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In a general education statistics course, the applications of topics to the real world can be lost on students. Textbook problems rarely look like the statistics students encounter in their own field or in popular media, even if the text uses "real world" data. To overcome this deficit and to make statistical ideas more relevant to students, we incorporate current media articles into our Elementary Statistics course. Our "Read & Reflect" assignments allow students to see how the vocabulary and concepts being studied are used daily in both popular and professional journalism. Current articles are chosen that reflect the "just-in-time" learning of ideas just covered in class and also ideas from earlier in the semester, reinforcing basic principles that sometimes get forgotten as new material is covered. We will share some examples of our Read and Reflect activities and present an assessment of their impact on student attitudes and student learning. (Received September 22, 2011)