

Melinda Beyerlein

From: Melinda Beyerlein
Sent: Monday, November 16, 2009 8:08 AM
To: Melinda Beyerlein
Subject: Winter Quarter Journalism Course Has Seats Available

NEWS *from the* DEPARTMENT *of* COMMUNICATION

Winter Quarter Journalism Course Has Seats Available

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16 November 2009

All the world loves a generalist. While that has always been somewhat true in journalism there is also a strong demand for reporters able to quickly develop in-depth knowledge around particular subject matter. Whether a journalist sets out to specialize or is forced to become an expert in one area the questions are the same:

- How do you build specialized knowledge in one subject area while concurrently producing stories for publication?
- How does a reporter cultivate good sources and manage those connections for the long haul (all the while being careful not to get “too close” to sources)?
- How does a busy reporter keep up on all the key players and the key developments on a beat?
- How does a reporter decide among “it’s news right now,” “it’s news worth following and developing,” and “it’s news at some point?”

“Reporting in a Specialized Field” in the Winter Quarter will answer these and many other questions by looking into the burgeoning field of Social Media and how it is changing the media (specifically) and the world of business (in general). Students will first learn the basics of beat/specialized reporting and then the class will become a reporting lab with students helping to decide which stories the class should pursue and where this content might be published. Taught by Professor Mike Johannson, Reporting in a Specialized Field (0535-474) is offered Winter Quarter, Tuesday/Thursday, 4-6 p.m.

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