

JOURNALISM
ENGLISH 467A / POLITICAL SCIENCE 253
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Fall 2020

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 understanding how polarizing issues, such as police use of force, are handled well or badly, 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.

But above all, this is a course about the nuts and bolts of effective, fair reporting and presentation.

One or perhaps two extra (and voluntary) sessions may take place in New York City, so that students can meet with working journalists there, if that is possible. If not, they will be scheduled as voluntary Zoom sessions.

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

It is expected that in 2020 the course will be taught remotely -- but live, not asynchronously.

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 bestseller.

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. EST

ENTRANCE REQUIREMENTS: The seminar is open to all sophomores, juniors, and seniors. In general, we are looking for a range of students from different backgrounds and offering different perspectives, as well as 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 10, 2020.**

I will post with the English Department the final list of those accepted by Friday, August 14, 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 cap for this year's course is 12 students.

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. Readings will be available on Canvas, organized by week, 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: James Stewart, *Follow the Story: How to Write Successful Non-Fiction*
Gay Talese, *The Gay Talese Reader*
Steven Brill, *TAILSPIN* (excerpts on Canvas)

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 analysis of the business of journalism to longform pieces about the end of the Obama presidency. (All available on Canvas)

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 a classmate in the 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.

OUTLINE OF READING AND ASSIGNMENTS

1. August 31, 2020: 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. <https://www.nytimes.com/2017/10/05/us/harvey-weinstein-harassment-allegations.html>

- Robert A. Caro: “The Secrets of Lyndon Johnson’s Archives,” *The New Yorker*, January 28, 2019.
<https://www.newyorker.com/magazine/2019/01/28/the-secrets-of-lyndon-johnsons-archives>
 - Tom Junod, “Angelina Jolie Dies for Our Sins,” *Esquire*, July 2007.
<https://classic.esquire.com/article/2007/7/1/angelina-jolie-dies-for-our-sins>
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 28, 2020 BY THE START OF 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 3, by midnight.

2. September 7, 2020: 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.*
- *Review of an entry of NewsGuard's Misinformation Monitor*

READINGS FOR TODAY:

- *The Gay Talese Reader, Introduction and Profile of Frank Sinatra*

- Jennifer LaFleur, *ProPublica* Medicare Prescription data story; synopsis on Canvas; 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. <https://www.propublica.org/article/a-closer-look-three-golden-ages-of-journalism>
- Ben Smith “Is Ronan Farrow Too Good to be True,” *New York Times*, May 17, 2020. <https://www.nytimes.com/2020/05/17/business/media/ronan-farrow.html>
- Brietbart.com: Read the home page and two articles
- Dailykos.com: Read the home page and two articles
- Wesley Lowery “A Reckoning Over Objectivity, Led by Black Journalists” *New York Times*, June 23, 2020. https://www.nytimes.com/2020/06/23/opinion/objectivity-black-journalists-coronavirus.html?utm_source=CJR+Daily+News
- Gabby Deutch, “Misinformation Monitor: June 2020,” *NewsGuard*. <https://www.newsguardtech.com/misinformation-monitor-june-2020/>

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 14, 2020: 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 (for the reader as well as the people being written about)
- *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
<https://www.theguardian.com/science/blog/2011/jan/19/manifesto-simple-scribe-commandments-journalists>
- 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/>
- 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/>
- Elaina Plott, “The Fall of Jeff Sessions, and What Came After,” *The New York Times Magazine*. June 30, 2020.
<https://www.nytimes.com/2020/06/30/magazine/jeff-sessions.html>
- Jake Silverstein, “Why We Published The 1619 Project,” *The New York Times Magazine*, December 20, 2019
<https://www.nytimes.com/interactive/2019/12/20/magazine/1619-intro.html>
AND read one (or more) of the essays in the collection
- Adam Serwer, “The Fight Over the 1619 Project Is Not About the Facts,” *The Atlantic*, December 23, 2019.
<https://www.theatlantic.com/ideas/archive/2019/12/historians-clash-1619-project/604093/>.

ASSIGNMENT FOR NEXT WEEK:

- CONTINUE WORK ON PROFILES – DUE Monday, SEPTEMBER 28.
- **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 21, 2020: 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 opinionated 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 Correal / Jacobs, Woodward and Talese fit in? What about BuzzFeed?
- What's the difference between the Times TV show, "The Weekly," and Times reporters appearing on the cable news channels?

- *Overview of How You Gather Information – And How You Turn Policy Debates into Journalism:*
 - Be there (Correal / Jacobs)
 - Talk to those who were there (Woodward and Bernstein)
 - Read about it (and now use sources' prior emails!)
 - Use data

- *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, 1972-1973 (Canvas)
- Samantha Stark, "The Weekly Episode 1: 'The Education of T.M. Landry'" The New York Times, May 31, 2019.
<https://www.nytimes.com/2019/05/31/the-weekly/tm-landry-school-scandal-louisiana.html>
- 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.
https://www.washingtonpost.com/politics/how-mark-felt-became-deep-throat/2012/06/04/gJQA1pARIV_story.html
- This American Life, "The Out Crowd." NPR, November 2019.
<https://www.thisamericanlife.org/688/the-out-crowd>
- Annie Correal and Andrew Jacobs, "'A Tragedy Is Unfolding': Inside New York's Virus Epicenter" The New York Times. June 29, 2020
<https://www.nytimes.com/2020/04/09/nyregion/coronavirus-queens-corona-jackson-heights-elmhurst.html>

ASSIGNMENTS FOR NEXT WEEK:

- Profiles due September 28 in 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 23, 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 28, 2020: 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 Coates story*
- *Discussion of why journalists ignore stories – ie., why was Wells’ reporting of lynching groundbreaking?*

READINGS FOR TODAY:

- Sebastian Medina Taycac, “Cho Faces Additional Charges,” *Yale Daily News*, February 27, 2014. <https://yaledailynews.com/blog/2014/02/27/cho-faces-additional-charges/>
- Ida B Wells, “The Red Record” READ: Chapters 1, 2, 3, and 10. 1895. <https://www.gutenberg.org/files/14977/14977-h/14977-h.htm#chap10>
- Ta-Nehisi Coates, “My President Was Black,” *The Atlantic* <https://www.theatlantic.com/magazine/archive/2017/01/my-president-was-black/508793/>

ASSIGNMENTS FOR NEXT WEEK:

- Having read the Woodward and Bernstein Watergate stories, submit by Thursday, October 1 (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 whether you would have published the Tom Cotton Op-Ed.

NOTE: We may also schedule one-on-one sessions for Friday, October 2 or Saturday October 3 to go over profiles.

6. October 5, 2020: 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. https://www.washingtonpost.com/lifestyle/style/anonymous-sources-are-increasing-in-news-stories-along-with-rather-curious-explanations/2013/12/15/5049a11e-61ec-11e3-94ad-004fe61ee6_story.html
- Tom Cotton, “Tom Cotton: Send In the Troops,” *The New York Times*, June 3, 2020. <https://www.nytimes.com/2020/06/03/opinion/tom-cotton-protests-military.html>
- James Bennet, “Why We Published the Tom Cotton Op-Ed,” *The New York Times*. June 4, 2020. <https://www.nytimes.com/2020/06/04/opinion/tom-cotton-op-ed.html>

- Sourcing Guidelines, *The New York Times* and *The Washington Post* (Canvas)
- Yasmeen Abutaleb, Josh Dawsey, Ellen Nakashima and Greg Miller, “The U.S. was beset by denial and dysfunction as the coronavirus raged,” *Washington Post*, April 4 2020. <https://www.washingtonpost.com/national-security/2020/04/04/coronavirus-government-dysfunction/?arc404=true>
- Kevin Roose, “How a CNN Investigation Set Off an Internet Meme War,” *The New York Times*, July 5, 2017. <https://www.nytimes.com/2017/07/05/business/how-a-cnn-investigation-set-off-an-internet-meme-war.html>
- Gabriel Sherman, ““He’s Going to Broom Kushner And Parscale”:
“Malignantly crazy” about bad poll numbers, Trump is thinking of replacing his son-in-law,” *Vanity Fair*, 8 June 2020. <https://www.vanityfair.com/news/2020/06/with-bad-poll-numbers-trump-is-thinking-of-replacing-kushner>

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 12, 2020: 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 (Canvas)
- George Packer, “Rolling Stone and The Temptations of Narrative Journalism,” *The New Yorker*, April 6, 2015.
<https://www.newyorker.com/news/daily-comment/rolling-stone-and-the-temptations-of-narrative-journalism>
- Arthur Brisbane, “Why Redacting Emails Is a Bad Idea,” *The New York Times*, July 30, 2011 (Canvas)
- *Politico* note on Brisbane article, July 31, 2011 (Canvas)
- Max Abelson, “Kaiser Roll,” *New York Observer*, July 1, 2008 and email exchange with him. <https://observer.com/2008/07/kaiser-roll/>
- *The Boston Globe* and *Boston Herald* stories about the “Big Dig” insider’s memo (Canvas)
- Amy Sullivan, “Who Reported It First? Who Cares?” *The New Republic*, July 9, 2012. <https://newrepublic.com/article/104754/amy-sullivan-who-reported-it-first-who-cares>
- James Warren, “Lousy vetting by the media,” *Poynter*, June 2, 2016 (Canvas)
- Jacob Silverman, “Spies, Lies, and Stonewalling: What It’s Like to Report on Facebook,” *Columbia Journalism Review*, July 1, 2020.
[https://www.cjr.org/special_report/reporting-on-facebook.php?ct=t\(\)](https://www.cjr.org/special_report/reporting-on-facebook.php?ct=t())
- NewsGuard’s guidelines and criteria for its analysts. To be provided.
- Gabby Deutch, “Misinformation Monitor: April 2020,” NewsGuard. READ: “Old Hoax Graduates to Fomenting Destruction: How COVID-19 misinformation merged with old 5G conspiracies to unleash havoc in the U.K.” <https://www.newsguardtech.com/misinformation-monitor-april-2020/>

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.
- 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 14.

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 19, 2020: 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 (Canvas)
- *The Gay Talese Reader*, Joe DiMaggio Profile
- Brill, “Death of a Career,” *American Lawyer* piece on Ilan Reich, December 1986 (Canvas)
- Matthew Yglesias, “Secrets of Hospital Pricing Revealed,” *Slate*, May 8, 2013, (example of using data). <https://slate.com/business/2013/05/price-masters-revealed-obama-forces-hospitals-to-publish-prices.html>
- Jordan Rau, “‘It’s Almost like a Ghost Town.’ Most Nursing Homes Overstated Staffing for years,” *The New York Times*, July 7, 2018. <https://www.nytimes.com/2018/07/07/health/nursing-homes-staffing-medicare.html>
- Adam Bryant, “For Brent Wilson of TubeMogul, It’s All in the Follow-Through,” *The New York Times*, May 24, 2014. <https://www.nytimes.com/2014/05/25/business/corner-office-for-brett-wilson-of-tubemogul-its-all-in-the-follow-through.html>
- Margaret Sullivan, “‘No, Mr. Trump, that’s a lie’: What Lesley Stahl should have said Sunday night,” *The Washington Post*, July 18, 2016. https://www.washingtonpost.com/lifestyle/style/no-mr-trump-thats-a-lie-what-lesley-stahl-should-have-said-sunday-night/2016/07/18/408dd3fa-4cf2-11e6-a7d8-13d06b37f256_story.html

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 9th! 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 26, 2020: 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. <https://time.com/198/bitter-pill-why-medical-bills-are-killing-us/>
- *Reuters* March 2013 column explaining the genesis of the story. <http://blogs.reuters.com/stories-id-like-to-see/2013/03/05/coming-up-with-a-bitter-pill/>
- 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 28 at midnight, after consulting your editing partner. Lead graphs must tell me why I should care.**
- With your editing partner, pick two points — encouraging or scary — from the Nieman Lab story that you wish to discuss.

10. November 2, 2020: 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 (Canvas)
- Ken Doctor, "Newsonomics: Here are 20 epiphanies for the news business of the 2020s" Nieman Lab, January 24, 2020.
<https://www.niemanlab.org/2020/01/newsonomics-here-are-20-epiphanies-for-the-news-business-of-the-2020s/>
- TAILSPIN, pages 191-194 and pages 338-339 (about changes in the media's fortunes) (Canvas)

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 9th! THIS MUST BE A FULL DRAFT. NO DELAYS ACCEPTED.**
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11. November 9, 2020: Review of Business Plans

- *Individual Meetings as needed*
 - *First Draft of Final Article Due*
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12. November 16, 2020: Individual Meetings to Discuss Progress of Final Assignment

ASSIGNMENTS FOR NEXT WEEK:

- Come to class prepared to discuss two ways the coronavirus has changed the journalism industry. Think about how long you think these changes will last.
-

November 23, 2020: Thanksgiving Break

13. November 30, 2020: 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.
<https://www.wsj.com/articles/SB114248254088599844>
- Richard Fausset. “Dying Gasp of One Local Newspaper,” *The New York Times*, Aug. 2019 <https://www.nytimes.com/2019/08/01/us/warroad-pioneer-news-desert.html>
- Steve Waldman. “The Coronavirus Is Killing Local News,” *The Atlantic*, March 2020.
<https://www.theatlantic.com/ideas/archive/2020/03/coronavirus-killing-local-news/608695/>
- Megan McArdle, “You Want Advice? Don’t Ask Journalists,” *Bloomberg View*, February 10, 2015.
<https://www.bloomberg.com/opinion/articles/2015-02-10/you-want-advice-don-t-ask-journalists>
- Ken Doctor, “Trump Bump Grows Into Subscription Surge – and Not Just for the New York Times,” *Newsonomics*, March 4, 2017 .
<https://www.thestreet.com/opinion/trump-bump-grows-into-subscription-surge-14024114>

FINAL ASSIGNMENT DUE MIDNIGHT, THURSDAY, DECEMBER 3, 2020

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.

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