

# NEWS UNIVERSITY

## COURSE LIST

www.newsu.org

### 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 Photojournalism: 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 Photojournalism: 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

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

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** NEW

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

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

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

**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

SEMINAR SNAPSHOTS

**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

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