

JOURNALISM
ENGLISH 467A / POLITICAL SCIENCE 253
Steven Brill • sb@brillbusiness.com • (212) 332-6301
Fall 2019

DESCRIPTION: This seminar – the core course for Yale Journalism Scholars – is for those interested in understanding the changing role of journalism, in coming to grips with the challenges and opportunities related to the business model of journalism in a digital age, and in learning the practice of journalism. Grades will be based on participation and written work, with an emphasis on the final project. The goal of this course is to guide everyone to produce a grade A final project.

We will focus on both imaginative and critical thinking as it applies to reporting and to creating ways and forms of telling a story so that it has maximum impact in a world cluttered with media and experiencing profound challenges to making journalism economically viable.

However, this is not a theoretical exercise. We will be dealing with the hard-core questions of how good and “bad” journalism happens – from understanding how Harvey Weinstein was unmasked (and why it took so long) to uncovering the workings or failings of some obscure but vital government agency (and getting people to care about it). We will also examine the modern economic challenges of journalism. Finally, this is a course about the nuts and bolts of effective writing and presentation.

One or perhaps two extra (and voluntary) sessions will take place in New York City, so that students can meet with working journalists there.

I will meet with each student individually during the term as often as necessary in order to provide feedback, help with the final project, and (if requested) provide career guidance.

Guest instructors during two of the sessions will be Bob Woodward and a variety of successful journalists who took this seminar in prior years.

Successful completion of this course and other aspects of the Yale Journalism Scholars program will qualify students to be designated Yale Journalism Scholars. For more information on the Yale Journalism Scholars and the Yale Journalism Initiative, see <http://writing.yalecollege.yale.edu/journalism-initiative>.

INSTRUCTOR: Steven Brill, a graduate of Yale College and Yale Law School, worked as a writer for *New York Magazine*, *Esquire*, and *Harpers* while in law school. In 1978, he was the author of a best-selling book on the Teamsters Union. A year later, he launched *The American Lawyer Magazine* and later expanded it into ten legal publications across the country. In 1991 Brill launched Court TV and, in 1998, *Brill's Content Magazine*. In 2009, he founded Journalism Online, LLC, to enable newspapers, magazines, and online publishers to earn revenue from the journalism they publish online. In the last six years, he has also written feature articles for *The New Yorker*, the *New York Times Magazine*, *The Atlantic*, *Fortune*, and *TIME*. In 2011, he wrote *Class Warfare: Inside the Fight To Fix America's Schools*. In 2013, he authored a special edition of *TIME Magazine* – “Bitter Pill: How Medical Bills Are Killing Us” – about healthcare prices and profits. His book about American healthcare and the fight over Obamacare, also a best-seller, was published in early 2015 by Random House. His latest book – *TAILSPIN: The People and Forces Behind America's Fifty-Year Fall – and Those Fighting to Reverse It* – was published by Knopf in May of 2018 and became a best seller.

Brill currently serves as the co-founder and co-CEO of NewsGuard, a company dedicated to rating the reliability of online news sites.

MEETINGS: Mondays, 9:00 – 10:50 a.m. in LC 103

ENTRANCE REQUIREMENTS: The seminar is open to all sophomores, juniors, and seniors. In general, we are looking for a range of students – some with demonstrated commitment to and experience in journalism, others without that background but who can write well, want to learn, and perhaps have an added dimension to offer in class discussions (such as an intense interest in politics, the arts, law, or economics), which they might want to apply to journalism.

Admission:

Each student must submit the following simple, two-part application package to sb@brillbusiness.com. **Please submit the package by the evening of Monday, August 12, 2019.**

I will post with the English Department the final list of those accepted by Friday, August 16, if not earlier. I will also email all accepted students. There will be a short wait list, too. Students who are accepted must confirm their acceptance within 24 hours of being notified of their acceptance.

The two-part application should consist of:

1. No more than two double-spaced pages: A written statement explaining your interest in the class and in the Yale Journalism Scholars program. This should also include your Yale class year, any previous writing courses that you have taken, a brief description of your extra-curricular activities and a description of your journalism experience, if any.
2. One writing sample – either an article that you have published in an on- or off- campus publication or something that you submitted for a class.

READINGS: The syllabus provides an outline of what we will cover in the course. The course packet is available at TYCO, and all books are available at the Yale bookstore. Most of the reading will be from the “Other Reading” materials described below, supplemented by these books:

BOOKS: John Hersey, *Hiroshima*

James Stewart, *Follow the Story: How to Write Successful Non-Fiction*

Gay Talese, *The Gay Talese Reader*

Steven Brill, *TAILSPIN* – to be handed out in class.

OTHER READING: Various newspaper and magazine articles and online postings intended to illustrate different forms and methods (and successes and failures) of journalism, ranging from Woodward and Bernstein’s original Watergate reporting, to trashy celebrity profiles, to bulletins on Supreme Court decisions, to data-centric journalism at *ProPublica*. (All assembled in the course packet.)

PARTNERS: You will be given an editing partner—a fellow seminar participant. You will edit his or her drafts and vice versa.

ASSIGNMENTS: Please double space and include your name on all assignments.

- Biographical profile -- 2,000 words -- of the person sitting next to you in this seminar.
- Critiquing and editing of several published articles from time to time.
- Critiquing and editing your fellow students' work from time to time.
- Coming to class with one original story idea every other week.
- Writing a two-page strategic outline for an interview with a potentially hostile source.
- Creating, with two partners, a journalism enterprise that does well and is financially self-sustaining.
- Final Assignment: 3,500-4,000 word publishable magazine (or e-magazine) feature story or three-part newspaper series – to be edited by your editing partner before final submission to me.

ADDITIONAL NOTE: Because we will regularly discuss current journalism, all participants in the program should be prepared to bring a laptop or tablet to class.

OUTLINE OF READING AND ASSIGNMENTS

1. August 30, 2019: Introduction: In-class Discussion of What the Seminar Will Attempt to Do, and What Journalism is at Its Best

Reading (which will be discussed in class):

- Jodi Kantor and Megan Twohey: “Harvey Weinstein Paid Off Sexual Harassment Accusers For Decades,” *The New York Times*, October 5, 2017
 - Robert A. Caro: “The Secrets of Lyndon Johnson’s Archives,” *The New Yorker*, January 28, 2019
 - Tom Junod, “Angelina Jolie Dies for Our Sins,” *Esquire*, July 2007
1. Come to class prepared to discuss the differences in the journalism behind the Jolie and Weinstein stories, and what Caro’s memoir conveys.

2. Also, come to class prepared to discuss what's wrong with this excerpt from a *New York Times* article in its Sunday Review section from last spring. It's an excerpt from a book by *Times* reporter Amy Chozick. The scene is the night of the 2016 Election:

Things were already looking bad when, several people told me, Chelsea Clinton popped the Champagne. It was just after 9 p.m. on election night and she was having her hair and makeup done in the family's suite at the Peninsula hotel. She stopped to pour what someone said was Veuve Clicquot into everyone's glasses, figuring that in a couple of hours Donald Trump's run of early victories in red states (West Virginia, Oklahoma, Alabama) would end and the map would turn back in her mom's favor.

Three hours later, the Rust Belt was awash in red, and somebody had to tell Hillary Clinton.

Photo

Robby Mook, the drained and deflated campaign manager, told his boss she was going to lose. She didn't seem all that surprised.

"I knew it. I knew this would happen to me," she said, now within a couple of inches of Mr. Mook's ashen face. "They were never going to let me be president."

BEGIN WORK ON YOUR PROFILES. Profiles should be no more than 2,000 words. You must interview at least 15 people. **You must have a headline that is more than the person's name!** Consult your partner on interviews and other strategy questions. (No, your partner will not be the person you profile.) DUE MONDAY, SEPTEMBER 30, 2019 IN CLASS. (BRING HARD COPY to class; electronic copy emailed to me.)

Assignment for next week: Write me a one sentence definition of journalism and email it to me by Thursday night, September 5, by midnight.

2. September 9, 2019: What is Journalism and Why is It Important?

The definition of journalism, the changing nature of journalism in the Information Age, and the role of journalism in a democracy and in a free market. What is the central role of journalism? What should the purpose of journalism be? Is it a profession, a trade, or a hobby? What's the difference? Who is a journalist? What about "community" or "participatory" journalism? What kind of blogging is journalism? What kind isn't? What about social media?

And do any of these distinctions matter?

- *Learning to be a surrogate*
- *Why it's more important than ever*
- *Can tweets be a substitute?*
- *What is "fake news" -- and what can we do about it?*
- *Review of sample NewsGuard Nutrition Labels (Breitbart.com; Dailykos.com; Infowars.com; NationalReview.com; CNN.com) To be handed out in class.*

READINGS FOR TODAY:

- *The Gay Talese Reader*, Introduction and Profile of Frank Sinatra
- Mathew Ingram, "Thanks to the web, journalism is now something you do – not something you are," *Paid Content*, June 30, 2013 (course packet)
- Jennifer LaFleur, *ProPublica* Medicare Prescription data story; synopsis in course pack; link is here: <http://www.propublica.org/article/how-we-analyzed-medicares-drug-data-long-methodology>
- Paul Steiger, "A Closer Look: Three Golden Ages of Journalism," *ProPublica*, February 7, 2014 (course packet)
- Ben Smith, "Why BuzzFeed News Published the Dossier," *New York Times*, January 23, 2017 (course packet)
- *Breitbart.com*: Read the home page and two articles
- *Dailykos.com*: Read the home page and two articles

ASSIGNMENTS FOR NEXT WEEK:

- Find a story in the Yale Daily News that has a significant fact or comment missing. Come to class with the story printed out and with your explanation written in the margin of what's missing.
 - Come to class with one good story idea.
 - Make sure you have interviewed at least 7 people for your profiles.
-

3. September 16, 2019: WRITING THE STORY

- Review of your story ideas and your YDN story with the missing fact or comment
- How much voice should you have?
- Empathy
- *Basic Writing Do's and Don'ts*
- *Bad phrases and words*
- *More discussion of profiles*

READINGS FOR TODAY:

- Tim Radford, "A Manifesto For the Simple Scribe – My 25 Commandments for Journalists," *The Guardian*, January 19, 2011 (course packet)
- Jim Romenesko blog post on phrases banned at *The Washington Post*: <http://jimromenesko.com/2013/03/20/washington-posts-outlook-bans-these-words-and-phrases/> (course packet)
- A Digital Image Serial: Read at least the first chapter of "America's Most Admired Lawbreaker" -- or listen to it: <http://highline.huffingtonpost.com/miracleindustry/americas-most-admired-lawbreaker/>

ASSIGNMENT FOR NEXT WEEK:

- CONTINUE WORK ON PROFILES – DUE Monday, SEPTEMBER 30.
- **Come to class with the first 200 words of your profile after consulting your partner.**

- I will hand out a current story for you to edit for wording, sourcing queries and other substantive comments. You should bring to class a hard-copy line edit, with queries and comments written legibly in the margins.
- To be handed out in class: NewsGuard’s criteria and guidelines for its analysts.

4. September 23, 2019: Doing Journalism In the Digital Age:

- *Go over your edits*
- *Discussion of NewsGuard’s rating criteria and guidelines for analysts*
- *The difference between journalism and entertainment*
- *Different types of journalism: straight news, “information,” “vicarious news,” and opinioned news and different media – print, online, video; how they work for different purposes; and why they are rarely interchangeable*
- “Types” of Journalism:
 - What? (Pure information)
 - What happened? (tweets...online...television...daily newspaper)
 - What it means? (online...daily newspaper...television...magazine...books)
 - Why it happened? (online...daily newspaper...television...magazine...books)
 - Who made it happen?
 - What WILL happen? (online...daily newspaper...television...magazine)
 - What I (the writer) think you should think about something: (Consumer news...restaurant reviews... editorials, books)
- Where do Sinclair, Woodward and Talese fit in? What about BuzzFeed?
- *Overview of How You Gather Information – And How You Turn Policy Debates into Journalism:*
 - Be there (Sinclair)
 - Talk to those who were there (Woodward and Bernstein)
 - Read about it (and now use sources’ prior emails!)

- Use data
- Combine them all: “TAILSPIN” tries to do this
- *What are you learning in preparing your profiles – and in being profiled?*
- *Stewart’s definition of a “good story” and the rewards of journalism*

READINGS FOR TODAY:

- James Stewart, *Follow the Story: How to Write Successful Non-Fiction*, pgs. 9-25
- Woodward and Bernstein Watergate articles, 1972 (course packet)
- Bob Woodward, “How Mark Felt Became ‘Deep Throat’; As a Friendship – and the Watergate Story – Developed, Source’s Motives Remained a Mystery to Woodward,” *The Washington Post*, June 2, 2005 (course packet)
- Excerpts from Upton Sinclair’s *The Jungle*, 1906 (course packet)
- Read the first 57 pages of *TAILSPIN*, then see if you can find any gaps in the corresponding source notes for those pages.

ASSIGNMENTS FOR NEXT WEEK:

- Profiles due September 30 in class. (BRING HARD COPY to class; electronic copy emailed to me.) REMEMBER: IF YOU DON’T HAVE A HEADLINE, THE ASSIGNMENT IS NOT COMPLETE. List your editing partner.
- Send me an email by Wednesday night, September 25, telling me in one sentence what is missing from Laurie Burkett’s *Wall Street Journal* article in next week’s reading.
- Come to class with ONE GOOD STORY IDEA for a Yale publication.

5. September 30, 2019: Basic Journalism Standards: What’s a Good Story?

- *How do you turn your curiosity or amazement into a good story?*
- *More on Finding Sources*
- *Story idea for Yale Publication: Why is it a good story?*

- *Turning Important Stuff Into a Good Story*
- *The structure of newspaper articles, magazine features and television reports.*
- *Discussion of what it is like to work on the profiles – and be profiled.*
- *Discussion of Trump story*
- *Discussion of why journalists ignore stories – ie., the hollowing out of America’s manufacturing economy. Is Joe Nocera’s comment about Macy’s book perceptive or pathetic?*

READINGS FOR TODAY:

- Brill, “Trump U.” *TIME*, November 16, 2015 (course packet)
- Laurie Burkett, “Foreign Auto Firms Under Fire in China,” *Wall Street Journal*, March 16, 2015 (course packet)
- Sebastian Medina Taycac, “Cho Faces Additional Charges,” *Yale Daily News*, February 27, 2014 (course packet)
- John Hersey, *Hiroshima*, pages 1-41
- Read pages 148-168 of TAILSPIN. See especially Joe Nocera’s comment on page 158.

ASSIGNMENTS FOR NEXT WEEK:

- Having read the Woodward and Bernstein Watergate stories, submit by Thursday, October 3 (11:59pm), a one page (double spaced) essay explaining how this story might have played out today in the age of digital journalism. Email it to me Thursday night and bring a hard copy to class on Monday.
- Come to class prepared to tell me what’s missing in the Annie Karni story.

NOTE: We may also schedule one-on-one sessions for Friday, October 4 or Saturday October 5 to go over profiles.

6. October 7, 2019: TELLING THE STORY

- *Class Guest: BOB WOODWARD*
- *In-Class Sourcing Exercise*
 - Figuring a new, legitimate angle
 - Sources
 - Scenes
 - Quotes
 - Taking the reader on your journey
- *Why there is no such thing as a bad source. But there are lots of examples of misusing a source!*
- *Legitimate and illegitimate sourcing*
- *When bad sourcing results in puffery*
- *Discussion of some of the profiles*

READINGS FOR TODAY:

- James Stewart, *Follow the Story: How to Write Successful Non-Fiction*, pgs. 167-193
- Paul Farhi, “Anonymous sources are increasing in news stories, along with rather curious explanations,” *The Washington Post*, December 15, 2013 (course packet)
- Annie Karni, “Companies Falsely Labeled Products ‘Made in U.S.A.’ Their Financial Penalty? \$0,” *The New York Times*, March 5, 2019 (course packet)
- Sourcing Guidelines, *The Washington Post* and *The New York Times* (course packet)
- Dana Priest and Anne Hull, “Soldiers Face Neglect, Frustration At Army’s Top Medical Facility,” *The Washington Post*, February 18, 2007 (course packet)
- Kevin Roose, “How a CNN Investigation Set Off an Internet Meme War,” *The New York Times*, July 5, 2017 (course packet)
- Read “Methodology and Source Notes” in back of TAILSPIN, pages 347-348.

ASSIGNMENT FOR NEXT WEEK:

Find a story – any story, either current or in the past – that you really admire and wish you had written. Send it to me by Wednesday night and list the 4-6 attributes of the story that make it so good.

7. October 14, 2019: Avoiding Screw-ups

- *Go over stories you admired.*
- *In-class editing quiz*
- *Understanding a source’s motives and psyche – Matt Apuzzo (New York Times) essay*
- *Shielding sources versus deceiving readers (Brisbane column and Politico note about it)*
- *Avoiding leaning on the most cooperative sources*
- *Access isn’t a ticket to accuracy*
- *Why getting comment from hostiles is the best sourcing*
- *Take nothing at face value (Brill war hero anecdote)*
- *Avoiding false equivalency*
- *Does getting it first really matter?*
- *Doing the extra mile to make sure the story is right – and complete. (Hint: Write your nightmare “letter to the editor” about an article you wrote.)*
- *Discussion of mock stories*

READINGS FOR TODAY:

- Matt Apuzzo, “Investigating Powerful Institutions: Inside and Out (An outsider’s perspective),” *The New York Times*, 2014 (course packet)
- George Packer, “Rolling Stone and The Temptations of Narrative Journalism,” *The New Yorker*, April 6, 2015 (course packet)
- Arthur Brisbane, “Why Redacting Emails Is a Bad Idea,” *The New York Times*, July 30, 2011 (course packet)
- *Politico* note on Brisbane article, July 31, 2011 (course packet)

- Max Abelson, “Kaiser Roll,” *New York Observer*, July 1, 2008 and email exchange with him (course packet)
- *The Boston Globe* and *Boston Herald* stories about the “Big Dig” insider’s memo (course packet)
- Dan Friedman, “Friends of Hamas: My Role in the Birth of a Rumor,” *New York Daily News*, February 19, 2013 (course packet)
- *Newsweek* periscope item and Whittaker retractions (course packet)
- “We’re getting wildly different assessments,” *SCOTUSblog*, July 7, 2012 (course packet)
- Amy Sullivan, “Who Reported It First? Who Cares?” *The New Republic*, July 9, 2012 (course packet)
- James Warren, “Lousy vetting by the media,” *Poynter*, June 2, 2016 (course packet)
- NewsGuard’s guidelines and criteria for its analysts. To be handed out in class.

ASSIGNMENT FOR NEXT WEEK:

- Bring to class a one-sentence description of your story idea for your major writing project, along with at least six sources.
- Even numbers: Assignment re interviewing hero pilot following airliner crash.
Odd numbers: Assignment re interviewing Professor Martin Redish, the man who monetized the First Amendment. See pages 90-132 in TAILSPIN. (To be explained in class.) One page interview outline must be in my email inbox by Wednesday night, October 16.

I wrote the Ilan Reich story because I was curious about something. Be prepared to tell me what you think that was. And be prepared to tell me about something that makes you so curious that you would like to write a story to find out about it.

8. October 21, 2019: Interviewing and Why Access Isn’t Everything

We’ve seen with some of the examples of “screw-ups,” that access has its pitfalls. It’s also the case that the best access can be access not to the headliners but to unknown people, to court papers, or even just to data.

- *Interviewing: How to prepare and how to choreograph. EVERY INTERVIEW NEEDS A STRATEGY.*
- *Analyze your source's goals – Revenge? Self-puffery? Sadness? To help?*
- *Knowing Great Quotes – and Getting Them*
- *Why access isn't everything?*
- *What interviews are missing in the NYT Nursing Homes article (July 2018)?*
- *Dealing with Trump's over-accessibility -- and his blacklist*
- *Review of your interview outlines*
- *Mini-sessions with each student, including review of story idea*
- ***Reminder: For your story, you must get at least three real potential sources to reject you.***
- ***What was I so curious about that I wrote the Ilan Reich piece? And what makes you so curious that you want to write a piece to find out about it?***

READINGS FOR TODAY:

- *TAILSPIN, pages 90-132*
- *The Gay Talese Reader, Joe DiMaggio Profile*
- Brill, "Death of a Career," *American Lawyer* piece on Ilan Reich, December 1986 (course packet)
- Matthew Yglesias, "Secrets of Hospital Pricing Revealed," *Slate*, May 8, 2013, (example of using data)
- Jordan Rau, "'It's Almost like a Ghost Town.' Most Nursing Homes Overstated Staffing for years," *The New York Times*, July 7, 2018.
- Adam Bryant, "For Brent Wilson of TubeMogul, It's All in the Follow-Through," *The New York Times*, May 24, 2014
- Margaret Sullivan, "'No, Mr. Trump, that's a lie': What Lesley Stahl should have said Sunday night," *The Washington Post*, July 18, 2016

ASSIGNMENT FOR NEXT WEEK:

- Bring to class one page on your story idea. List 12 or more sources you will pursue. Also you must have a tentative headline. AND YOU MUST ALSO SHOW ME NOTES OF ONE INTERVIEW YOU HAVE DONE FOR THIS STORY.

- **First draft of final story is due in class on Monday, November 11th! Email a file by class time and bring a hard copy. THIS MUST BE A FULL DRAFT. NO DELAYS ACCEPTED.**
 - Bring to class at least one question about “TAILSPIN.”
 - Be prepared to tell me why I put the Brent Wilson interview with the *Times* in this reading packet.
-

9. October 28, 2019: Taking Apart the TIME Healthcare Piece

- *The Dubai Skyline*
- *A different kind of access*
- *If 300 million people have something, you ought to be able to get it*
- *Interviewing strategies*
- *How can you find out about lobbying?*
- *Story of reluctant couple who ended up on TV*
- *Getting or not getting a presidential interview: How important is it?*
- *Not being intimidated by language and “experts”*
- *Conveying astonishment*
- *Getting the right voice*
- *Strategizing about not being “political”: SHOW DON’T TELL*
- *Language and Writing. Empathy and other basic tricks of communicating with your audience.*

READINGS FOR TODAY:

- Brill, “*Bitter Pill*,” *TIME*, March 4, 2013 (course packet)
- *Reuters* March 2013 column explaining the genesis of the story (course packet)
- James Stewart, *Follow the Story: How to Write Successful Non-Fiction*, pgs. 59-86

ASSIGNMENT FOR NEXT WEEK:

- **Final article topic and idea, with first two paragraphs and elaborate OUTLINE OR MAP OF THE ARTICLE (at least 300**

words) AND NOTES OF AT LEAST TWO MORE INTERVIEWS must be submitted by Wednesday, October 30 at midnight, after consulting your editing partner. Lead graphs must tell me why I should care.

- With your editing partner, pick the two journalistically relevant, most interesting—or encouraging or scary—slides from Mary Meeker’s report and be prepared to discuss.

10. November 4, 2019: THE JOURNALISM BUSINESS

- Going Over Your Big Story Ideas
- The Business of Journalism 101
- *Discussion of final article topics*
- *Discussion of how technology has changed journalism AND SHIFTED IT FROM A UNITER TO A DIVIDER. AND WHAT CAN BE DONE ABOUT IT?*
- *Business of Journalism 101: an introduction to the economics of journalism and how (or if) the high purpose of journalism can co-exist with the need to compete and be economically viable.*
- *In-Class Market Profitability Quiz: You’ll be asked to pick the most profitable and least profitable magazines, newspapers, and television networks from a long list. (No advance research allowed.)*
- *In-Class Market Profitability Quiz: Websites (including chart showing decline in prices paid for web advertising.)*
- *Alternative models for Online Journalism*

READINGS FOR TODAY:

- Press+ PowerPoint Presentation (course packet)
- Mary Meeker’s Internet Trends Report:
<https://www.vox.com/recode/2019/6/11/18651010/mary-meeker-internet-trends-report-slides-2019>
- TAILSPIN, pages 191-194 and pages 338-339 (about changes in the media’s fortunes)

ASSIGNMENTS FOR NEXT WEEK:

- With your partner, write a business plan for a new journalism business. You must include specifics on what your product will be, what it will cost to produce it, and where the money will come from. Who are your customers – ie., who is paying for this? Advertisers? If so, why? Viewers? Readers? Who else?
 - **First draft of final paper due in class (hard copy) and via email by class time on Monday, November 11th! THIS MUST BE A FULL DRAFT. NO DELAYS ACCEPTED.**
-

11. November 11, 2019: Review of Business Plans

- *Individual Meetings as needed*
 - *First Draft of Final Article Due*
-

12. November 18, 2019: Individual Meetings to Discuss Progress of Final Assignment

ASSIGNMENTS FOR NEXT WEEK:

- With your partner, find two more interesting Mary Meeker slides and be prepared to discuss.
-

November 25, 2019: Thanksgiving Break

13. December 2, 2019: The Future of Journalism And Individual Meetings

- *The future of journalism.*
- *Alternative career paths.*

READINGS FOR TODAY:

- Gary Pruitt, “Brave News World,” *The Wall Street Journal*, March 16, 2006 (course packet)
- Melanie Turner, “Analysts: McClatchy is vulnerable going into 2009,” *Sacramento Business Journal*, January 2, 2009 (course packet)
- Megan McArdle, “You Want Advice? Don’t Ask Journalists,” *Bloomberg View*, February 10, 2015 (course packet)
- Ken Doctor, “Trump Bump Grows Into Subscription Surge – and Not Just for the New York Times,” *Newsonomics*, March 4, 2017
- Mary Meeker’s Slide Deck:
<https://www.vox.com/recode/2019/6/11/18651010/mary-meeker-internet-trends-report-slides-2019>

FINAL ASSIGNMENT DUE MIDNIGHT, THURSDAY, DECEMBER 5, 2019

No Class Held During Reading Period.

OTHER NOTES:

I will schedule office hours for an hour or two before each class as requested to go over writing and, if requested, do some informal career counseling.

Phone: 212-332-6301. Weekends: 914-232-6080.

Email: sb@brillbusiness.com