
503-583-1398

McMinnville Antiques Mall is a local "Vendor Mall" boasting over 50 talented vendors that create a very eclectic collection of items ranging from Vintage and Antique to Re-Purposed and Hand-Made. Visit us online at www.mcminnvilleantiquesmall.com ... Where Every Treasure Has A Story... and curious are welcomed!

MCMINNVILLE PACK AND SHIP

637 SW KECK DR, MCMINNVILLE
503-472-1200

No job too big or small! Located next to Albertsons. Featuring FedEx shipping and same day signs and banners.

POSEYLAND FLORIST

410 NE 2ND ST, MCMINNVILLE
503-472-2135

POSEYLAND FLORIST is a professional local florist proudly serving McMinnville, OR and surrounding areas. Our shop has been family-owned for over 60 years and we are ready to assist you when you need flowers delivered locally or anywhere in the world. Whatever the occasion, let one of our talented designers create a beautiful fresh or silk floral arrangement that's custom-made just for you!

SEARS MCMINNVILLE

1621 NE BAKER ST, MCMINNVILLE
503-472-2101

Sears Hometown Store in McMinnville, OR is the local destination for all your home appliance and mattress needs as well as a great selection of lawn and garden products. Sears Hometown Store in McMinnville offers the best in quality, brand-name washers, dryers, refrigerators, microwaves, ranges, stoves, power tools, lawn mowers, fitness equipment, and more! So come by and get to know us!

SHOEMATES FOOTWEAR & REPAIR

540 NE 3RD ST, MCMINNVILLE
503-474-3933

For high quality shoe and boot repairs, please come see us downtown. Shoe repairmen will do a quick turnaround time for prices that allow people to keep their old favorites for less money than new footwear.

THE ERIN HANSON GALLERY

1805 NE COLVIN CT, MCMINNVILLE
503-334-3670

The Erin Hanson Gallery showcases the bold and vivacious oil paintings of artist Erin Hanson. Her colorful and unique paintings bring new life to the contemporary art scene. A blend of modern expressionism and classic impressionism, Hanson's works are collected by art museums and private collectors across the world.

TIMMRECK & MCNICOL JEWELERS

428 NE THIRD ST, MCMINNVILLE
503-472-6812

Since 1939, Timmreck & McNicol has been serving Yamhill County with fine jewelry, diamonds, jewelry repair, engraving, and gemological services. It is our mission to provide quality jewelry and unsurpassed service to everyone who walks through our door. If you have any questions about any of our products, or would like to schedule an appointment, feel free to contact us. Our trained staff would be happy to answer any of your questions.

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BIRTHDAY PARTIES

That's right, we are bringing parties back! Hopscotch offers everything from party room rental to full service facilitation of your child's big day. Contact us for details.

BIRTHDAY BINS

Bring your birthday child in to fill a bin with all their heart desires from toys to sweet treats, then invite their guests to shop from it

BIRTHDAY CLUB

Sign your child up for our birthday club to receive a \$5 gift certificate in the month of their birthday. Drop by the store to register, and receive 20% off any item when you mention this ad.

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