



Multi-Media Journalism

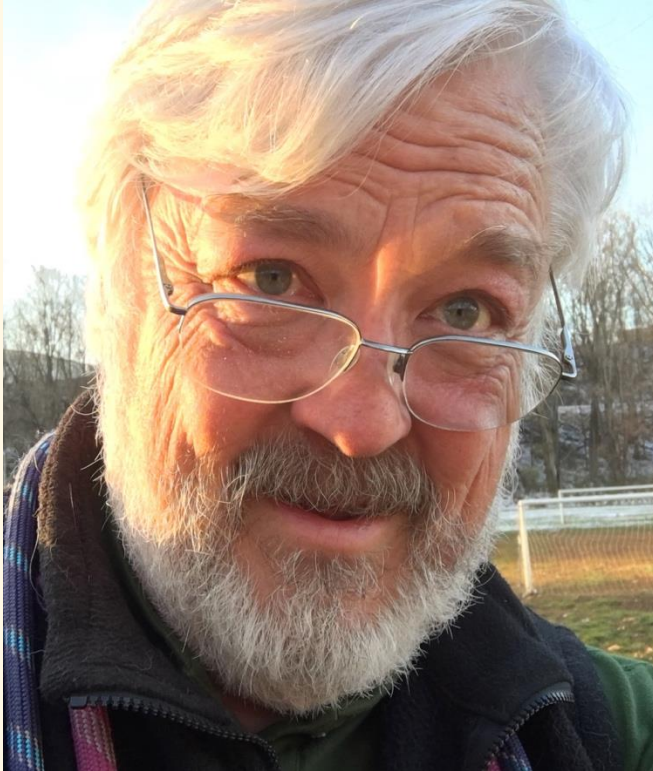
Who, what, where,
when, why and how

Media Studies major

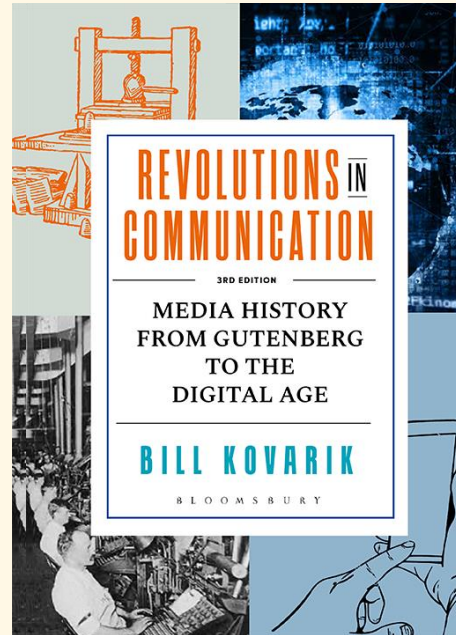
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Textbook
For COMS 300
media history

Published by
Bloomsbury
3rd edition 2025

Get involved!

- Join RU Student Media
- Journalism COMS 104
- Production COMS 146
- Advertising COMS 174

Topics for COMS 130

- Media majors and Radford courses
- Internships, student media now
- Jobs in media when you graduate.
 - Sports, features, political, feature & lifestyle, science & environment
- Who, what, where, when & why of journalism
- First Amendment issues / Media Law (COMS 400)
 - Freedom of speech, press and assembly
 - Issues close to home
 - Recent national issues
- Your questions at the end, but also any time

Two majors in School of Comm:

Media Studies / Digital media

- News Analysts, Reporters, and Journalists
- Community media / Livestreaming
- Editors, writers, authors, book designers
- Film and video production and editing
- Podcasting, live music, recording
- Photography and special effects
- Web designers and developers
- Advertising and marketing

Communications Studies

- Public relations
- Graduate school

Get started with media now

- **Entry level courses**

- COMS / MSTD 130 - (this course)
- COMS / MSTD 104 - News writing
- COMS / MSTD 173 - Digital advertising
- COMS / MSTD 146 - Media Production

- **On campus experiential learning**

- Student media – 2nd floor Bonnie
- WVRU radio - 1st floor Hemphill
- E-sports twitch TV – Cook Hall / Peters Hall
- RU Sports information – Dedmon Center

Journalism
is one way
we know
what is
happening.



"I'd just like to know what in hell is happening, that's all! I'd like to know what in hell is happening! Do you know what in hell is happening?"

Cartoon by Robert Leighton February 27, 2025



Jobs in MMJ and media professions

US Dept of Labor statistics

- Newspaper Journalism down 3%
- Writers and authors, 5% increase
- Video producers and directors, 8%
- Web design, 8% increase
- Photographers, 4% increase
- Advertising & marketing, 8%
- Instructional design, 12%
- Meteorologist, 6%
- Broadcast, sound, camera technicians, 3%

Sports journalism

National sports media association





What are the attributes, qualities, personality traits, and experiences that develop great leaders? How is leadership built, and how is it cultivated and maintained?



Lifestyle journalism

- Topics related to everyday life -- fashion, food, health, and travel.
- Lifestyle journalism engages readers by connecting personal stories with larger cultural threads.
- Feature writing involves in-depth analysis and storytelling

- American Soc. Magazine Editors



Community journalism

- Local media is more than newspapers.
- Lack of community media leads to increasing polarization.
- Society of Professional Journalists – spj.org



Political journalism



Science journalism

"I have a foreboding of ... a (future) service and information economy ... when awesome technological powers are in the hands of a very few, and no one representing the public interest can even grasp the issues; when the people have lost the ability to set their own agendas or knowledgeably question those in authority ...

“The dumbing-down of America is most evident in the slow decay of substantive content in the enormously influential media ... ”

-- Carl Sagan, *The Demon Haunted World*, Random House, 1995

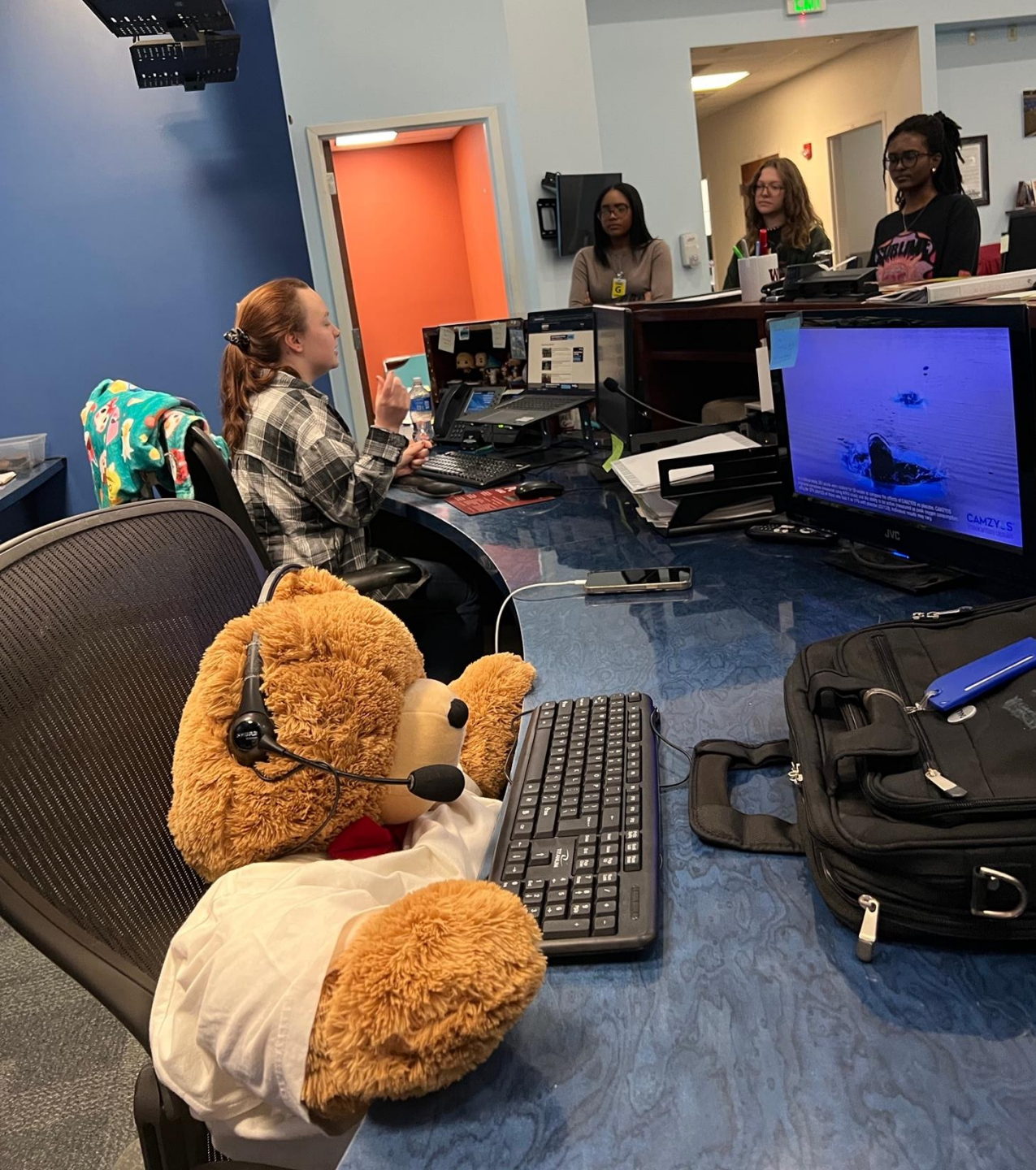
Environment & outdoor journalism

- Climate change
 - Recreation
 - Eco-tourism
 - Air pollution
 - Water pollution
 - Toxic chemical controversies
 - Ecosystems
 - Sustainability
 - Solutions journalism
-
- Society of Environmental Journalists
sej.org





Broadcasting



RU
Journalism
students
tour WDBJ7
and meet
“Hometown
Harry”



11:58P NOE WX WX
11:58P FINAL WX
KE BOXES



New Media platforms

Podcasting

Livestreaming

Web publishing

Community Media

Social media publishing / content moderation.

Interactive book publishing



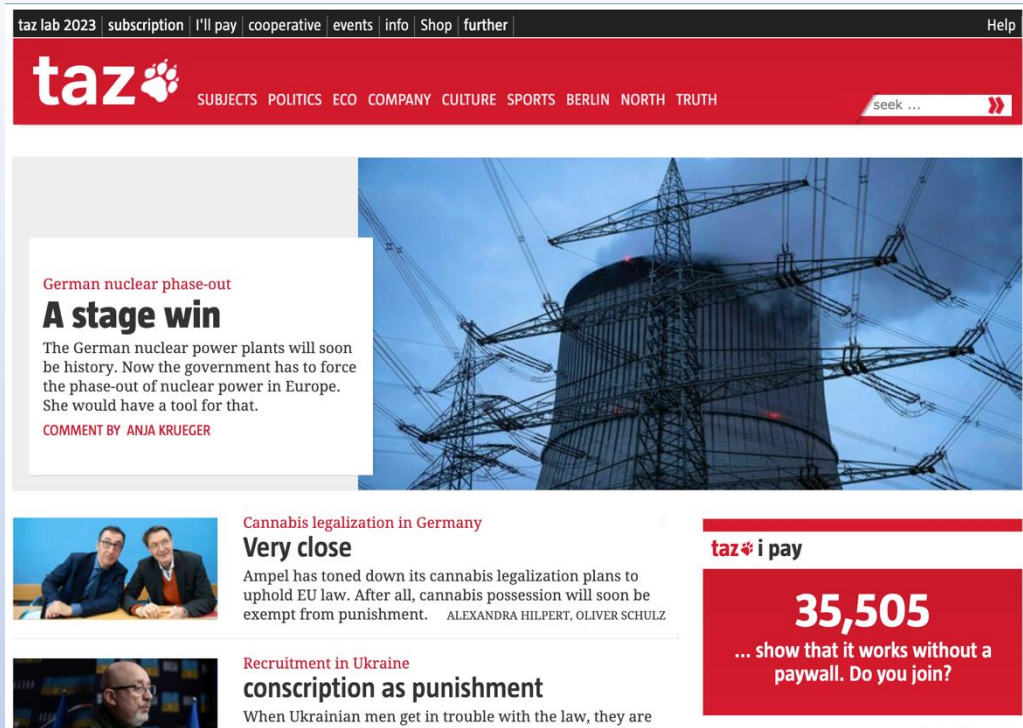
New business models

Benefit corporations
(not obliged to max \$)

Community media centers

Non-profit news -- inn.org

Media cooperatives -- taz.de,
(producer and consumer co-op)





Proud tradition of JOURNALISM

Ben Franklin's internship in London, 1724 – 26

**When Ben Franklin
arrived in London
on Christmas Eve, 1724,
he found a job in a
printing chapel. He had
to pay a 5 shilling
'bien venu'
initiation fee.**

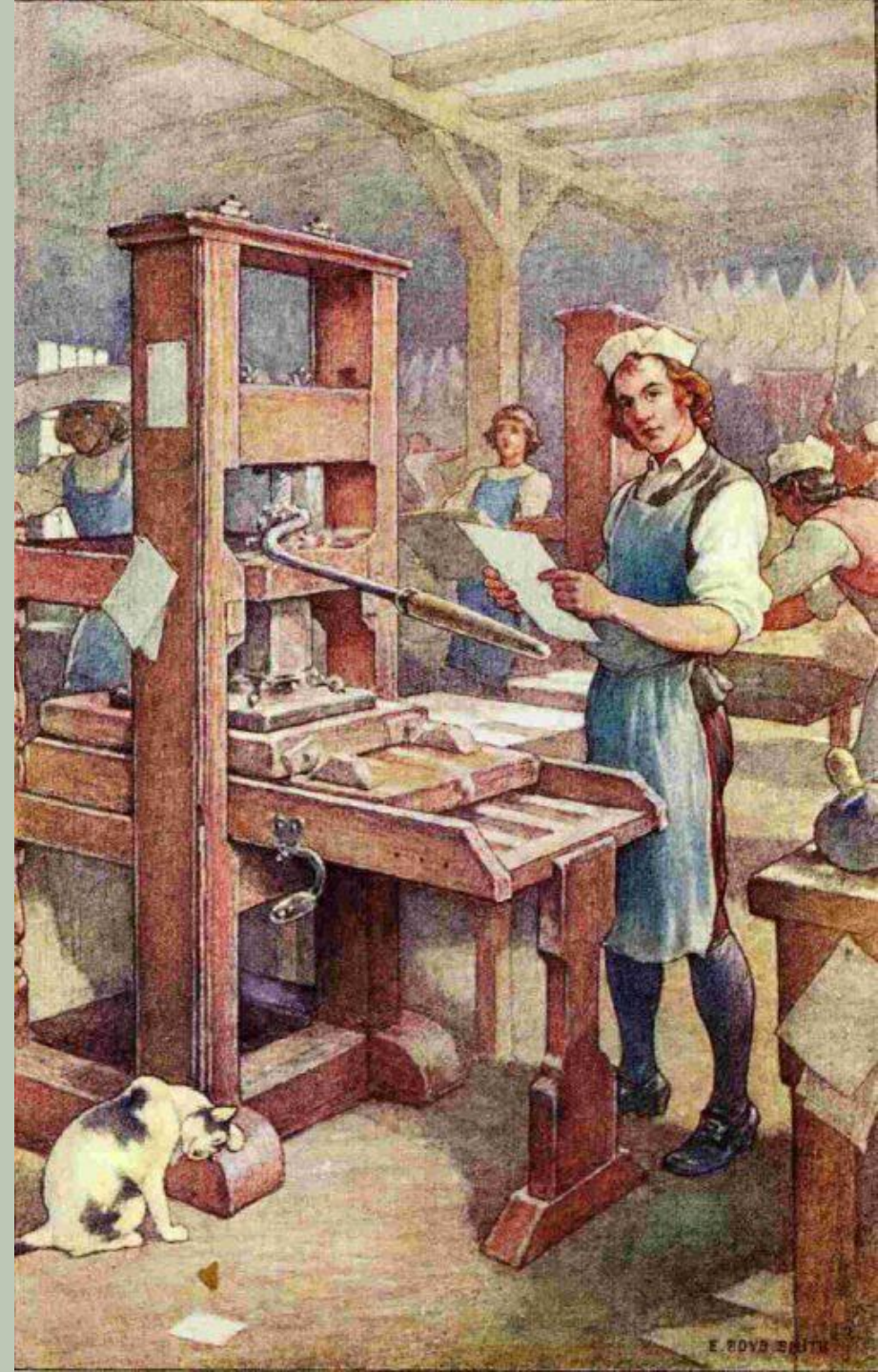




Franklin was a steady, sober sort of worker,

**... and a very good
writer and type setter.**

**So his boss John Watt
transferred him out of
the printing shop ...**



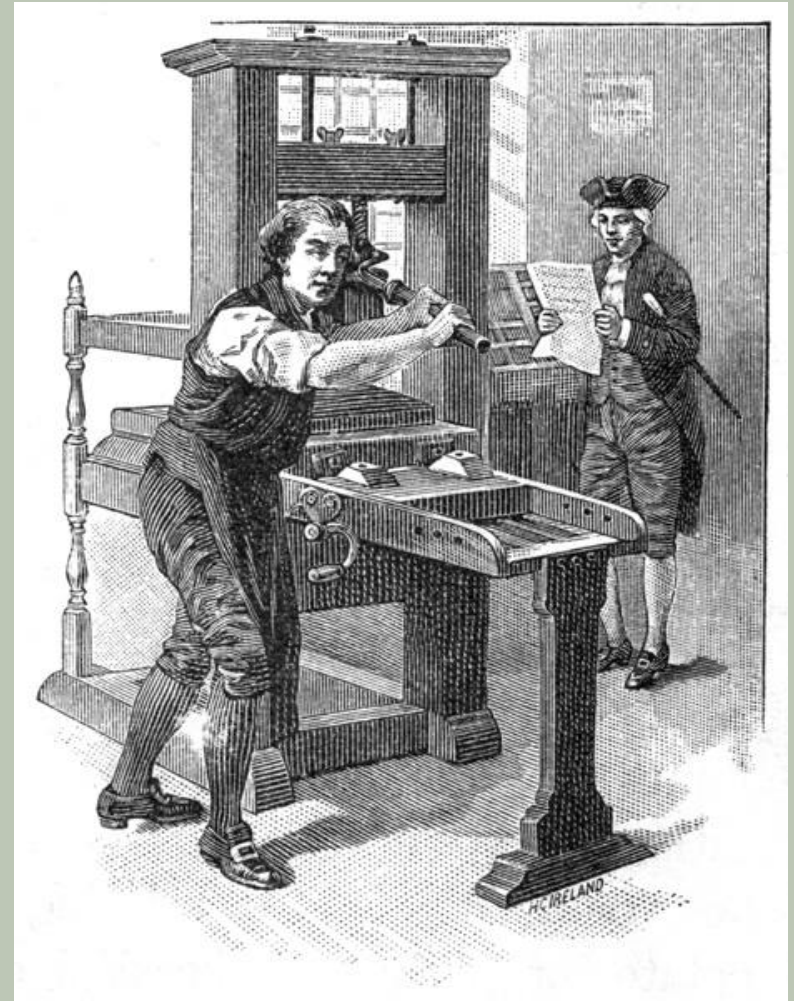
... and into the
typesetting shop.

NOW he was told to pay a
second 'bien venu' –
another 5 shillings

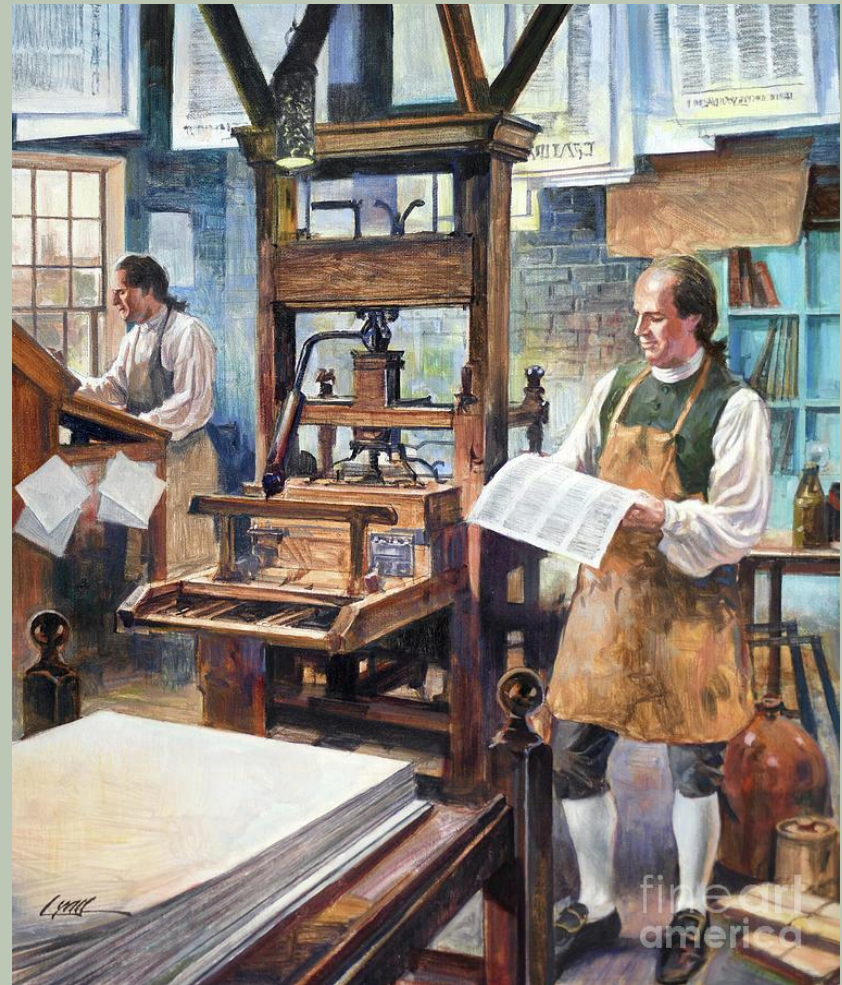


***“I thought it an imposition,
as I had paid below;***

***the master thought so too,
and forbade my paying it.”***



**“I stood out two or three
weeks, and
was accordingly
considered as an
excommunicate...”**



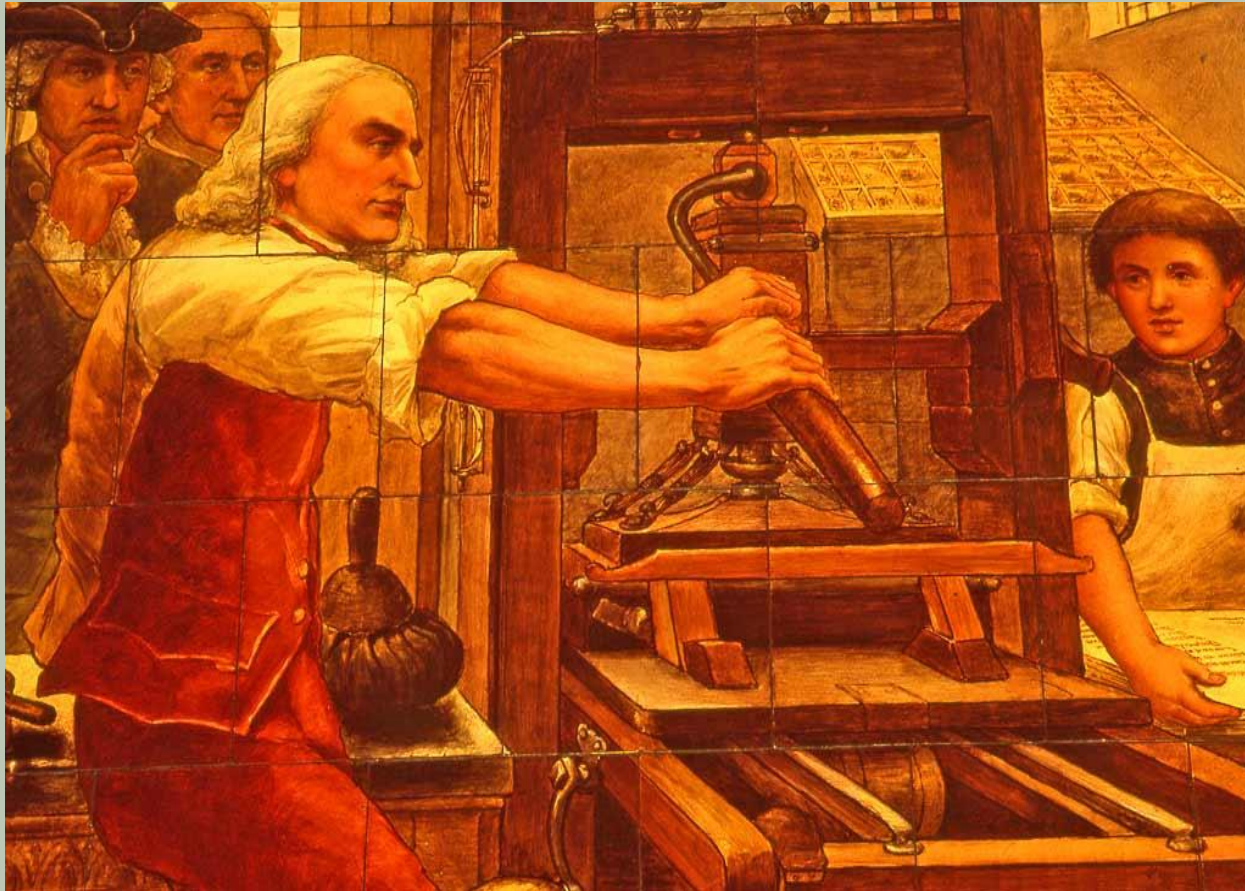
**The other workers
created problems for
Franklin by mixing his
type (sorts)**

In his words:



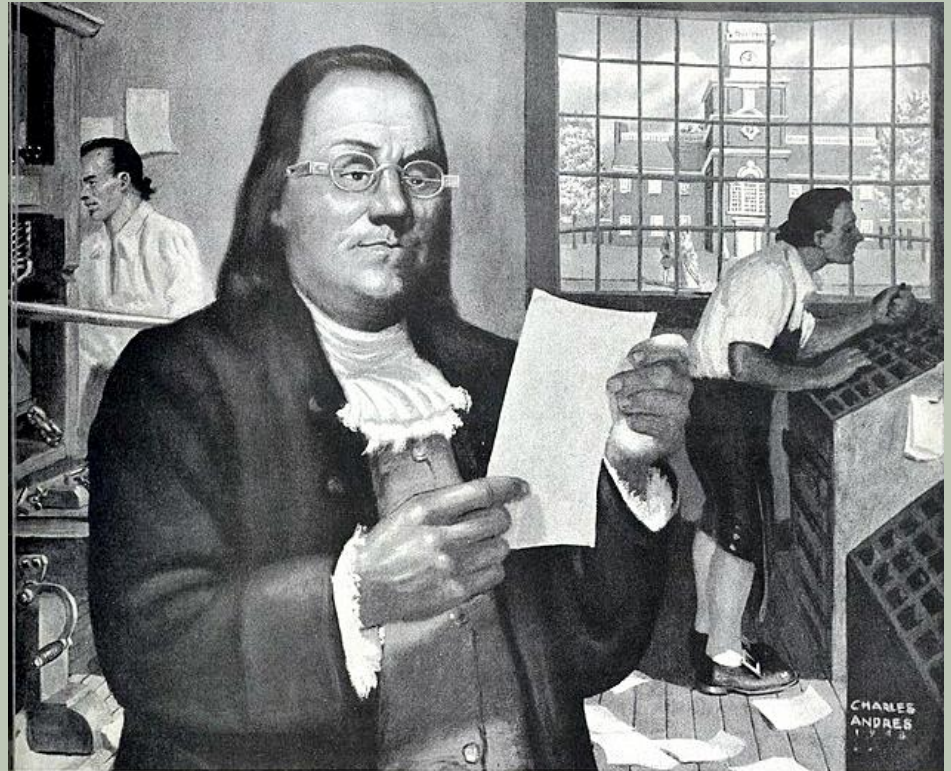
*“... and had so
many little pieces
of private
mischief done me,
mixing my sorts,
transposing my
pages, breaking
my matter...”*





... and all ascribed to the chapel ghost, which they said ever haunted those not regularly admitted ...

***Notwithstanding
the master's
protection, I found
myself oblig'd to
comply and pay the
money...***



*... convinc'd of the folly of
being on ill terms with
those one is to live with
continually."*

**From the autobiography of
Benjamin Franklin, 1755**

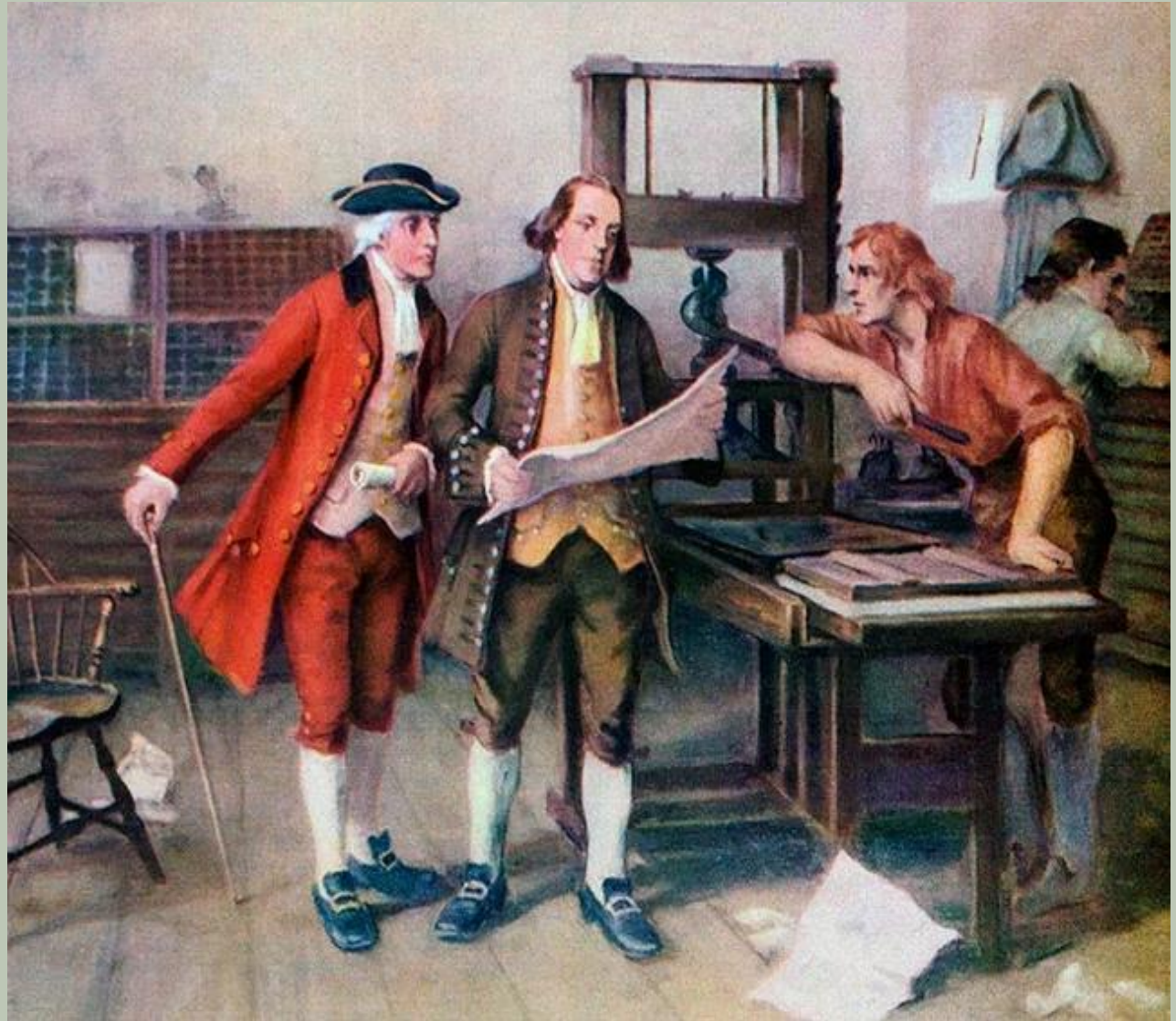


BENJAMIN FRANKLIN, PRINTER, PHILADELPHIA

**What do you
think?**

**Was there a
chapel ghost?**

**Did Franklin
believe it?**



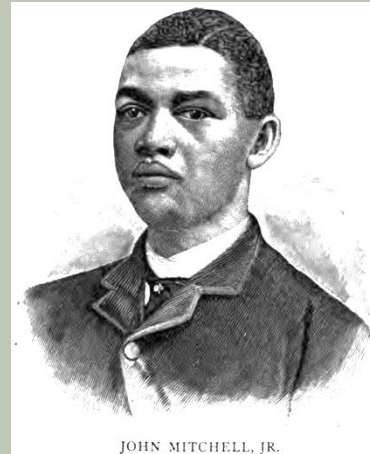
Media history timeline

- News is a constant feature of any civilization.
- Rome had the Acta Diurna, a hand-copied daily scroll
- Gutenberg 1454 invention of moveable type printing
- Fourth estate - newspapers become political force 1700s – 1800s
- Newspapers spark American revolution 1775 – 1783
- Penny Press – ads paid for editorial & circulation 1830s
- News via “wire service” 1860s, radio & TV 1930s – 50s
- News via web 1990s, social media 2010s

Journalism is

- A proud tradition protected by US First Amendment
 - Heroes of the press: Ben Franklin, Joseph Pulitzer, Ida B. Wells, many others
- A service to democracies worldwide
- A commitment to social responsibility
 - Accuracy, verification, independent thinking
 - Process: 5 Ws & inverted pyramid
 - Contradict fake news, foreign propaganda
- Some people disappointed with media
 - Not perfect – there are ethics issues
- New tech, new business models, new generation of journalists

Journalism: Who



Great journalists include writers, editors, photographers, videographers, and others who seek the truth and act independently



Joseph Pulitzer (1847 – 1911)



We will always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty. [New York World](#) (May, 1883)

More Joseph Pulitzer



Our republic and its press will rise or fall together. An able, disinterested, public-spirited press, with trained intelligence to know the right and courage to do it, can preserve that public virtue without which popular government is a sham and a mockery. A cynical, mercenary, demagogic press will produce in time a people as base as itself. The power to mold the future of the Republic will be in the hands of the journalism of future generations.

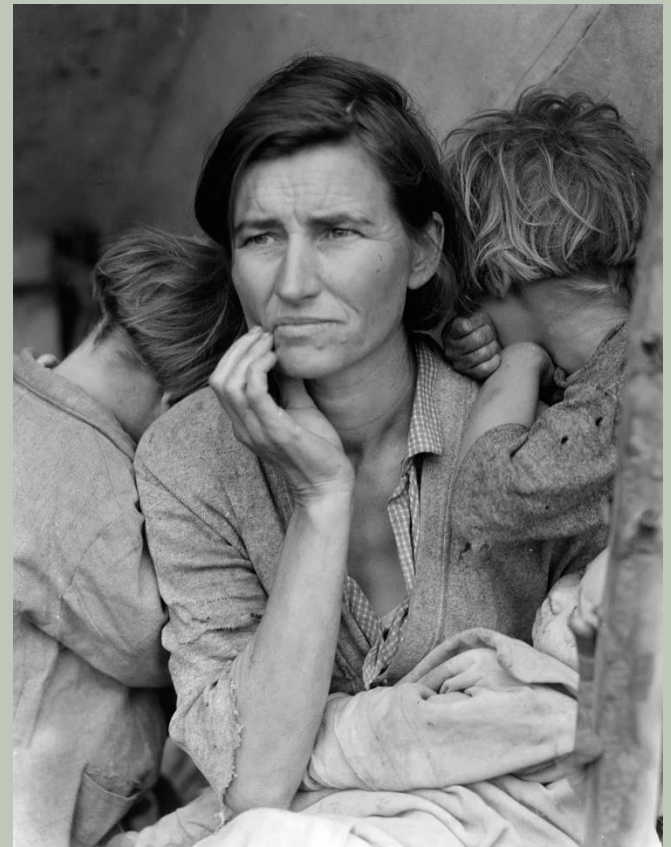
- “The College of Journalism,” [*The North American Review*](#) (May, 1904) p. 680

Dorothea Lange (1895 – 1965)

... was on assignment for the FSA in March 1936, and was headed home. It was raining. She was tired. She saw the sign but tried to ignore it. She drove on in the rain for another 20 miles, convincing herself that she didn't need to go back to take one more set of photos.

But then:

“Almost without realizing what I was doing, I made a U-turn on the empty highway. I went back those 20 miles and turned off the highway at that sign, PEA-PICKERS CAMP. I was following instinct, not reason ...”



Joe Rosenthal, Associated Press, 1945



Ernie Pyle (1900 – 1945)

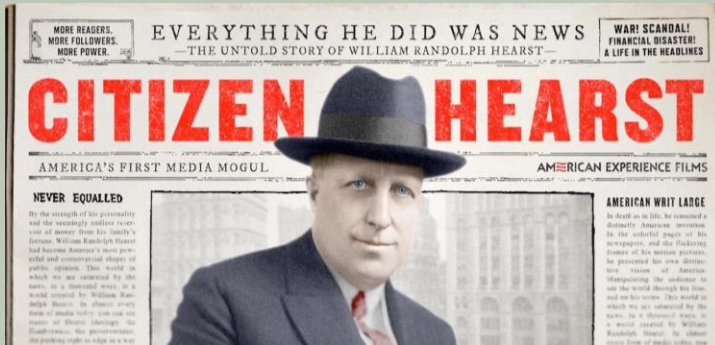
“There is an agony in your heart, and you almost feel ashamed to look at them. They are just guys from Broadway and Main Street, but you wouldn’t remember them.

They are too far away now. They are too tired. Their world can never be known to you, but if you could see them just once, just for an instant, you would know that no matter how hard people work back home they are not keeping pace with these infantrymen.”



“The God-Damned Infantry”
May 2, 1943, Tunisia
WWII North African campaign

Journalism: Who were the worst?



THIS IS A PRINTING OFFICE

Crossroads of civilisation · Refuge of all the
arts against the ravages of time · Armoury of
fearless truth against whispering rumour ·
Incessant trumpet of trade · From this place
words may fly abroad not to perish on waves of
sound, not to vary with the writer's hand but
fixed in time, having been verified by proof

*Friend, you stand on sacred ground,
This is a Printing office*



BEATRICE WARDE

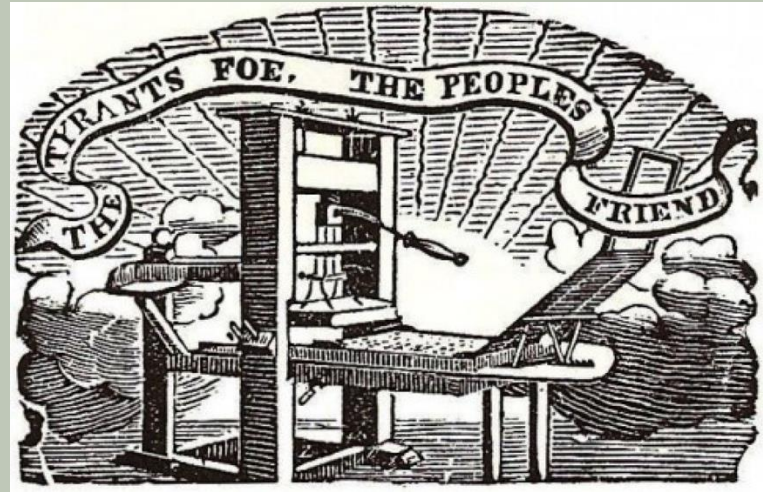
TYPESET BY print.coop



Beatrice Warde's 1932
declaration of principles --
Adopted 1940 by the US
Government Printing Office

Journalism: What

A truthful account of the day's events in a context which gives them meaning



A forum for exchange of comment and criticism.

A way to reach every member of the society by the currents of information, thought, and feeling

A representative picture of social groups

In short, service to democracy

Journalism: What

Public service

News and information

Accurate and ethical

About public people and
important events

Gathered using
objective methods

Delivered in many formats:
(podcast, print, web, streaming
multimedia)

Includes many points of view

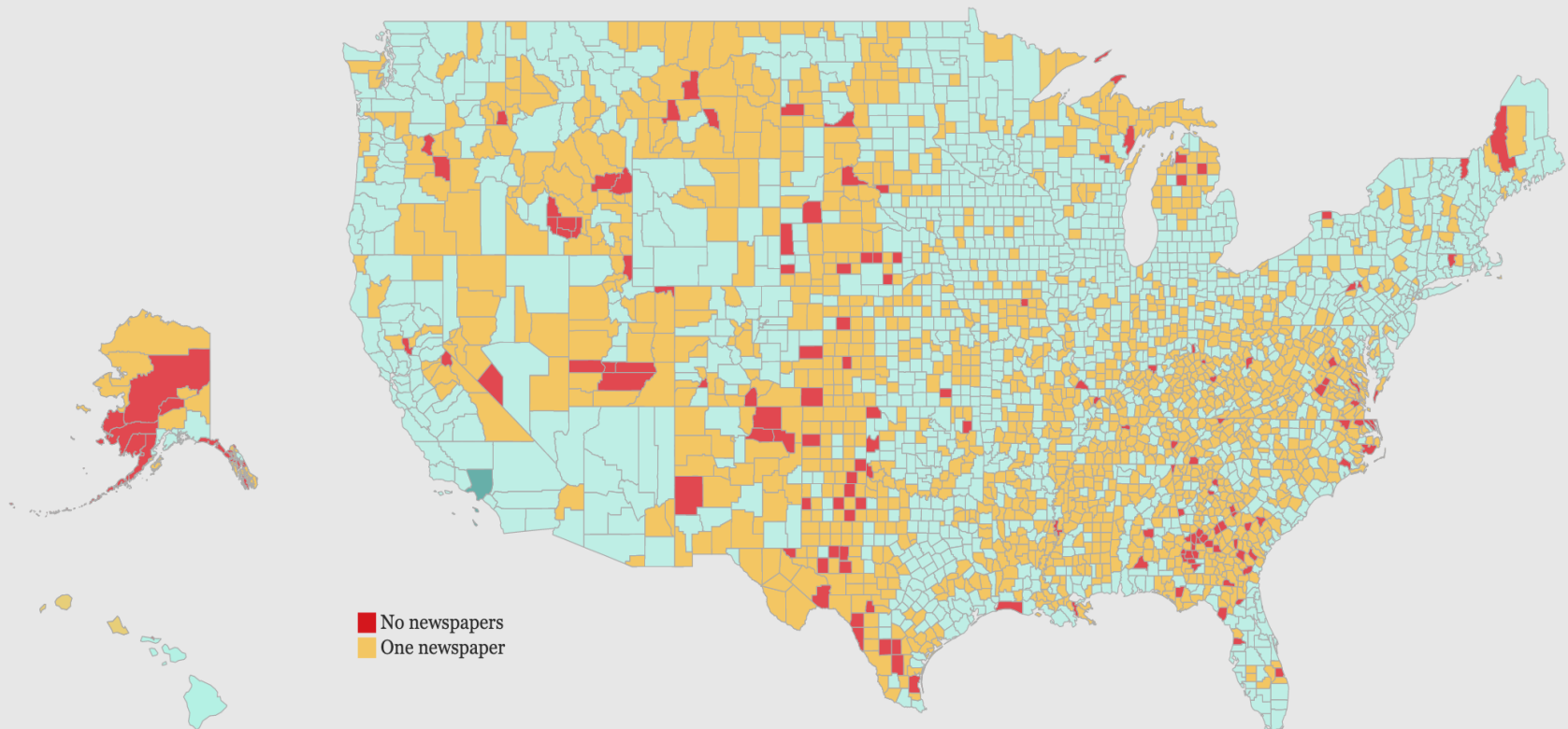
Editorials & opinion
clearly labeled



Journalism: where & when

Do You Live in a News Desert?

In the U.S., 225 counties do not have a local newspaper. Half of all counties - 1,528 - have only one newspaper, usually a weekly.



Journalism why

- Public service
- Independence of thought & action
- Curiosity required
- Observe events from the front row
- Improve your writing and photography
- Meet the world's most interesting people
- A job you like so much it hardly seems like working



Michael Baily blocks a Russian whaling ship, 1975
Photo by Rex Weyler

Journalism ethics

Seek the truth
& report it

Act independently

Minimize harm

Be accountable

Society of Professional Journalists

CODE of ETHICS

PREAMBLE

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. Ethical journalism strives to ensure the free exchange of information that is accurate, fair and thorough. An ethical journalist acts with integrity. The Society declares these four principles as the foundation of ethical journalism and encourages their use in its practice by all people in all media.

SEEK TRUTH AND REPORT IT

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information.

Journalists should:

- ▶ Take responsibility for the accuracy of their work. Verify information before releasing it. Use original sources whenever possible.
- ▶ Remember that neither speed nor format excuses inaccuracy.
- ▶ Provide context. Take special care not to misrepresent or oversimplify in promoting, previewing or summarizing a story.
- ▶ Gather, update and correct information throughout the life of a news story.
- ▶ Be cautious when making promises, but keep the promises they make.
- ▶ Identify sources clearly. The public is entitled to as much information as possible to judge the reliability and motivations of sources.
- ▶ Consider sources' motives before promising anonymity. Reserve anonymity for sources who may face danger, retribution or other harm, and have information that cannot be obtained elsewhere. Explain why anonymity was granted.
- ▶ Diligently seek subjects of news coverage to allow them to respond to criticism or allegations of wrongdoing.
- ▶ Avoid undercover or other surreptitious methods of gathering information unless traditional, open methods will not yield information vital to the public.
- ▶ Be vigilant and courageous about holding those with power accountable. Give voice to the voiceless.
- ▶ Support the open and civil exchange of views, even views they find repugnant.
- ▶ Recognize a special obligation to serve as watchdogs over public affairs and government. Seek to ensure that the public's business is conducted in the open, and that public records are open to all.
- ▶ Provide access to source material when it is relevant and appropriate.
- ▶ Boldly tell the story of the diversity and magnitude of the human experience. Seek sources whose voices we seldom hear.
- ▶ Avoid stereotyping. Journalists should examine the ways their values and experiences may shape their reporting.
- ▶ Label advocacy and commentary.
- ▶ Never deliberately distort facts or context, including visual information. Clearly label illustrations and re-enactments.
- ▶ Never plagiarize. Always attribute.

MINIMIZE HARM

Ethical journalism treats sources, subjects, colleagues and members of the public as human beings deserving of respect.

Journalists should:

- ▶ Balance the public's need for information against potential harm or discomfort. Pursuit of the news is not a license for arrogance or undue intrusiveness.

- ▶ Show compassion for those who may be affected by news coverage. Use heightened sensitivity when dealing with juveniles, victims of sex crimes, and sources or subjects who are inexperienced or unable to give consent. Consider cultural differences in approach and treatment.
- ▶ Recognize that legal access to information differs from an ethical justification to publish or broadcast.
- ▶ Realize that private people have a greater right to control information about themselves than public figures and others who seek power, influence or attention. Weigh the consequences of publishing or broadcasting personal information.
- ▶ Avoid pandering to lurid curiosity, even if others do.
- ▶ Balance a suspect's right to a fair trial with the public's right to know. Consider the implications of identifying criminal suspects before they face legal charges.
- ▶ Consider the long-term implications of the extended reach and permanence of publication. Provide updated and more complete information as appropriate.

ACT INDEPENDENTLY

The highest and primary obligation of ethical journalism is to serve the public.

Journalists should:

- ▶ Avoid conflicts of interest, real or perceived. Disclose unavoidable conflicts.
- ▶ Refuse gifts, favors, fees, free travel and special treatment, and avoid political and other outside activities that may compromise integrity or impartiality, or may damage credibility.
- ▶ Be wary of sources offering information for favors or money; do not pay for access to news. Identify content provided by outside sources, whether paid or not.
- ▶ Deny favored treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage.
- ▶ Distinguish news from advertising and shun hybrids that blur the lines between the two. Prominently label sponsored content.

BE ACCOUNTABLE AND TRANSPARENT

Ethical journalism means taking responsibility for one's work and explaining one's decisions to the public.

Journalists should:

- ▶ Explain ethical choices and processes to audiences. Encourage a civil dialogue with the public about journalistic practices, coverage and news content.
- ▶ Respond quickly to questions about accuracy, clarity and fairness.
- ▶ Acknowledge mistakes and correct them promptly and prominently. Explain corrections and clarifications carefully and clearly.
- ▶ Expose unethical conduct in journalism, including within their organizations.
- ▶ Abide by the same high standards they expect of others.

The SPJ Code of Ethics is a statement of abiding principles supported by additional explanations and position papers (at spj.org) that address changing journalistic practices. It is not a set of rules, rather a guide that encourages all who engage in journalism to take responsibility for the information they provide, regardless of medium. The code should be read as a whole; individual principles should not be taken out of context. It is not, nor can it be under the First Amendment, legally enforceable.



WWW.RSF.ORG

FREEDOM OF THE PRESS WORLDWIDE 2024

What's in the First Amendment?

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.





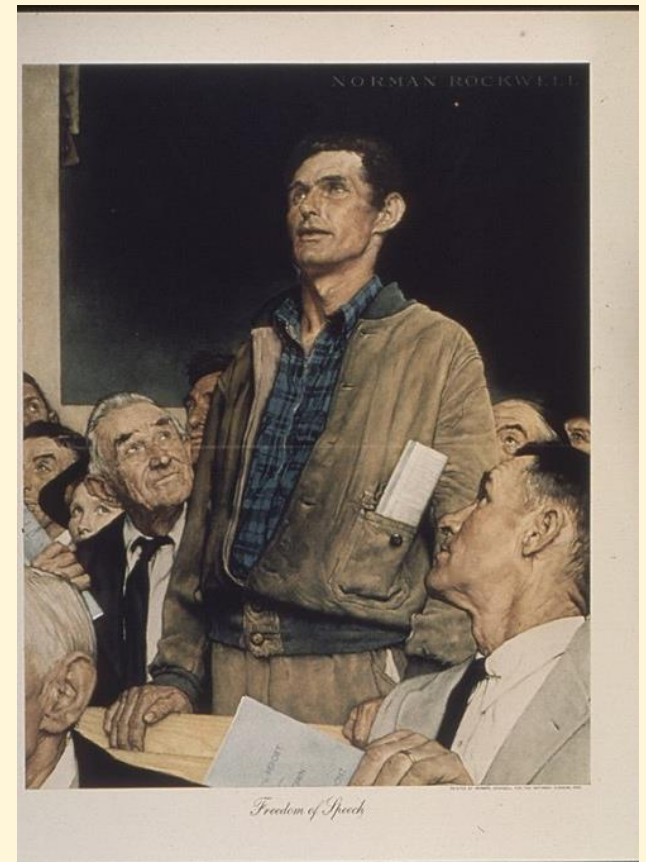
<https://x.com/WhiteHouse/status/1894152497394012344>

White House celebrates legal victory over Associated Press case questioning ban from White House press briefings over AP refusal to use new “Gulf of America” renaming of the Gulf of Mexico. Feb. 24, 2025. White House Photo.

Standing up for free speech & freedom of the press

"This (excluding AP) is about whether the government can control the language that we use, that ordinary people can use ...

"We are standing up for that right, not just for the AP, but for all independent news organizations and for the public because we believe, that this is a principle, freedom of speech that all Americans, regardless of their political party, should believe in." Julie Pace, Associated Press



More on the way: March 4, 2025



Donald J. Trump 

@realDonaldTrump

14m

All Federal Funding will STOP for any College, School, or University that allows illegal protests. Agitators will be imprisoned/or permanently sent back to the country from which they came. American students will be permanently expelled or, depending on on the crime, arrested. NO MASKS! Thank you for your attention to this matter.

 553

 968

 3.51k



[View Replies](#)

[553 replies >](#)

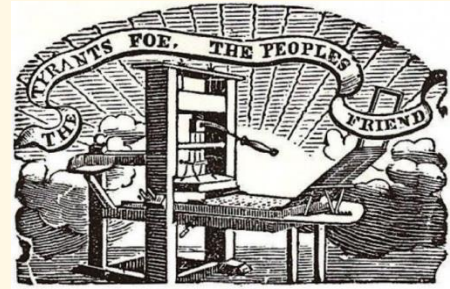
First Amendment close to home



Radford city ordinances that punish fraternities and sororities for displaying their Greek letters [are probably unconstitutional](#) under strict scrutiny review.

See: RUSpeechless.com

Seven Take-aways



- Journalists stand up for free speech and free press – Sometimes the issues are close to home
- Public service is the point of journalism
- The core skill is quick, accurate writing
- The essential discipline is verification
- Journalism ethics: seek the truth, act independently, minimize harm, & be accountable
- Consider the RU Journalism concentration as a great career option
- Join student media for the experience you need

Thank you. Questions?

