

News University Course List

NewsU delivers tightly focused, interactive courses that appeal to journalists, journalism students and educators at all levels of experience and in all types of media. Learn about the types of e-learning that we offer.

Webinar Replays

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

Discover Your Missing Links: The Semantic Web: An ONAvation Webinar Replay with Poynter/NewsU
Go beyond simple 'tagging' in this new digital landscape.

EyeTrack and Alternative Story Forms
New analysis about how story forms engage readers, plus other key findings from Poynter's EyeTrack study.

EyeTracking the News
Examine this landmark research on how people read - and remember - the news in print and online.

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
Learn what readers and journalists agree - and disagree - about news site credibility and join the discussion about key findings in this landmark study.

Multimedia Tools: Your 2009 Shopping List
The latest video cameras, audio recorders, mobile devices and accessories you need.

NABJ Newsroom Management Webinar Series
Prepare for the complete change of responsibilities that comes with becoming an editor or producer.

NABJ Webinar Series, Part I: Making the Transition to Supervisor
Step into that new role with confidence. Learn to manage up, down and across.

NABJ Webinar Series, Part II: Coaching and Counseling for Outstanding Performance
Prepare your news staff to be an effective and productive news team.

NABJ Webinar Series, Part III: Managing Today's Newsroom: Doing More with Less
Help your newsroom meet the growing demands for content with a leaner staff.

NABJ Webinar Series, Part IV: Mastering Newsroom Politics: Making Alliances & Wielding Influence
Measure your success as a manager, and explore the truths and myths about newsroom management.

Reporting With Video: Basics for Print Journalists
Basic video techniques and principles for print reporters and still photographers making the transition to multimedia storytelling.

The Economy in Turmoil: Challenges to the White House, the Statehouse and Your House
Guide your readers and viewers through complicated statistics and learn what to look for in the months ahead.

The News Biz: What's Happening, What's Next?
The bottom line on newspapers' business troubles. When and how can they recover?

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.

The Science of Search: Guiding Online Readers to Your Content
Use search keywords and other tools to help news aggregators and social media sites point to your online content.

Twitter for Journalists: New Channels, New Cycles for News
How to cover news 140 characters at a time.

Understanding Video Compression for Journalists
Learn the latest techniques to compress and deliver video to the Web.

Visit: webinars.newsu.org

Online Group Seminars

Becoming a More Effective Writer
Analyze and refine your writing and reporting process.

Elements of Design
Learn how to make decisions using the grid, typography and color.

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

Writing Better Print Headlines
Pinpoint keywords to draw readers into a story.

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

Picture Editing 101: Essentials and Ethics
Explore the principles of photo composition, selection, sequencing and presentation to develop compelling narratives.

Seminar Snapshots

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

Covering Climate Change
Examine the crucial issues involved in covering global climate change.

Covering Foster Care
Put stories in context and avoid "quick-fix" coverage.

Mario Garcia on WSJ Tabloid Design
Explore 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
Learn the ins and outs of writing historic sports feature.

Covering War at Home
Develop strategies for telling the stories of soldiers, their families and citizens on the home front.

Self Directed COURSES

These are the ultimate in e-learning flexibility. Choose what course you want to take, when and where you take it and how to apply what you've learned. Most self-directed courses take just an hour or two to complete. You can start and stop whenever you'd like, working on your own schedule. The modules make use of interactive technology, so they're more engaging than a mere collection of Web pages.

Poynter. NewsU WEBINARS

Our Webinars allow you to join online seminars led by Poynter faculty and other leading industry professionals from your home, office or classroom. Not only can you see and hear these presentations, you can join the discussion - asking questions and answering questions posed by the speakers. All you need to join our virtual classroom is Internet access and a telephone line.

ONLINE group SEMINARS

Much like a traditional class, an online group seminar has readings, assignments, due dates and discussion forums. A faculty member guides the group through new material, moderates discussions and provides individual feedback. To create an optimal interactive learning experience for each participant, the total enrollment in an online seminar is limited.

SEMINAR SNAPSHOTS

These edited video highlights and other materials capture the key learning points of seminar presentations at The Poynter Institute and at other training events. Each snapshot is divided into sections so you can watch just the part you want or see all the highlights at one time.

Broadcast

- SD | Advice for the Newly Named News Director**
Tips, strategies and advice from veteran news directors to anyone stepping into the position.
- OGS | Lessons from a Contest: Inside NPPA 2008: Broadcast**
Hear the judges discuss pacing, storytelling techniques and other topics.
- OGS | Reporting With Video: Basics for Print Journalists**
Techniques and principles for print reporters and still photographers making the transition to multimedia storytelling.
- SD | Telling Stories with Sound**
From brainstorming to production, examine the skills you need to develop an audio story.
- OGS | Understanding Video Compression for Journalists**
Learn the latest techniques to compress and deliver video to the Web.
- Design & Graphics**
- SD | Color in News Design**
Learn how to use color effectively to engage readers.
- SNAP | Converting to Tabloid**
Explore the redesign of *The Wall Street Journal's* international editions.
- OGS | Elements of Design**
Learn how to make decisions using the grid, typography and color.
- OGS | EyeTrack and Alternative Story Forms**
New analysis about how story forms engage readers, plus other key findings from Poynter's EyeTrack study.
- OGS | EyeTracking the News**
Examine this landmark research on how people read – and remember – the news in print and online.
- SNAP | Mario Garcia on WSJ Tabloid Design**
Examine the tools and techniques used by the international editions of *The Wall Street Journal*.
- SD | Typography for News Design**
Learn the principles of working with type.
- SNAP | Converting to Tabloid**
Explore the redesign of *The Wall Street Journal's* international editions.

Editing

- SD | Beyond the Inverted Pyramid: Creating Alternative Story Forms**
Write, edit and present information that engages time-crunched readers.
- SD | Cleaning Your Copy**
Finding and fixing common grammar, punctuation and style errors.
- OGS | Writing Better Print Headlines**
Pinpoint keywords to draw readers into a story.
- OGS | Writing Headlines for the Web**
How to write direct, compelling headlines that engage your online readers.
- Ethics & Diversity**
- SD | Handling Race and Ethnicity**
Explore ways to use racial and ethnic descriptions accurately.
- SD | Introduction to Ethical Decision-Making**
Develop principles and processes to make informed decisions.
- Journalism Basics**
- SD | First Amendment for the High School Journalist**
Gain a better understanding of freedom of speech and freedom of the press.
- SD | Freedom of Information**
Strengthen your reporting with public documents.
- OGS | Getting Your First Job in Journalism**
Job-hunting techniques to prepare new college graduates for a challenging job market.
- SD | Math for Journalists**
Conquer your fear of numbers.
- SD | News Sense: The Building Blocks of News**
Explore the who, what, when, where, why and how of news.
- SD | The "Be a Reporter" Game**
Practice the basics of journalistic newsgathering.
- SD | The "Be an Editor" Game**
Think it's easy to get the paper out every day? Try it yourself in this game from the Newseum.
- SD | The Interview**
Hone your skills to get the most out of your questions.
- SD | The Lead Lab**
Review the basics of lead writing and explore fresh approaches.

- SD | Online Media Law: The Basics for Bloggers and Other Online Publishers**
Guidelines on copyright, defamation and privacy for anyone who publishes content online.

Journalism Business

- SD | Anatomy of a Multimedia News Organization (Coming Soon)**
Explore the dynamics and economics of multimedia companies and their evolving business models.
- SD | Anatomy of a Newspaper: Understanding the Business**
Explore the structure and function of a newspaper's departments.
- SNAP | New Habits of News Consumers**
The former CBS News president, talks about the future of journalism.
- SD | Targeting New Audiences: Finding Your Niche**
Starting a new print publication or Web site? Learn how to know your audience and get your ideas off the ground.

- OGS | The News Biz: What's Happening, What's Next?**
The bottom line on newspapers' business troubles. When and how can they recover?

Leadership & Management

- SD | Coaching Tomorrow's Journalists**
Find the best ways to capture the attention of teen journalists and shape their training.
- SD | Dealing with Difficult Conversations: A Guide for Managers and Others**
From preparation to follow-up, how you can conduct tough conversations.
- SD | 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.
- SD | Frontline Editors Introduction: Understanding Leadership Styles**
Understand the leadership skills a frontline editor needs and get specific training resources for this unique role.

- SD | Leading an Online Newsroom: What You Need to Know (Coming Soon)**
Address the challenges of guiding your newsroom through the transition to an online publication.

- SD | Lousy Listeners: How to Avoid Being One**
Identify bad habits and improve your listening skills.

- OGS | NABJ Newsroom Management Webinar Series**
Prepare for the complete change of responsibilities that comes with becoming an editor or producer.

- OGS | NABJ Webinar Series, Part I: Making the Transition to Supervisor**
Step into that new role with confidence. Learn to manage up, down and across.

- OGS | NABJ Webinar Series, Part II: Coaching and Counseling for Outstanding Performance**
Prepare your news staff to be an effective and productive news team.

- OGS | NABJ Webinar Series, Part III: Managing Today's Newsroom: Doing More with Less**
Help your newsroom meet the growing demands for content with a leaner staff.

- OGS | NABJ Webinar Series, Part IV: Mastering Newsroom Politics: Making Alliances & Wielding Influence**
Measure your success as a manager and explore the truths and myths about newsroom management.

News Literacy

- SD | The "Be an Editor" Game**
Think it's easy to get the paper out every day? Try it yourself in this game from the Newseum.
- SD | The "Be a Reporter" Game**
Practice the basics of journalistic newsgathering.
- SD | Watching TV News: How To Be A Smarter Viewer (Coming Soon)**
Get the tools to judge for yourself whether what you see on TV is fair, accurate and reliable.

Online & Multimedia

- SD | Anatomy of a Multimedia News Organization (Coming Soon)**
Explore the dynamics and economics of multimedia companies and their evolving business models.
- SD | 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.

- OGS | Discover Your Missing Links: The Semantic Web: An ONA-Video Webinar Replay with Poynter/NewsU**
Go beyond simple 'tagging' in this new digital landscape.

- SD | Five Steps to Multimedia Storytelling**
Learn the basics of storytelling with audio, video, text and more.

- SD | Leading an Online Newsroom: What You Need to Know (Coming Soon)**
Address the challenges of guiding your newsroom through the transition to an online publication.

- OGS | Local Readers and the Newsroom: The Online Credibility Gap**
Learn what readers and journalists agree – and disagree – about news site credibility and join the discussion about key findings in this landmark study.

- SD | Multimedia Reporting: Covering Breaking News**
Explore the groundbreaking work of six sites.

- OGS | Multimedia Tools: Your 2009 Shopping List**
The latest video cameras, audio recorders, mobile devices and accessories you need.

- SD | Online Media Law: The Basics for Bloggers and Other Online Publishers**
Guidelines on copyright, defamation and privacy for anyone who publishes content online.

- SD | Online Project Development: Part 1 and Part 2**
Analyze the process for creating successful multimedia projects.

- SD | Reporting Across Platforms**
Explore the different approaches you need to report for online, print and broadcast stories.

- OGS | Reporting With Video: Basics for Print Journalists**
Basic video techniques and principles for print reporters and still photographers making the transition to multimedia storytelling.

- SD | Telling Stories with Sound**
From brainstorming to production, examine the skills you need to develop an audio story.

- OGS | The Science of Search: Guiding Online Readers to Your Content**
Use search keywords and other tools to help news aggregators and social media sites point to your online content.

- OGS | Twitter for Journalists: New Channels, New Cycles for News**
How to cover news 140 characters at a time.

- OGS | Understanding Video Compression for Journalists**
Learn the latest techniques to compress and deliver video to the Web.

- OGS | Writing Headlines for the Web**
How to write direct, compelling headlines that engage your online readers.

Photojournalism

- SD | Best of Photojournalism: What Makes a Winner**
Go behind the scenes of the annual National Press Photographers Association contest.

- SD | Language of the Image**
Learn the elements of successful photojournalism.

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

- OGS | Picture Editing 101: Essentials and Ethics**
Explore the principles of photo composition, selection, sequencing and presentation to develop compelling narratives.

Reporting

- SD | Beat Basics and Beyond**
Learn how to develop the sources and resources to cover a new beat.

- SNAP | Covering Climate Change**
Explore the crucial issues involved in covering global climate change.

- SNAP | Covering Foster Care**
Put stories in context and avoid "quick-fix" coverage.

- OGS | Covering Sexual Assault**
Examine how to balance the needs of vulnerable stakeholders against your duty to inform the public.

- SNAP | Covering War at Home**
Develop strategies for telling the stories of soldiers, their families and citizens on the home front.

- SD | Covering Water Quality**
Write clear and compelling stories about a complex issue.

- SD | International Reporting Basics: What You Need to Know Before You Go**
Plan and prepare for an overseas assignment.

- SD | Covering Cops and Crime**
Develop techniques for navigating police departments and finding story ideas.

- SD | Covering Education**
Learn how to find your way around the U.S. education system: the standards, the people and the protocol.

- SD | Covering Hospitals**
Step into the shoes of a rookie health beat reporter and investigate local hospitals on deadline.

- SD | Covering the Courts**
Translate legal proceedings into clear stories.

- SD | Writing Obituaries**
Learn to write engaging, informative and accurate obituaries...and love it!

- SD | Reporting Global Issues Locally (Coming Soon)**
Learn how to cover international news and connect global issues to your local audience.

- SD | Reporting on Nonprofits (Coming Soon)**
U.S. nonprofits touch the lives of almost every person in this country. Learn how to evaluate them for your audience.

- OGS | Telling Untold Stories, Reporting Across Cultures**
Skills to venture into the sensitive areas of race and ethnicity.

- OGS | The Economy in Turmoil: Challenges to the White House, the Statehouse and Your House**
Guide your readers and viewers through complicated statistics and learn what to look for in the months ahead.

- SD | The Interview**
Hone your skills to get the most out of your questions.

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

Scholastic Journalism

- SD | Coaching Tomorrow's Journalists**
Find the best ways to capture the attention of teen journalists and shape their training.

- OGS | Boot Camp for Scholastic Journalism Advisers**
Gain the skills you need to train tomorrow's journalists and news consumers.

- SD | First Amendment for the High School Journalist**
Gain a better understanding of freedom of speech and freedom of the press.

Writing

- OGS | Becoming a More Effective Writer**
Analyze and refine your writing and reporting process.

- SD | Get Me Rewrite: The Craft of Revision**
Make your writing clearer, sharper and more powerful.

- SD | The Lead Lab**
Review the basics and explore fresh approaches.

- OGS | 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.

- SD | The Writer's Workbench: 50 Tools You Can Use**
Master the nuts and bolts of storytelling.

- SNAP | Using History to Write Sports**
Learn the ins and outs of writing the historic sports feature.