SELF-DIRECTED

Advice for the Newly Named News Director
Tips, strategies and advice from veteran news directors to anyone stepping into the position

Anatomy of a Newspaper: Understanding the Business
Explore the structure and function of a newspaper’s departments

Beat Basics and Beyond
Sources and resources to cover a new beat

Best of Photjournalism: What Makes a Winner
Go behind the scenes of the annual National Press Photographers Association contest

Beyond the Inverted Pyramid: Creating Alternative Story Forms
Identify new ways to organize, write, edit and present stories to grab the attention of time-crunched readers

Build and Engage Local Audiences Online
Get to know your local online audience and see what the power of local content can mean for you

Cleaning Your Copy
Finding and fixing common grammar, punctuation and style errors

Coaching Tomorrow’s Journalists
Find the best ways to capture the attention of teen journalists and shape their training

Color in News Design
Use color effectively to engage readers

Community Service Photjournalism: Lessons from a Contest (2005 and 2006)
Analyze models of excellence honored by ASNE

Covering Water Quality
Write clear and compelling stories about a complex issue

Dealing with Difficult Conversations: A Guide for Managers and Others
From preparation to follow-up, how you can conduct tough conversations with confidence

First Amendment for the High School Journalist
Gain a better understanding of freedom of speech and freedom of the press

Five Steps to Multimedia Storytelling
The basics of storytelling with audio, video, text and more

Freedom of Information
Strengthen your reporting with public documents

Frontline Editors, Personal Edition: Job Aptitude and Analysis
Get a detailed, personal analysis of your preferred working style and how it fits with the job of a frontline editor

Frontline Editors Introduction: Understanding Leadership Styles
Understand the leadership skills a frontline editor needs and get specific training resources for this unique role

Get Me Rewrite: The Craft of Revision
Make your writing clearer, sharper and more powerful

Handling Race and Ethnicity
Explore ways to use descriptions accurately

International Reporting Basics: What You Need to Know Before You Go
Planning and preparing for an overseas assignment

Introduction to Ethical Decision-Making
The principles and processes to make informed decisions

Journalism and Trauma
How to compassionately interview victims

Language of the Image
The elements of successful photojournalism

Lousy Listeners: How to Avoid Being One
Identify bad habits and improve your listening skills

Math for Journalists
Conquer your fear of numbers

Multimedia Reporting: Covering Breaking News
Explore the groundbreaking work of six sites

News Sense: The Building Blocks of News
Explore the who, what, when, where, why and how of news

On the Beat: Covering Cops and Crime
Techniques for navigating police departments and finding story ideas

On the Beat: Covering Education
Learn how to find your way around the U.S. education system: the standards, the people and the protocol

On the Beat: Covering Hospitals
Step into the shoes of a rookie health beat reporter and investigate local hospitals on deadline

On the Beat: Covering the Courts
Translate legal proceedings into clear stories

Poynter. nu
The Poynter Institute | News University | 801 Third Street South | St. Petersburg, FL 33701
www.poynter.org | www.newsu.org | 888.769-6837

News University is the home of e-learning for more than 75,000 journalists, educators and students around the world.
NEWS UNIVERSITY | COURSE LIST

SELF-DIRECTED (continued)

On the Beat: Writing Obituaries
Learn to write engaging, informative and accurate obituaries...and love it!

Online Project Development:
Part 1 and Part 2
Analyze the process for creating successful multimedia projects

Reporting Across Platforms
Explore the different approaches you need to report for online, print and broadcast stories

Telling Stories with Sound
From brainstorming to production, examine the skills you need to develop an audio story

The “Be a Reporter” Game
Practice the basics of journalistic newsgathering

The Interview
Hone your skills to get the most out of your questions

The Lead Lab
Review the basics and explore fresh approaches

The Writer’s Workbench:
50 Tools You Can Use
Master the nuts and bolts of storytelling

Typography for News Design
Learn the principles of working with type

Understanding and Interpreting Polls
Find out why polling works, how to evaluate survey methods and what questions to ask about polls

WEBINARS/CONVERSATIONS

Covering High-Profile Stories
with Byron Pitts
The CBS correspondent shares lessons he’s learned from his own reporting on some of the biggest stories of the last decade

Covering Science and Health
with Robert Bazell
Learn how to help your readers and viewers make sense of the complex and urgent issues you cover

Covering Sexual Assault
Examine how to balance the needs of vulnerable stakeholders against your duty to inform the public

Getting Your First Job
in Journalism
Job-hunting techniques to prepare new college graduates for a challenging job market

Lessons from a Contest:
Inside NPPA 2008: Broadcast
Hear the judges discuss pacing, storytelling techniques and other topics

Lessons from a Contest:
Inside NPPA 2008: Still Photography and Web Sites
Hear the judges discuss trends in multimedia, editing and other topics

Covering Climate Change:
A Seminar Snapshot
Explore the crucial issues involved in covering global climate change

Converting to Tabloid
Explore the redesign of The Wall Street Journal's international editions

Covering Foster Care
Putting stories in context and avoiding “quick-fix” coverage

Writing Headlines for the Web
How to write direct, compelling headlines that engage your online readers

Local Readers and the Newsroom:
The Online Credibility Gap
Hear where readers and journalists agree – and disagree – about news site credibility and join the discussion about key findings in this landmark study

Multimedia Tools: Your 2008 Shopping List
Learn which tools you need to produce digital video, audio and still photos

News, Improved: Strategies for Change
Help your newsroom improve its workplace culture and capacity to meet today’s challenges

The Order of the Word:
The Secret to Powerful Prose
How to put words in the right place at the right time for maximum effect

Writing Headlines for the Web
How to write direct, compelling headlines that engage your online readers

ONLINE GROUP SEMINARS

Boot Camp for Scholastic Journalism Advisers
Gain the skills you need to train tomorrow’s journalists and news consumers

Telling Untold Stories,
Reporting Across Cultures
Skills to venture into the sensitive areas of race and ethnicity

Writers at Work: A Process Approach, with Chip Scanlan
Go step-by-step through the stages to become a more effective writer

Writing Better Print Headlines
Pinpoint key words to draw readers into a story

SEMINAR SNAPSHOTSHOTS

Converting to Tabloid
Explore the redesign of The Wall Street Journal's international editions

Covering Climate Change:
A Seminar Snapshot
Explore the crucial issues involved in covering global climate change

Covering Foster Care
Putting stories in context and avoiding “quick-fix” coverage

Mario Garcia on WSJ Tabloid Design
Examine the tools and techniques used by the international editions of The Wall Street Journal

New Habits of News Consumers
The former CBS News president talks about the future of journalism

Using History to Write Sports
The ins and outs of writing the historic sports feature

06/08