

NewsPro

The Magazine for News Professionals

December 2011 **crain**

Awards Season

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Media for Liberty Award rewards in-depth reporting

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Television News

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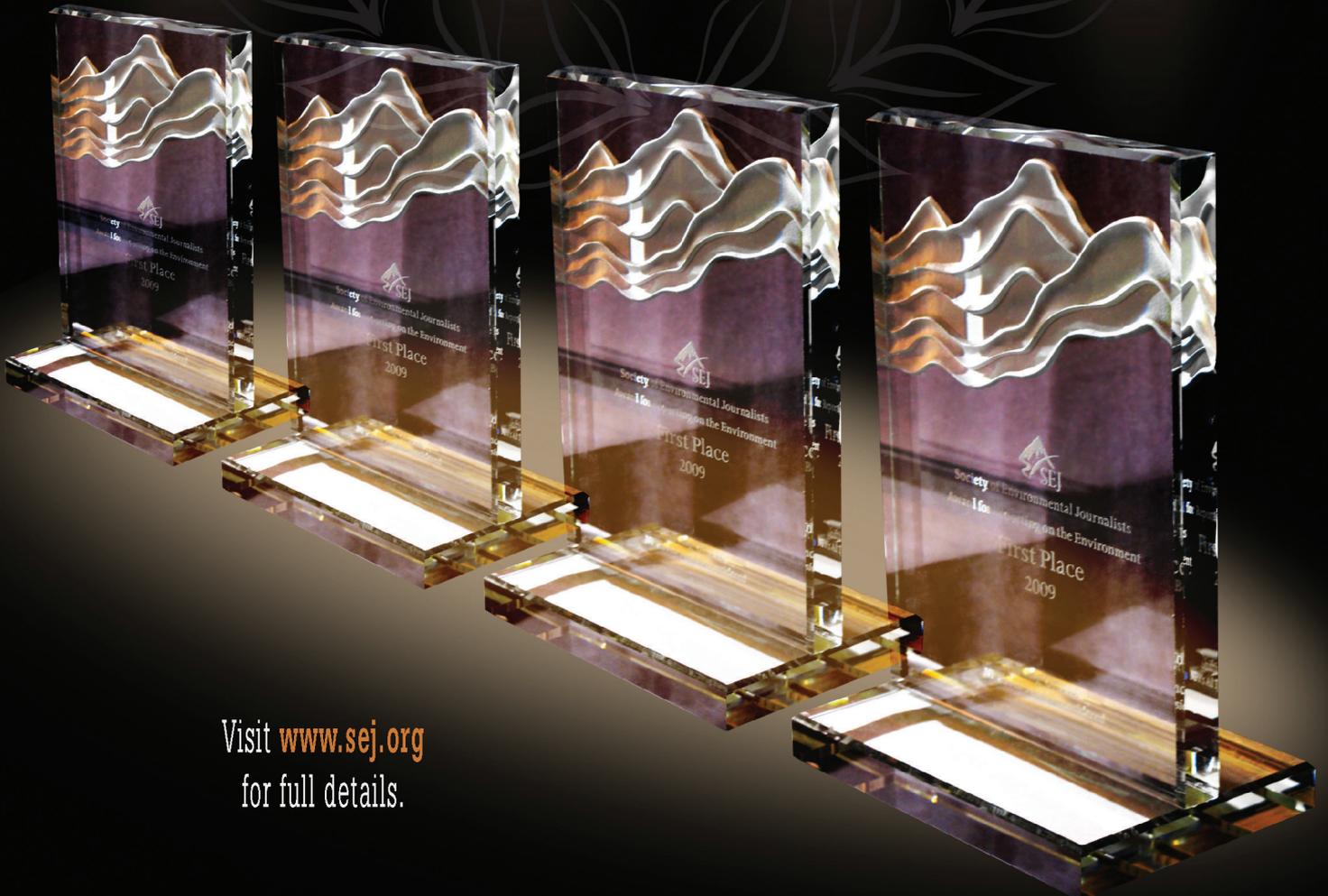


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FROM THE EDITOR

Recognizing Excellence in Journalism



This issue of NewsPro takes a look at journalism from a variety of angles, and in each case the theme of excellence rises to the top.

Our cover story is NewsPro's annual "Most Powerful in TV News" feature. Even in an age of sweeping change, you'll find stability here with a number of returning names from last year's list. There's a reason: The people who have risen to the industry's highest rung are good at what they do. At the same time, the volatility of the current business climate is evident, with, among other changes, two of the three broadcast news divisions led by presidents who weren't in place the last time we published the list.

This issue also devotes a section to awards, and here again, the theme is excellence. As we get deeper into a tough economy we find the typical journalist working harder than ever just to survive, and we see news operations continuing to count every penny and cut costs wherever possible. From either perspective its easy to see how competing for awards might get pushed off the agenda. But our examination of the awards landscape finds a still thriving environment, in which quality matters as much as it ever did — if not more — and continues to be recognized.

To wrap up this edition, NewsPro goes back to school for our first survey of the nation's top journalism schools. We received an enthusiastic response to our poll, which revealed that our readers have strong feelings not just about the individual institutions but also about what our J-schools in general are doing right — and wrong. While we're on the subject we examine the state of the art of journalism education and where it appears to be headed.

So what does it all add up to? As an industry, we think journalism is doing pretty darn well. It's an industry in which almost everyone continues to work hard, displaying dedication to the craft and performing small miracles every day in the face of intense challenges. And as we well know, the tougher things get out there, the more important our work becomes. So take this opportunity to give yourselves a pat on the back. You've earned it.

—Dennis R. Liff, Editor



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Here's to a Wonderful Holiday Season
 and a Healthy & Happy New Year!

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THE MOST POWERFUL IN

Television News

BY ELIZABETH JENSEN

When last we checked in on the most powerful people in TV news, the money situation was grim, with a dismal economic downturn reshaping the business, leading to massive network layoffs, dropping network evening and morning newscast ratings, more media consolidation, and more work for less pay at local stations as ad revenue plummeted.

While the economy has hardly rebounded, these are more stable days. Network news ratings are up for the year, with the killing of Osama Bin Laden, the Japanese earthquake, the Arab Spring and devastating tornadoes in the South bringing viewers to sets. Local TV station consolidation has picked up again but revenues are expected to be stronger thanks to the upcoming presidential campaign ad spending bonanza.

This year, different forces are at work. Turnover and schedule juggling have marked the cable side — all three major cable news networks lost stars — but the upshot so far has been a return to the status quo, with Fox far ahead of MSNBC and a third-place CNN. Current TV's attempt to make itself into a new TV news player built around ex-MSNBC'er Keith Olbermann has so far not amounted to much, but it is worth a watch.

It's the activity at the broadcasters that's really got our attention. With new leadership at two of the three broadcast news divisions, and a new owner at NBCUniversal, the scramble to differentiate is making for fun watching. ABC has gone softer; NBC's morning has become fluffier, balanced out by a serious primetime newsmagazine. CBS News, with journalists now in charge, is the most intriguing. Its move to hard news, particularly in the morning hours, is admirable, but there will be lots of "told you so's" if it doesn't work.

Here's this year's *Most Powerful in Television News* in random order...

ROGER AILES

CHAIRMAN AND CEO, FOX NEWS

CHAIRMAN OF THE FOX TELEVISION STATIONS GROUP

In January it will be 10 years since Fox News Channel surpassed CNN to become the top-rated news channel. That dominance doesn't seem likely to change anytime soon. The channel, which News Corp. President Chase Carey called a "juggernaut" in his third-quarter earnings call, continually beats CNN and MSNBC combined in total viewership, and in the wider cable world is behind only ESPN and USA Network in total viewers. It's also one realm of News Corp.'s journalism empire that has stayed above the fray as a phone-hacking scandal engulfed the company's British newspaper operations and claimed a top Wall Street Journal executive.

Although the network's November numbers were down from the year-ago election-driven ratings, there's no reason to think that the upcoming presidential year, with its extended Republican nomination wrangling, won't give FNC a boost. And the numbers were still impressive: an average of 2.08 million total viewers in prime time. Bill O'Reilly's top-rated cable news show pulled in an average of 3.04 million total viewers.

This past year, the network parted ways with 5 p.m. star Glenn Beck in June, but he was already trending down from his previously exaggerated heights before his tearful departure for the online world. His replacement — the freewheeling five-person roundtable "The Five" — has been on an upward trajectory, with its November numbers, its highest in total viewers yet, approaching those that Beck was drawing when he left. And so far, unlike with Beck, there have been no announced advertiser boycotts of the show.

JEFF FAGER

CHAIRMAN, CBS NEWS

EXECUTIVE PRODUCER, "60 MINUTES"

DAVID RHODES

PRESIDENT, CBS NEWS

Since they replaced Sean McManus at the top of CBS News in February, Jeff Fager, longtime executive producer of "60 Minutes," and David Rhodes, a former Fox News Channel executive who most recently was head of Bloomberg's U.S. television operations, have charted an aggressive strategy for the third-place division that goes against years of conventional wisdom. Now they need to make it work.

Replacing high-wattage Katie Couric as anchor of the "CBS Evening News" with "60 Minutes" reporter Scott Pelley and adding a greater emphasis on international reporting has already paid off in modest ratings gains — about 500,000 more viewers compared with a year ago. Andy Rooney has passed, but "60 Minutes" remains as vital as ever, regularly landing in the Nielsen top 10. (A special nod here to the show's Lara Logan, who broke the silence on a real but unacknowledged risk for female reporters with a frank accounting of her brutal sexual assault in Egypt's Tahrir Square.) The 60MinutesOvertime.com site is a new outlet and a new iPad app is one of the most popular paid apps available. "Face the Nation" and "Sunday Morning" are thriving.

But their new morning strategy has rivals scratching their heads. Charlie Rose, the 70-year-old former CBS News anchor best known for his late-night in-depth PBS interviews show, will take over the first hour of the newly named "CBS This Morning" Jan. 9, along with anchor Erica Hill; Gayle King, fresh off a short-lived morning talk show on pal Oprah Winfrey's OWN, will join in the second hour. No national weather, no cooking segments; just a harder news focus that will be a surprise success or a spectacular flop.

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ROGER AILES



JEFF FAGER



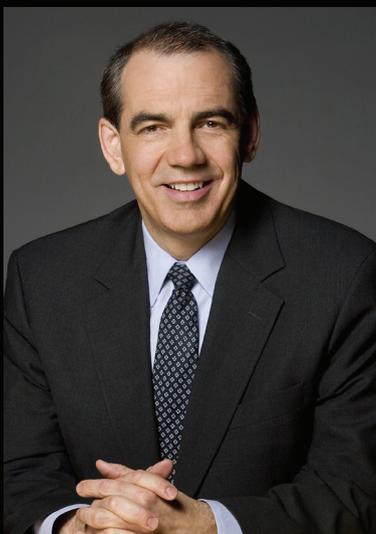
DAVID RHODES



BEN SHERWOOD



JIM WALTON



KEN JAUTZ

(continued from page 5)

BEN SHERWOOD PRESIDENT, ABC NEWS

In his first year on the job, Ben Sherwood, like his rivals at CBS News, has moved swiftly to remake his division, still reeling from the layoff of about 25% of its employees. But he's taken an almost opposite tack, moving "Good Morning America" and "World News" heavily into feature, news-you-can-use and celebrity territory. According to Andrew Tyndall, who tracks content of the newscasts, more than half of ABC's "World News" time is now devoted to soft news, including health; at "GMA" the turn to tabloid and celebrity has been so severe that co-anchor Robin Roberts told Newsweek, "I don't want to sell my soul to the devil to be No. 1."

It's hard to argue with the strategy when it comes to the ratings. "GMA" ratings are the highest they have been in four years, cutting the "Today" show lead substantially. "World News" is up modestly year to year, while "Nightline" in the 2010-11 season had its largest overall audience in eight years. New hire Katie Couric's celebrity interviews for the division have performed well. There have been some harder news exclusives, as well, including interviews with Sen. Gabrielle Giffords and her husband Mark Kelly, and former Libyan dictator Moammar Gadhafi, and footage from inside the Osama Bin Laden compound.

It was ABC News' online alliance in August with Yahoo! that most caught the industry's attention. While the two seem an odd fit — Yahoo's been casting about for years and its future strategy has been in flux — the partnership brought ABC immediate gains: October was ABCNews.com's most trafficked month, with its unique users nearly doubling compared with September. In that same period total page views jumped to 284 million, from 156 million, a staggering gain of nearly 130 million.

JIM WALTON PRESIDENT, CNN WORLDWIDE

KEN JAUTZ

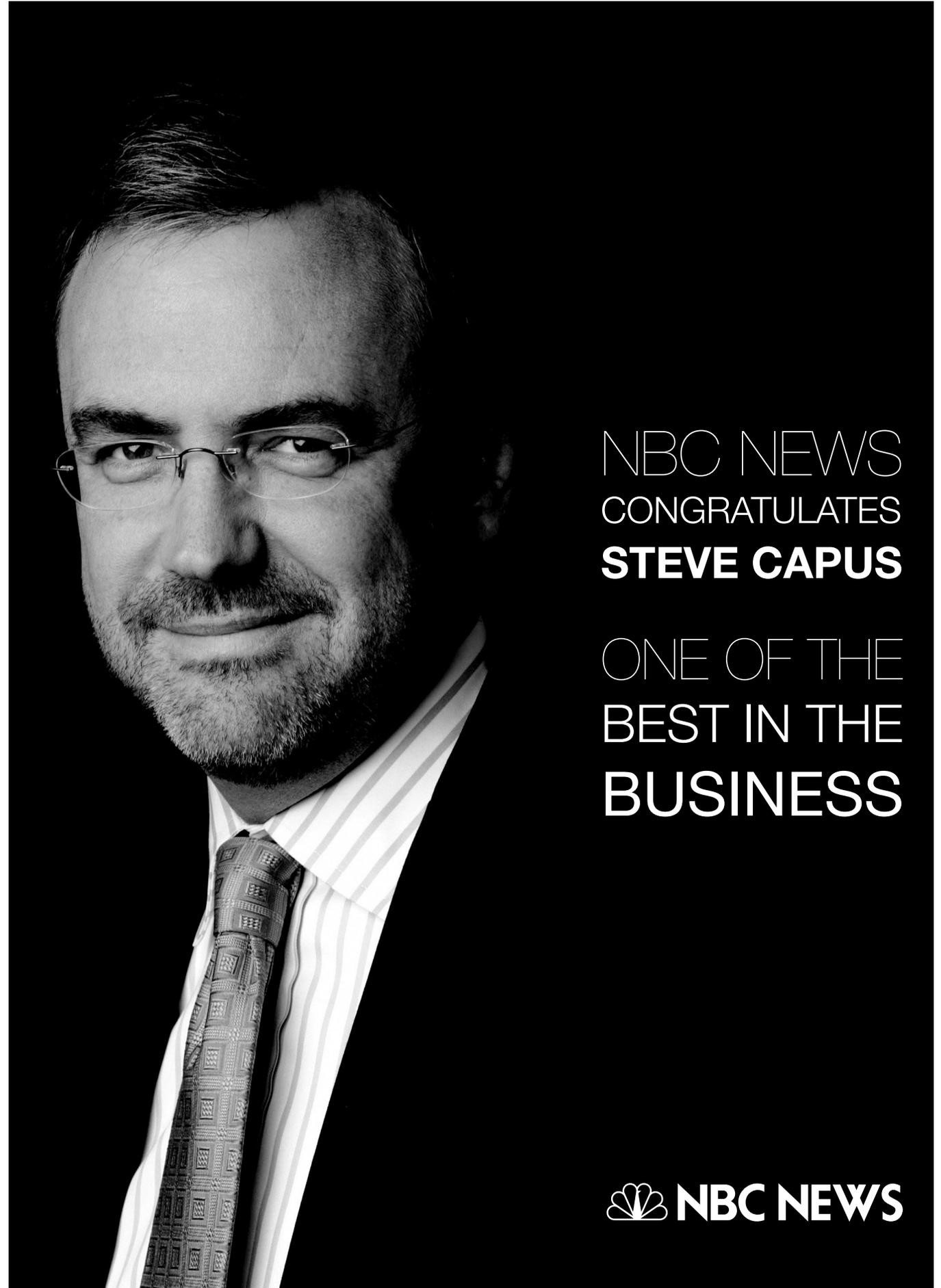
EXECUTIVE VICE PRESIDENT, CNN/U.S.

CNN remains a conundrum, year after year. It's undeniably a player; this year, Walton's eighth at the top, the worldwide brand will be able to claim increased revenue and record profits (partly thanks to a round of recent layoffs) for its parent company. Its mobile and online sites remain at the top among TV news organizations and it has moved aggressively in digital this year, acquiring Zite, launching CNN TV Everywhere and redesigning iReport (not that Stephen Colbert was impressed).

But the U.S. network, which did shining work in Egypt, Japan and Libya earlier this year, continues to lag. Jautz, the former head of CNN's tabloidy HLN sister channel, took over CNN/U.S. in September 2010 when Jon Klein was let go, and he has moved systematically to revamp most of the programming since then. Klein orchestrated Larry King's 9 p.m. replacement, Piers Morgan, a move that has led to demo and viewer gains for the year. In November, however, Morgan pulled in fewer viewers than King a year ago, not a good sign.

Klein's 8 p.m. Eliot Spitzer-Kathleen Parker talk show got a swift boot; Jautz's decision to replace it with "Anderson Cooper 360" has helped the time period and not hurt Cooper's 10 p.m. airing. Year to date, CNN's prime-time numbers are up in the key 25- to 54-year-old demo while rival Fox is down and MSNBC is flat. But Erin Burnett's new 7 p.m. show has only moved the needle a bit and overall in November, the network remained in third place in prime time. Meanwhile, CNN's morning show gets yet another revamp early next year.

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NBC NEWS
CONGRATULATES
STEVE CAPUS

ONE OF THE
BEST IN THE
BUSINESS

 **NBC NEWS**

(continued from page 6)



Chris Haston/NBC

STEVE CAPUS



Heidi Guttmann/NBC

PHIL GRIFFIN



DAVID FANNING

STEVE CAPUS
PRESIDENT, NBC NEWS

PHIL GRIFFIN
PRESIDENT, MSNBC

It's been seven years since "NBC Nightly News" anchor Brian Williams took over for Tom Brokaw, and his show has been the most watched among network newscasts for all but a couple of weeks in that time, despite some recent gains at the competition. This fall, he has been playing on a larger stage, with a 10 p.m. NBC newsmagazine "Rock Center with Brian Williams," that is a throwback to an earlier, more newsy newsmagazine era, with some throwback talent such as former "Nightline" anchor Ted Koppel, as well. Ratings have been lackluster but the time slot more than proved its worth when sports anchor Bob Costas landed an exclusive interview with former Penn State coach Jerry Sandusky, accused of molesting underage boys.

In the mornings, the ever-expanding (including the new 2 a.m. repeat of the fourth hour) "Today" continues to dominate, pulling in anywhere from 5 million to 6 million viewers for its 7 a.m.-9 a.m. show, with Ann Curry having replaced Meredith Vieira. That's a still very healthy lead of more than half a million viewers on ABC's inching-up "Good Morning America," and the show continues to be a cash cow for NBCUniversal.

MSNBC, meanwhile, held onto its "Morning Joe" team of Joe Scarborough and Mika Brzezinski, despite an attempted poaching by CBS. And after some shuffling when 8 p.m. anchor Keith Olbermann abruptly quit, the prime-time lineup is now back to beating CNN, with "The Ed Show" going head-to-head with Fox's Bill O'Reilly, knocking CNN's Anderson Cooper back to third place.

DAVID FANNING
EXECUTIVE PRODUCER, PBS'S "FRONTLINE"

RANEY ARONSON-RATH
SERIES SENIOR PRODUCER

When it comes to in-depth documentaries on subjects that often get sparse TV airtime elsewhere, PBS's "Frontline" has always led the pack. But changes made in the past year have only enhanced the impact of the 28-year-old show's reporting, and provided a model for other slow-to-change public broadcasters to emulate.

Helped by a \$6 million, two-year grant from the Corporation for Public Broadcasting, "Frontline" moved to a year-round schedule, eliminating what had been a summer hiatus. The additional episodes, tucked into the schedule throughout the year, follow a magazine format — three or so stories, instead of the show's traditional single-topic hour — that has allowed the program to become even more timely and enables it to do follow-up reporting.

Under the direction of David Fanning and Raney Aronson-Rath and new hires such as Phil Bennett, a former Washington Post editor who joined "Frontline" over the summer as managing editor, the program is bolstering its Web and mobile presence to keep up with where the viewers are, supplementing what appears on air with additional reporting and analysis, and working more closely with other nonprofit news organizations such as ProPublica and journalism schools.

Fanning himself has been outspoken about what he calls a "crisis" in journalism and the need for public media to work harder to fill the gap. Accepting the 18th annual Fred Friendly First Amendment Award in June from Quinnipiac University's School of

Communications, he called for the creation of a public journalism fund to shield public media from the constant pressures of fund raising and let the focus return to public service journalism.

JON STEWART

HOST, COMEDY CENTRAL'S "THE DAILY SHOW"

STEPHEN COLBERT

HOST, COMEDY CENTRAL'S "THE COLBERT REPORT"

The genius of Comedy Central's "The Daily Show" and "The Colbert Report" is not just the real news-as-faux news genre they have perfected but also how much of their energies they devote to media criticism itself.

"Why buy the cow when you can have it shakily videotape its own milk for free?" was Stephen Colbert's deft takedown of CNN's recent plan to lay off 50 editors and photojournalists and rely more heavily on its often irrelevant "iReports" from viewers, who are uncompensated except for badges they can earn.

Stewart and Colbert are always at their best in an election year. Colbert, briefly a real candidate for president in 2008, has merged his act even more closely with the real world this time with the creation of his own political action committee, Americans for a Better Tomorrow, Tomorrow. Not everyone is amused by his Super PAC antics, which paid for real ads mocking the campaign finance process in advance of Iowa's Ames straw poll in August. "It's as though Jonathan Swift took his satirical suggestion about Irish babies one step further and actually cooked one," noted David Carr in The New York Times.

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RANEY ARONSON-RATH

There is a moment, a simple moment, before history gets recorded.

Before it gets in the books.

Before it appears as a question on a game show.

Or on a midterm exam.

A moment right before the headline is written.

There is a moment when history lives in the present.

When we can watch it unfold in real time, right before our eyes.

And we can all assume our place in it.

Some people live for history.

We live for the moment just before.



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Norman Jean Roy

JON STEWART



Joel Jeffries

STEPHEN COLBERT



SHEILA NEVINS

(continued from page 9)

So far, Stewart's best moment in this presidential race was a classic if not substantive takedown of Donald Trump for his bad taste in pizza. But a wild ride is in store if he is able to top his October 2010 "Rally to Restore Sanity," which drew some 200,000 to the Washington Mall.

SHEILA NEVINS PRESIDENT, HBO DOCUMENTARY FILMS

With money to spend and an instinctive feel for the zeitgeist, Sheila Nevins has been shepherding HBO Documentaries for more than two decades, keeping it much buzzed about and often with an Oscar win to tout. This year, she and her team can also claim partial credit for 15 years of work that helped a man get released from death row.

An early October HBO press screening of "Paradise Lost 3: Purgatory" prior to the documentary's New York Film Festival showing was an emotional scene, reuniting Damien Echols, Jason Baldwin and Jessie Misskelley Jr. less than two months after they were freed from Arkansas prisons where they had been serving time — in Echols' case with a sentence of capital punishment — for the 1993 murders of three 8-year-old boys in West Memphis.

HBO and filmmakers Joe Berlinger and Bruce Sinofsky took up the cases of the group known as the West Memphis Three in the Emmy-winning 1996 documentary "Paradise Lost: The Child Murders at Robin Hood Hills," and returned to the story in the 2000 film "Paradise Lost 2: Revelations," keeping the attention on their continued claims of innocence and a growing pile of new evidence that cast doubt on the convictions. The newest film is on the shortlist of feature-length documentaries under consideration for Academy Award nomination. Nevins has said a fourth film is a possibility. Meanwhile, coming in the spring is another of her signature public health deep-dives, this one on obesity.

RANDY FALCO PRESIDENT AND CHIEF EXECUTIVE, UNIVISION COMMUNICATIONS

ISAAC LEE PRESIDENT OF NEWS, UNIVISION

With new leaders atop Spanish-language broadcasters Univision and NBCUniversal-owned Telemundo, the networks' news divisions are beefing up, perhaps in hopes of snagging some of the political ad dollars for their local stations in what is expected to be a banner spending year.

New chief executive Randy Falco, an NBC veteran, and Isaac Lee, news president, have outlined ambitious plans for Univision, the leader among the Spanish-language networks and a powerhouse in local news, English or Spanish, in New York and Los Angeles. This year the network created investigative and documentary units, and a December documentary, "Amenaza Irani" ("The Iranian Threat"), looked at Iranian military and commercial expansion into Latin America. On the local front, evening newscasts launched at its Atlanta and Raleigh stations, and morning newscasts joined the lineup in Houston and Dallas. More tantalizingly, Falco has said the company hopes to launch a 24-hour news channel, UniNoticias, next year, under the direction of Lee.

The network may have lost out on a presidential candidate debate in January, however; five of the current candidates have said they will boycott the Univision event in favor of one being held by NBC and Telemundo. The spat stems from a story Univision did on the 1987 drug arrest of the brother-in-law of Florida Senator Marco Rubio; the senator's allies

charged the story was retaliation after Rubio declined an interview with the network's "Al Punto."

Meanwhile, Telemundo just hired Alina Falcón, who until last December was the president of Univision News. She starts this month as senior executive VP of news at the network — after a 26-year stint at its rival.

N.S. BIENSTOCK AGENCY

It's no doubt more fun to be an agent in flush times than when downsizing is rampant, but Bienstock's Richard Leibner and his wife, Carole Cooper, still represent an astonishingly wide swath of the producers and anchors who dominate the business, both national and local.

Longtime client Andy Rooney passed away at the age of 92 in November, but they represent a large swath of the rest of the "60 Minutes" crowd, from executive producer Jeff Fager to correspondents Steve Kroft, Bob Simon, Lara Logan and Byron Pitts, and CNN's Anderson Cooper, an occasional contributor.

They have clients at Fox News (Bill O'Reilly, Eric Boland and John Stossel), CNN (Anderson Cooper), MSNBC (Chris Matthews) and HLN (Jane Velez-Mitchell.) At the morning shows, they represent Robin Roberts (ABC), NBC's Hoda Kotbe and on Sundays Bob Schieffer of CBS's "Face the Nation."

Someday they will write a book and spill the beans on four decades of backroom negotiations that viewers can only guess at. □



RANDY FALCO



ISAAC LEE



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The State of Journalism Awards 2011

ORGANIZATIONS SEE UPTICK IN SUBMISSIONS

By Dinah Eng

News delivery platforms continue to evolve, but a constant in journalism is the cachet of winning a prestigious award, which still appeals to professionals who see recognition of their efforts as validation of their work.

Submissions to national competitions have been down in recent years, a trend generally attributed to the economic downturn. But contest officials say the numbers are rising again.

“In 2008 and 2009, most organizations saw some dropoffs in their awards programs,” said Kevin Benz, chairman of the Radio Television Digital News Association, which runs the Edward R. Murrow Awards competition. “We saw more of a stagnation, as a lot of news organizations and station groups were cutting back on budgets, and when budgets are cut, awards and education are the first to go.”

Over the past two years, however, submissions have increased significantly. In 2011, RTDNA received 3,066 entries, up from 2,395 entries in 2009.



Kevin Benz

“Some of that increase is due to adding new entry categories for online, but overall, stations and organizations are still very interested in the recognition of a regional Edward R. Murrow Award, and perhaps winning a national Murrow Award,” Benz said.

Entry fees, which depend on market size and RTDNA membership status, range from \$65 to \$245 for the various award categories. Judging is now done entirely online, saving the cost of making dubs and mailing entries into

RTDNA.

“The Murrows exist because we believe that by having a prestigious award, we can encourage excellence in the journalism we practice every day,” Benz said. “Journalists largely get their satisfaction from doing good in the community, but generally don’t have the opportunity to get feedback from their peers. Journalism



Dr. Horace Newcomb

awards give people the kind of recognition we’d all like to get from our peers.”

Submissions for the George Foster Peabody Awards at the University of Georgia, Grady College of Journalism and Mass Communication, have also remained steady in the past couple of years, despite an increase in the entry fees, said Dr. Horace Newcomb, director of the Peabody Awards.

“We’re getting about 1,000 entries every year,” Newcomb said. “What we’ve noticed is that some who may have submitted seven or eight entries in the past have cut back a bit, and we’ve gotten submissions from new organizations that made up for that.”

Newcomb said the Peabody Awards, established in 1940, are the oldest award for electronic media in the world. There are no specific categories for submissions, so awards may be given to a public

service announcement or a cable network miniseries.

“Our major criteria is excellence on its own terms,” Newcomb explained. “Last year we gave 38 awards. We look for the best of the best. Because we are part of a great public university, we protect the award as part of our public service, just as Columbia University protects the Pulitzers.”



Douglas Fischer

Sig Gissler, administrator of the Pulitzer Prizes, said journalism entries have declined over the past 10 years, but entries have stabilized at around 1,100 in recent years.

“I don’t see current economic conditions having a significant impact,” Gissler said, noting that entries for the 2012 prizes, covering work done in 2011, are not sent in until late January. “I also think the quality of our finalists has remained very high. We have expanded the competition to include a full range of digital and visual storytelling tools, and continue to look for ways to embrace

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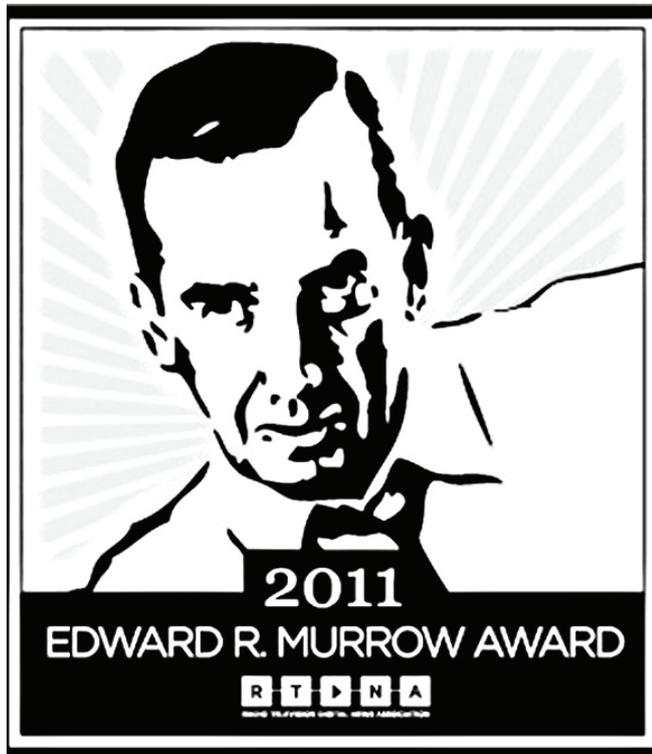


George Foster Peabody Awards

Journalism Awards *(continued from page 13)*

important changes in journalism.”

Starting in 2006, newspapers were allowed to submit online material, such as databases, interactive graphics and streaming video, in nearly all journalism categories. Local reporting also replaced beat reporting as one of the 14 prizes in journalism.



“Journalists largely get their satisfaction from doing good in the community, but generally don’t have the opportunity to get feedback from their peers. Journalism awards give people the kind of recognition we’d all like to get from our peers.”

— Kevin Benz, Chairman,
Radio Television Digital News Association

Changes in coverage priorities have affected awards competitions designed to recognize specialized beats, such as prizes given by the Society of Environmental Journalists.

Douglas Fischer, editor of DailyClimate.org and co-chair of SEJ’s awards committee, said the organization is seeing fewer entries from traditional mainstream media and more from freelance journalists.

“This reflects the changes in our membership,” Fischer said. “For the first time, newspaper reporters are a minority of our membership, and freelancers are the majority now. With the economy, we’re not advertising the awards anymore, but are still getting a robust field of entries.”

Last year the competition consolidated entries by making its awards platform-blind, so radio submissions now compete with TV, newspaper, and online entries. Fischer said this was done in recognition that the lines are increasingly blurring between various forms of media.

“The main goal was to respond to changes in the business, but it does cut down a bit on the number of awards we give out,” Fischer said. “Last year we offered \$500 for first place, with cash awards for second and third place. This year, we’re considering only offering a cash award for first place, and are hoping to add a photography award next year.” □

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Media for Liberty Award Rewards In-Depth Reporting

STORIES REFLECTING FREE MARKET HONORED

By Dinah Eng

Economic analysis of political issues is not often done in comprehensive ways, particularly with tight newsroom budgets in media companies that are struggling to survive and redefine themselves in the Internet age.

To encourage more in-depth reporting in that arena, Liberty Media Corporation established the Media for Liberty Award, which offers a \$50,000 prize to the winning entry that examines the relationship between economic choices in a free-market environment and freedom from government intervention and the fostering of civil liberties.

Examples may include stories that look at healthcare access, fair trade, dependency on foreign oil, government involvement in financial reform, and other issues.

Liberty Media owns interests in a range of media, communications and entertainment businesses including DirecTV, Starz, the Atlanta Braves, Overture Films and minority equity investments in Time Warner Inc. and Viacom.

“We are a media company, though not in the news space, and are seeing the trend of faster news cycles that don’t lend themselves to deeper

analysis and thought pieces,” said Greg Maffei, president and CEO of Liberty Media. “We believe political freedom and economic freedom go hand-in-hand, and want to see pieces that explore that link.”

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Media for Liberty Award *(continued from page 15)*



Greg Maffei

with the company,” Maffei said. “We may have some voice, but wanted to have independent decision making for the competition.”

Last year’s judges included Malone, chairman of Liberty Media Corporation; Christy Carpenter, CEO of Winthrop Rockefeller Institute and former executive vice president and chief operational officer of the Paley Center for Media; Stacey Woelfel, former chairman of the Radio-Television News Directors Association; Mark McSherry, professor of journalism and mass communication at St. Francis College and New York University; Maria Streshinsky, editor-in-chief, Miller-McCune, and former

The Media for Liberty Award was conceived by Maffei, who says Liberty’s chairman, John Malone, immediately supported the idea. The award’s annual prize was set at \$50,000 to encourage entries and reward the best work.

“Our chairman has been a judge, along with others who are not associated

managing editor, The Atlantic; and Allan Dodds Frank, contributor to Newsweek’s TheDailyBeast.com and past president of the Overseas Press Club of America.

“Liberty Media’s trying to encourage more serious economic analysis of political issues,” said Allan Dodds Frank, who has served as a judge since the award was first given out in 2010. “The judges represent a cross-section of American thinking, and entries are ranked with different weighting in a series of categories.

“Entries come from different mediums. They can be books, a radio series, magazine articles. This award recognizes a higher degree of difficulty in reporting the issues. The \$50,000 prize is a nice chunk of change, but won’t alter someone’s coverage who aims to win the award because they’re up against so much high-quality journalism.”

The 2011 award went to Don Peck for an article published in The Atlantic, “The Recession’s Long Shadow: How a New Jobless Era Will Transform America.” The 2010 inaugural award went to a CBS News “60 Minutes” segment titled “Congo Gold,” which looked at how the mining of gold was helping to finance war in the Democratic Republic of Congo, where more than 5 million have died.

“We followed the gold from mine to market, and posed tough questions to some top gold retailers,” said Nicole Young, one of the producers of the segment. “Many of them didn’t know where their gold comes from. It’s very hard to trace gold, and it takes people on the ground, watching where it comes from.”

Young says the Media for Liberty Award rewards public service reporting in economic arenas that aren’t always covered.

“So many consumers in the Western world have no idea that most of the things they touch come from somewhere else,” Young said, “and how things that sustain their lives affect others around the world. We need to ask, is the cost worth it?”

Young said the \$50,000 prize was divided among several team members on the segment, and while she doesn’t know how everyone used their share, she used her part of the prize to start the One Generation Project, a foundation “to help the next generation see that change can happen in one lifetime.”

The foundation’s first project is building a safe haven for victims of domestic violence in Jamaica. □



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Fellowships and Grants Change Focus as Landscape Shifts

EMPHASIS IS INCREASINGLY ON REAL-WORLD SOLUTIONS

By Dinah Eng

Economic uncertainties and industry changes may have put a damper on journalism fellowships and grant-making in the last couple of years, but the tide seems to be turning as programs adapt to the changing times.

Foundations that traditionally do journalism grant-making have been joined by community and family foundations that are concerned about the future of investigative journalism and press freedoms in a society where legacy media companies have been merging or folding.

Fellowships that once gave journalists a break from newsroom deadlines to explore issues of their own choosing have changed their emphasis to address the need for more digital training and the development of new products.

One program that made the shift three years ago was the John S. Knight Journalism Fellowships at Stanford

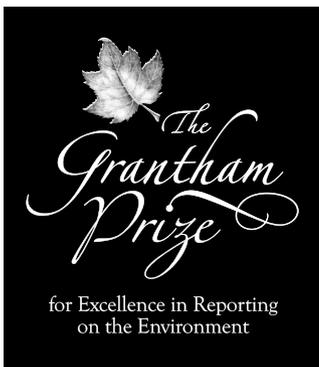
University, which originally offered sabbaticals for journalists and now requires fellows to pursue projects on journalism innovation, entrepreneurship or leadership.

“We want people to come and work on real-world solutions for journalism, rather than take a sabbatical,” said Dawn Garcia, deputy director of the fellowship program at Stanford University. “Doing this has created an environment for journalists to come from around the world and collaborate on great ideas.”

Each year, 12 U.S. journalists and eight international journalists are chosen as fellows. While the number of U.S. applicants remained steady this year at an average of 103, international applications rose to an all-time high of 222, which Garcia said may be due to the state of the global economy.

She said U.S. media companies continue to send

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2012 CALL FOR ENTRIES

Metcalf Institute for Marine & Environmental Reporting invites entries for the \$75,000 Grantham Prize for Excellence in Reporting on the Environment. The Grantham Prize was created to encourage outstanding environmental journalism, and to increase public understanding of major environmental issues.

Book entries must be postmarked no later than January 9, 2012.

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Fellowships *(continued from page 17)*

employees to the year-long program because they know that fellows will return to the newsroom with information that will help further the development of new products.

Fellows launched numerous innovative projects, Garcia notes, including “18 Days In Egypt,” an interactive documentary about the revolution in Egypt, and Storify, a social media publishing platform that allows users to take elements from social networks like Twitter and YouTube to create stories.

“Our applicants include journalists from legacy media, online journalists and freelancers,” Garcia said. “We want journalists who are able to experiment and try new things, who will create new prototypes for media, and who will help international journalism in places where freedom of information has been under attack.”



Dawn Garcia

At the International Center for Journalists (ICJ), economic and industry trends have had a significant effect on the number of both U.S. and international journalists’ applications for fellowships.

“Because so many organizations are downsizing, people who have been laid

off or took buyouts are more interested in fellowships,” said Patrick Butler, vice president for programs at ICJ. “People who were not available to go overseas before are now available to go, so we’ve seen an increase in the applications for the Knight International Journalism Fellowships.



Patrick Butler

We have 20 to 25 of these fellows in Latin America, Africa, the Middle East and Asia.”

The Knight International Journalism Fellowships send U.S. journalists overseas for a year or more to lead projects that help international journalists, such as starting an investigative reporting center or mobile phone news service.

With changes in the global economy, ICJ has also received an increase in applications from journalists around the world for the Knight fellowships, as well as for exchange programs that would bring foreign journalists to the United States and send American journalists to their country.

“We’re also getting more applications from nontraditional news sources,” Butler added. “Where fellowships used to go to TV, radio and newspaper journalists, we’re now open

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to applications from websites, bloggers and freelancers. For those still working in traditional media organizations, it's a lot harder to get the time off. We've heard that there's no one to fill in for them while they're gone."

Butler said U.S. news organizations have less interest in covering the world beyond America's borders now, making international journalism fellowships a harder sell.

Fellowships that require any length of time away from the newsroom are also a hard sell these days, notes Ann Marie Lipinski, curator of the Nieman Foundation for Journalism at Harvard University. However, despite the reluctance of editors to approve lengthy leaves of absence, applications for Nieman fellowships have remained steady for the past several years.

Last year the program received 150 to 170 applications from international journalists and 110 to 130 applications from U.S. journalists for 12 international and 12 U.S. fellowships.

"I was a Nieman fellow in 1990, and the impact of that time on me professionally was profound," said Lipinski, former editor of the Chicago Tribune. "It's always hard for news organizations to let people go, but I can't think of a single time when I was an editor that the newsroom wasn't repaid in important ways by people coming back renewed and educated in things they didn't know before they left."

She noted that cuts were made to the fellowship budget prior to her appointment this year because of the economy, but the number of fellowship slots remained the same.

"Going forward, I am looking at other ways to address some of the severe changes in journalism and the business model for supporting good journalism," Lipinski said. "We'll be considering whether there are new programs we can introduce to be more responsive to those needs."

Changing industry needs also led the McCormick

Foundation to shift its funding priorities from journalism training and leadership programs to initiatives that address development of news content, educating audiences to understand the value of news, and the protection of press freedoms and public access to information.

"There are programs that brand themselves as journalism projects, but may be more about community involvement," said Clark Bell, director of the McCormick Foundation's journalism department. "For example, we support the True Star Foundation, which has a youth journalism magazine and radio show for teens that go to schools with no publications.

"The program gives kids more exposure and greater feelings of self-worth through their website, magazine and radio shows. We make sure there's true journalism there."

Bell said each summer, a gathering of journalism funders meets to share what they plan to support that year and to share ideas. This summer 25 organizations attended.

"Overall, journalism grant-making is in good shape," Bell said. "The definition of journalism has changed, and so have the funders. We're seeing more community and family foundations taking a look at issues involving digital media, educational programs and news literacy."

He notes that wealthy individuals and family foundations are now funding many nonprofit news organizations, such as Community News Matters in Chicago and the Voice of San Diego, to ensure that watchdog journalism survives as the evolution of traditional media continues.

As the definition of journalism programs expands, Bell says foundations expect more quantifiable results from grantees.

"Evaluation is becoming more important," Bell said. "You may get a few stories out in the project, but how do

continued on page 20



CALL FOR ENTRIES

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Fellowships *(continued from page 19)*

you know you're making a difference, and what kind of difference are you making?"

Eric Newton, senior adviser to the president of the John S. and James L. Knight Foundation, said the Knight Foundation believes society is at the dawn of a new age of communication, the digital age.

"The opportunity now is to help media systems, literacy, law and policy transform from one-way, industrial age, assembly-line mass communication systems to networked, digital, interactive systems," Newton said. "Informed and engaged communities are essential for self-government. They are necessities, not luxuries, in the digital age."

The Knight Foundation's Journalism and Media Innovation program expects to make journalism grant payments of \$30.7 million in 2011, compared with \$34.7 million in 2009. Those figures reflect actual payments, not grant announcements or pledges, for projects that include media innovation under the Knight News Challenge, the digital transformation of nonprofit media and journalism education, freedom of expression globally, and more.

"Despite market volatility, these figures are trending up over the long term," said Newton, adding that the \$30.7 million figure doesn't include media-related grant-making, such as funds for the annual Knight Community Information Challenge or the Tech for Engagement initiative. "If the media-related grants were included, the 2011 figure for media and journalism grant payments would be just above \$39 million."

He said with 15,000 professional journalists cut from the workforce in the past few years, the loss of local accountability in journalism means that corruption rises, progress slows, and problems grow. Foundation officials

Fellowships that once gave journalists a break from newsroom deadlines...have changed their emphasis to address the need for more digital training and the development of new products.

everywhere, he said, are now discussing a growing belief that the media ecosystem may never stabilize.

"It is an undiscovered truth of American journalism history that each generation grows up with a different media form in ascendance," Newton said, "be it pamphlets, colonial papers, popular daily papers, illustrated magazines, million-circulation dailies, tabloids and photography, radio and newsreels, television, the personal computer, the World Wide Web or social and mobile media.

"The system may never stabilize because its natural form may be unstable. That means we need institutions that can create 'cultures of continuous change.' They must be able to apply the universal values of news — the fair, accurate, contextual search for truth — to a steady stream of new technology. The recession sent a powerful message that journalism and media grant-making is needed. This message should live on after the recession is gone." □

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Survey: The Top 25 Journalism Schools

NEWSPRO'S FIRST SURVEY OF J-SCHOOLS REVEALS THE BEST IN THE U.S.

By Jarre Fees

Respondents made a clear choice in the first-ever NewsPro Top Journalism Schools poll, selecting Syracuse University's S.I. Newhouse School of Public Communications as the top J-school in the country.

Syracuse easily claimed the top spot, followed by Northwestern University's Medill School of Journalism, the Columbia University Graduate School of Journalism, University of Missouri at Columbia School of Journalism and the University of Southern California's Annenberg School for Communication & Journalism.

The survey was distributed to TVWeek.com and NewsPro readers, with 438 respondents participating. Placing just below the top five were Arizona State's Walter Cronkite School of Journalism and Mass Communication,

New York University's Department of Journalism and Mass Communications, the University of California at Berkeley, the University of North Carolina at Chapel Hill School of Journalism and Mass Communication and George Washington University School of Media and Public Affairs.

About 1,700 undergraduates are currently enrolled in the top-ranked program, Syracuse's Newhouse School, with 225 post-grad students in the program. Second-place Medill at Northwestern has just 650 undergraduates and 190 in the grad program.

In addition to ranking J-schools, NewsPro asked readers what courses they would like to see taught in journalism school. The top answer was "writing," with 38 respondents providing that answer. Another 19 people said "reporting."

continued on page 23



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School of Journalism
5. UNIVERSITY OF SOUTHERN CALIFORNIA
Annenberg School for Communication & Journalism

6. ARIZONA STATE UNIVERSITY
Walter Cronkite School of Journalism and Mass Communication
7. NEW YORK UNIVERSITY
Department of Journalism and Mass Communications
8. UNIVERSITY OF CALIFORNIA AT BERKELEY
Graduate School of Journalism
9. UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
School of Journalism and Mass Communication
10. GEORGE WASHINGTON UNIVERSITY
School of Media and Public Affairs

11-25, IN ALPHABETICAL ORDER:

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- HOWARD UNIVERSITY SCHOOL OF COMMUNICATIONS
- INDIANA UNIVERSITY SCHOOL OF JOURNALISM
- MICHIGAN STATE UNIVERSITY SCHOOL OF JOURNALISM
- OHIO UNIVERSITY, E.W. SCRIPPS SCHOOL OF JOURNALISM
- PENNSYLVANIA STATE COLLEGE OF COMMUNICATIONS
- ITHACA COLLEGE, ROY H. PARK SCHOOL OF COMMUNICATIONS
- STANFORD UNIVERSITY GRADUATE PROGRAM IN JOURNALISM
- UNIVERSITY OF FLORIDA COLLEGE OF JOURNALISM AND COMMUNICATIONS
- UNIVERSITY OF GEORGIA, GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION
- UNIVERSITY OF MARYLAND, PHILIP MERRILL COLLEGE OF JOURNALISM
- UNIVERSITY OF PENNSYLVANIA, ANNENBERG SCHOOL FOR COMMUNICATION
- UNIVERSITY OF TEXAS AT AUSTIN COLLEGE OF COMMUNICATION
- WASHINGTON STATE UNIVERSITY, EDWARD R. MURROW COLLEGE OF COMMUNICATION

Top Journalism Schools *(continued from page 21)*

One respondent noted, “If you’re not a good writer possessing basic skills, no one will trust you as a serious journalist.”

A veteran journalist wanted more grammar taught, writing: “When I studied journalism, we had a writing and a grammar course every semester. The basic skills are sorely lacking in today’s communications.”

Several respondents said schools should be teaching more “digital or new media.” At the same time, a number of respondents praised journalism schools for doing just that, indicating all J-schools seem to have risen to meet that challenge in the past few years.

One reply stated schools should teach “objectivity. Too many schools are teaching advocacy journalism.”

Another subject respondents wanted J-schools to teach is plain old ethics, which was mentioned 23 times.

One respondent said ethics has been “lost in the on-upmanship of cable.”

Journalism school polls are hard to come by for a variety of reasons — they are subjective, for instance, as many of the respondents would probably be alumni.

NewsPro did not ask respondents to indicate the school they had attended, although several mentioned their schools in the comments section. One respondent whose daughter attends USC apologized for a “shameless plug of the Annenberg School.”

Of the 412 people who responded to a question about their professional status, 119 said they were news professionals. Another 98 said they were educators, and 59 said they were students. Another 136 respondents listed themselves as “non-news professionals” — a category that would include the television producers and network executives in the pool of TVWeek.com readers who

received the survey.

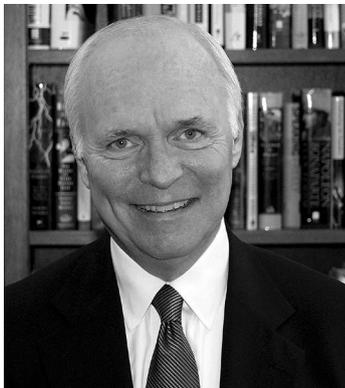
A respondent from the journalism ranks had some practical advice for J-schools: “[Teach] Freelance 101 or entrepreneurial business: how to file your own taxes, how to incorporate yourself, how to write a grant, how to fundraise (or crowd-source fundraise) for yourself, and how to start a small business plan.”

One respondent voiced a wish that J-schools could teach “why passion for the profession matters. Passion can’t be taught — but few journalists will survive and thrive without it.”

Entries placing outside the top 10 in the TVWeek.com/NewsPro survey were not ranked, but the rest of the top 25 was compiled, and included the University of Pennsylvania, Annenberg School for Communication; Ohio University, E.W. Scripps School of Journalism; the University of Georgia’s Grady College of Journalism and Mass Communication; Boston University College of Communication; the University of Florida College of Journalism and Communications; and the University of Texas at Austin College of Communication.

Also making the top 25 were Stanford University Graduate Program in Journalism, Michigan State University School of Journalism and Washington State’s Edward R. Murrow School of Communication.

Rounding out the top 25 are the Roy H. Park School of Communications at Ithaca College; Harvard’s Joan Shorenstein Barone Center on the Press, Politics and Public Policy; Penn State College of Communications; Philip Merrill College of Journalism at the University of Maryland; Howard University School of Communications; and Indiana University School of Journalism. □



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Degree Programs Boost Specialties

SCHOOLS INCREASINGLY TAKING STUDENTS INTO NONTRADITIONAL AREAS

By Jarre Fees

American University in Washington, D.C., offers a master of arts in journalism and public affairs and a bachelor's degree in foreign language and communication media. New York University offers a 16-month master of arts degree in journalism with an advanced certificate in its Science, Health and Environmental Reporting Program (SHERP). And an increasing number of schools offer dual degrees in mass communication and law.

Why the new emphasis on specialized programs in journalism? And with so many newsrooms cutting back on staff, can these programs help to further a reporter's career?

"It's a mistake to assume that what's happening in major American newspapers is what's happening to journalism in general," said Dan Fagin, director of the SHERP program at NYU. "Newspapers are no longer an employment center for young reporters. They are barely relevant to the lives of the young reporters coming out of these [schools] and they haven't done significant hiring for a decade."

Increasingly, universities have recognized that fact and are leading journalism students into non-traditional arenas. The School of Journalism and Mass Communication at the University of Minnesota offers a dual-degree MA/JD

and a Ph.D/JD in mass communication and law.

Top-Law-Schools.com states: "Although there are good reasons for some students to pursue a JD/MA, it is important to remember that there are also some very



Amy Kristin Sanders

good reasons not to pursue a dual degree. Firstly, if the dual degree has not been proven to give job candidates an advantage in the specific area in which the student wishes to practice, the fact that s/he holds a dual degree may actually hurt his/her career prospects."

But Amy Kristin Sanders, a licensed attorney and assistant professor of mass communication and law at the University of Minnesota, said one of the real benefits of having a dual journalism and law degree is that it "provides a practical side in communication for students who want to become practicing attorneys, and an industry side for students who are interested in pursuing pro journalism as a career."

That doesn't mean that every journalist with a law degree is going to find work writing about legal issues. But there are other fields for qualified candidates.

"A number of the attorneys practicing media law today have these dual degrees," Sanders said, "and companies that have media clients are looking for attorneys who understand how the media works."

Graduates of the program often work in "public affairs journalism, or covering the courts," Sanders said. "And it's a huge benefit for those who want to go out into the industry and practice."

"Specialized programs deliver if they're run well,"

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JOURNALISM SCHOOL SURVEY COMMENTS



We encouraged those who participated in the journalism school survey to provide us with their opinions on the state of the news business. Here are some of their comments:

“As a general manager, and responsible for news, I would like to see these kids have a balanced approach to the news, and realize the need for presented information in [an unbiased] fashion. I also believe they need to hone their writing skills set...which is sorely missing from too many current graduates who are addicted to short tweeting and incomplete sentences.”

“I would just note that the biggest debate is between schools that provide ‘classroom’ instruction and schools that provide ‘newsroom’ instruction. The best would have both, but I believe, lean more towards hands-on immersion in a newsroom environment. I won’t comment on individual schools since I teach at one of those listed.”

“I have a degree in Journalism & Mass Communications and find it most difficult to see how dilapidated the English language has become and how few know what the word ‘truth’ means.”

“All schools need to help students better understand their audiences and encourage an entrepreneurial mindset in students.”

“The most important programs are where students learn to write and produce stories across all media platforms: print, broadcast, and online. More and more is demanded of journalists these days so students can’t confine themselves to one discipline, they must know all three.”

NYU’s Fagin said. “They take students who already have a broad area of knowledge and combine that with great journalism.”

“Graduates from these kinds of [dual-degree] programs are more in demand than ever,” Sanders said.

Journalism grads have long found themselves employed, or at least employable, in a number of ancillary fields, from radio and television to public relations. The new ancillary fields are wide-open, but they generally have digital components attached.

A few schools are now offering combined journalism and computer-science programs, and nearly all J-schools offer programs in digital journalism or new media.

“Journalists are moving to the Web in ways that are much more flexible than the old newsroom model,” Fagin said. “That’s why there’s so little demand for generalized reporters anymore.” Fagin said about two-thirds of NYU’s science, health and environmental graduates “take staff jobs,” adding that programs that “don’t have our advantages might have a lower percentage.”

When local news breaks, newspapers may still send the nearest reporter to cover it, but outside of small local papers, the general assignment writer could well be a

continued on page 27

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Narrowing a Digital Divide

COLUMBIA PROGRAM COMBINES JOURNALISM AND COMPUTER SCIENCE

By Jarre Fees

In his personal blog currybetdotnet (www.currybet.net), Guardian.co.uk lead user-experience and information architect Martin Belam writes about software developer Daithí Ó Cruaíoch, who spoke at a recent lunchtime meeting at The Guardian.

Cruaíoch, Belam wrote, noted that “Understanding datajournalism is the same thing as understanding journalism. [But] the stress is in the wrong place when we focus on the data. You can’t give a machine data and get journalism out the other end.”



Bill Grueskin

One of the schools trying to narrow that divide between man and machine is Columbia University, which now offers a dual-degree master of science in journalism and computer science, a five-semester program administered by the Fu Foundation School of Engineering and Applied Science and, on the journalism side, by the new Tow Center for Digital Journalism.

Dean of Academic Affairs Bill Grueskin said students in the Columbia program “have a highly valued skill set and must meet requirements of both journalism and engineering, which is a fairly narrow sliver of power.” He

added that candidates for the program, which “requires high 700s in math,” are “people who by and large have engineering skills but who also have demonstrated the ability to express themselves clearly.”

The program is designed to teach students not only how to build a website or design software from start to finish, but also how to report and write a story using the standards of ethics and journalism that separate Columbia and a handful of other schools from the rest of the J-school pack.

There are just five students in the inaugural semester of the program, which allows students to take journalism and computer science courses concurrently, Grueskin said, “instead of studying one set of skills over here and packing their bags, then moving over here to study the second set of skills.”

Grueskin said the idea for the program was hatched “a couple of years ago, when we invited some of the engineering faculty for lunch to see if there were things we should be doing together to address the role of technology in journalism’s future.

“This program is the nexus of these two things,” Grueskin said. “There are journalists and tech people in the workplace right now who literally don’t speak the same language.”

Grueskin said students graduating from the program would “most likely be headed into two different but congruent career paths: Some, over time, will start their own businesses to serve the journalism business we care so much about. And some will want to join large existing media organizations and work to bridge the gap between the journalism and tech sides.”

Jay Tuten, a technical business analyst for NBC Universal, is one such journalist-turned technician; a “link between journalists and true tech people,” he said.

Tuten, who taught himself HTML “overnight from a book” after he was hired as Web designer for the Los Angeles Daily News, learned tech skills on his own after graduating from the University of Georgia’s Grady College of Journalism and Mass Communication and later went on to become deputy director of platform development at the Associated Press.

Tuten said as journalism changes, “the true journalist will evolve into more of a tech journalist. “We have to know how to do this, because staffs aren’t really increasing,” he said. “So in order to create something quickly everyone will have to be multifaceted.”

In addition to Columbia, other schools are also rising to meet the future of journalism.

The John S. and James L. Knight Foundation announced in February that it would fund a four-year grant to create the Knight News Innovation Laboratory at Northwestern University’s Medill School of Journalism and Robert R. McCormick School of Engineering and



Jay Tuten

Applied Science, in a program designed to train journalists to understand, use and create new technologies.

Many major universities offer a degree in digital journalism, and the Poynter Institute offers, among myriad other digital and new media classes, an online course in “Essential HTML.”

Tuten said journalists in the future will be “expected to know how to get it done” when it comes to reporting on a story.

“A reporter working on an increase in the number of DUIs in a certain area, for instance, could get the data on the number of arrests and feed it into an XHTML file,” Tuten said. “You can chart every instance in a moment, and users would be able to click into an interactive map in a particular danger zone for a particular date and get all the information they need.

“You can do all of this stuff yourself,” Tuten said. “There are tech solutions to going through all that data, and you can publish all that information on the spot. It lets your readership home in on what’s important.”

Tuten said he needed his “basis in journalism to understand the specific needs of thousands of AP members’ websites for customizable content for their readerships.” But he added that “working with software developers, project managers and user interface designers required a basis in computer science that I didn’t get from [a journalism program].”

“In terms of technology vs. journalism,” Grueskin said, “over time some of these distinctions will become a lot less important.”

Tuten said a lot of reporters gathering stories in the very near future “will also be armed with a video camera. With in-person interviews they can capture a lot more than just with a reporter’s notebook.”

“Information is moving so quickly,” he said, “and a lot of that information will be published before the reporter ever sits down to write.”

The bridge between traditional journalism and computer science grows narrower as students who started developing computer skills in grade school enter college.

“Our students have already been out on the street,” Grueskin said. “They’ve been blogging, writing, interviewing and editing. I have to believe that when they leave here they’ll engage in journalistic activity.” □

Specialties *(continued from page 25)*

vanishing breed.

“The general assignment journalist is just producing a commodity,” Fagin said. “It’s not a recipe for success in a market where someone else is willing to do it more cheaply than you are.”

Large staffs are “increasingly going away,” Fagin said, “but news organizations want expertise.”

They acquire that expertise, Fagin said, “sometimes through staff, but generally through freelance or contract writers who are specialists and who can deliver what the site is looking for.”

“Anything you can do to build on writing and reporting” is important, Fagin said, “but specialized writers can show an editor they have knowledge inside and out.” □

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