

J202 Fall 2011

Culver

Professional Practices

Week 1

A key part of your training in journalism or strategic communication is adapting to professional practices. If you want to work in these fields, you need to steep yourself in the culture. That includes everything from reading key trade journals to learning how to build a resume and write an effective cover letter.

Three ways J202 introduces you to professional practices:

1. alumni interviews
2. extra credit
3. recommended readings

1. Alumni Interviews

These occasional interviews with alumni working in journalism, strategic communication and other fields will be posted to our course website. The interviews are specific to a topic or area of expertise. This will acquaint you with key ideas and practices in the field.

2. Extra Credit

To encourage you to engage in professional practices, we will offer you J202 extra credit for attending J-School events and activities that teach you about different aspects of media industries. Please see details on earning and recording credit on the Extra Credit handout.

3. Recommended Reading

We'd suggest you digest content in the following areas, depending on your professional interests. Many are as easy as browsing online or subscribing to an email distribution list. This list is by no means exhaustive. It's merely a few ideas to get you going.

All fields:

- subscribe to a daily email news alert, such as The New York Times or CNN
- read a hard-copy newspaper or magazine and watch or listen to a news broadcast every day
- subscribe to the UW's news release service (www.news.wisc.edu/releases)
- follow social media thinkers, e.g. Mashable (mashable.com and [@mashable](https://twitter.com/mashable) on Twitter)

Strat Comm:

- review leading trade journals, AdAge (www.adage.com) and AdWeek (www.adweek.com)
- read media stories in the New York Times most days but especially Mondays
- subscribe to Stuart Elliott's "In Advertising" email column from the New York Times
- follow blogs and tweets by trade groups, e.g. American Association of Advertising Agencies, [@4as](https://twitter.com/4as)
- read PR industry news online at the Public Relations Society of America (www.prsa.org) and PR Week (www.prweek.com)
- subscribe to press release email distribution from UW-Madison (www.news.wisc.edu/releases)
- review latest news on PR Newswire (www.prwire.com)

Journalism:

- review leading trade journals, Columbia Journalism Review (www.cjr.org) and American Journalism Review (www.ajr.org)
- visit the Poynter Institute online, a leading resource for journalists (www.poynter.org in general and click link to sign up for free email newsletters)
- read the Wisconsin State Journal, The Capital Times or the Milwaukee Journal Sentinel every day
- read latest news online at Radio and Television News Directors Association (www.rtnda.com)
- follow blogs, using tools such as technorati.com (a blog search engine) or hunting out specialized content that interests you (for instance, if you're a political junkie, read politico.com's bloggers)
- use social sharing tools like Reddit or Delicious to collect, share and find interesting content
- navigate multiple online news sites every day, seeking out content in addition to what you find in the hard copies you should be reading daily
- set up Google news alerts for people or issues of specific interest
- follow interesting journalists and sources on Twitter (two of my favorites are Andy Carvin from NPR and Nick Kristof from the New York Times)