

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.

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.

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.

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.

Technology Training

NewsU Tech is our training library to help you develop your software and technical skills. Each module in a NewsU Tech course creates software simulations that give you a feel for working in such programs as Flash, Dreamweaver and Illustrator. Using audio, slideshows and offline activities, you'll explore how to use the software without having to buy or install any program.

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.

Tutorials

NewsU Tutorials will help you get started with Web applications and tools. Using step-by-step instructions and screengrabs, these guides demonstrate the basics of working with these applications. You can start and stop on your own schedule and come back as often as you like.

Webinar Replays

Visit: webinars.newsu.org

10 Things You Can Do For Free on Your Web Site

Discover a variety of reader engagement tools you can start using today for free on your Web site.

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

Go beyond tagging and build rich connections among all your content: articles, images, motion and audio.

Designing and Selling Effective Multimedia Ad Campaigns: An SNPA Webinar

Learn tools and techniques to develop and effectively sell agency-quality multimedia advertising campaigns.

Essentials Drive Newspaper Sales: An SNPA Webinar

Learn smart sales strategies that sell newspapers.

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.

Five Keys to Helping Millennials Succeed

Understand what Millennials are really saying and learn how managers can embrace what these younger journalists bring to our changing industry.

Five Simple Ways to Write More Clearly

Basic strategies that will help you immediately improve your writing.

Getting Your First Job in Journalism

Job-hunting techniques to prepare new college graduates for a challenging job market.

Handling Horrible Images

Explore the tough choices newsrooms face before publishing explicit images.

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.

Managing Millennials: Helping the Next Generation of Journalists Succeed in Your Newsroom

Learn how managers can embrace what these younger journalists bring to our changing industry.

Mobile Strategies for News Distribution: An ONAvation Webinar

Learn how to best reconfigure your content for mobile devices.

Multimedia Tools: Your 2009 Shopping List

The latest video cameras, audio recorders, mobile devices and accessories you need.

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.

New Revenue for News Organizations: A KDMC Webinar

Explore ways that news organizations can tap into revenue opportunities, including small local advertisers and mobile services.

News, Improved: Strategies for Change

Help your newsroom improve its content, workplace culture and capacity to meet today's challenges.

Picture This: Interactive Data Visualization: An ONAvation Webinar

Discover tools for creating interactive data visualizations on your site.

Reporting With Video: Basics for Print Journalists:

Basic video techniques and principles for print reporters and still photographers making the transition to multimedia storytelling.

Social Networks: Engaging Users With News: A KDMC Webinar

How news organizations are using – and should use – social media tools to engage users and present content.

Social Networks: The New Architecture of the Web:

A KDMC Webinar

Understand social networking and explore ideas for using them to build reader communities.

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.

What Makes a Great Blog: Principles for Success

Find the characteristics common to great blogs and learn strategies for achieving them.

Writing Headlines for the Web

How to write direct, compelling headlines that engage your online readers.

Online Group Seminars

Boot Camp for Scholastic Journalism Advisers

Gain the skills you need to train tomorrow's journalists and news consumers.

Elements of Design

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

Picture Editing 101: Essentials and Ethics

Explore the principles of photo composition, selection, sequencing and presentation to develop compelling narratives.

Telling Untold Stories

Go beyond routine reporting and find stories that nobody else has covered.

Writing Better Headlines

Pinpoint keywords to draw readers into a story.

Seminar Snapshots

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.

Introducing New Ways of Training

NEWSU TECH

Comprehensive software training

Adobe Acrobat
Adobe Dreamweaver
Adobe Flash
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere
ColdFusion
CorelDraw
Microsoft Access
Microsoft Excel
Microsoft Office Project
Microsoft Outlook
Microsoft PowerPoint
Microsoft Publisher
Microsoft Word
QuarkXPress
Web Programming and Databases
Web Design
Web Design and Development
Web Development

NEWSU TUTORIALS

Basic guides for Web tools

Zeemaps
Google's Spreadsheet Mapper 2.0

Broadcast

SD | Advice for the Newly Named News Director
Tips, strategies and advice from veteran news directors to anyone stepping into the position.

▶ | 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.

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

SD | Watching TV News: How To Be A Smarter Viewer
There's more to being a news consumer than just watching the news. Learn how to evaluate TV news.

SD | Writing for the Ear
Learn how to tell compelling stories that can be spoken. Improve your storytelling, your radio broadcasts, podcasts, slide shows or videos.

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.

▶ | 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.

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.

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.

▶ | Handling Horrible Images
Explore the tough choices newsrooms face before publishing explicit images.

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

▶ | 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.

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

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.

Journalism Business

SD | Anatomy of a Multimedia News Organization
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.

▶ | Designing and Selling Effective Multimedia Ad Campaigns: An SNPA Webinar
Learn tools and techniques to develop and effectively sell agency-quality multimedia advertising campaigns.

▶ | Essentials Drive Newspaper Sales: An SNPA Webinar
Learn smart sales strategies that sell newspapers.

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.

▶ | 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 | Innovating the Newsroom (Coming Soon)
Learn how to lead your newsroom using innovative projects and see how other organizations have adopted new ideas and processes.

SD | Leading an Online Newsroom: What You Need to Know
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.

▶ | Managing Millennials: Helping the Next Generation of Journalists Succeed in Your Newsroom
Understand what Millennials are really saying and learn how managers can embrace what these younger journalists bring to our changing industry.

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

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Prepare your news staff to be an effective and productive news team.

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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.

▶ | News, Improved: Strategies for Change
Help your newsroom improve its content, workplace culture and capacity to meet today's challenges.

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 | The News Challenge (Coming Soon)
Explore the words and images that shape TV news reporting at home and abroad in this quiz from Link TV.

SD | The News Remixer (Coming Soon)
Learn how the way video is edited influences your perception of news in this hands-on activity from Link TV.

SD | Watching TV News: How To Be A Smarter Viewer

Get the tools to judge for yourself whether what you see on TV is fair, accurate and reliable.

Online & Multimedia

10 Things You Can Do For Free on Your Web Site

Discover a variety of reader engagement tools you can start using today for free on your Web site.

SD | Anatomy of a Multimedia News Organization

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.

Discover Your Missing Links: The Semantic Web: An ONAvation Webinar

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

Address the challenges of guiding your newsroom through the transition to an online publication.

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.

Mobile Strategies for News Distribution: An ONAvation Webinar

Learn how to best reconfigure your content for mobile devices.

SD | Multimedia Reporting: Covering Breaking News

Explore the groundbreaking work of six sites.

Multimedia Tools: Your 2009 Shopping List

The latest video cameras, audio recorders, mobile devices and accessories you need.

New Revenue for News Organizations: A KDMC Webinar

Explore ways that news organizations can tap into revenue opportunities, including small local advertisers and mobile services.

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.

Picture This: Interactive Data Visualization: An ONAvation Webinar

Discover tools for creating interactive data visualizations on your site

SD | Reporting Across Platforms

Explore the different approaches you need to report for online, print and broadcast stories.

Reporting With Video: Basics for Print Journalists

Basic video techniques and principles for print reporters and still photographers making the transition to multimedia storytelling.

Social Networks: Engaging Users With News: A KDMC Webinar

How news organizations are using – and should use – social media tools to engage users and present content.

Social Networks: The New Architecture of the Web: A KDMC Webinar

Understand social networking and explore ideas for using them to build reader communities.

SD | Telling Stories with Sound

From brainstorming to production, examine the skills you need to develop an audio story.

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 at a Time.

Understanding Video Compression for Journalists

Learn the latest techniques to compress and deliver video to the Web.

What Makes a Great Blog: Principles for Success

Find the characteristics common to great blogs and learn strategies for achieving them.

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.

O&S | 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.

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.

SNAP | Covering Foster Care

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

SD | Covering Hospitals

Step into the shoes of a rookie health beat reporter and investigate local hospitals on deadline.

Covering Sexual Assault

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

SD | Covering the Courts

Translate legal proceedings into clear stories.

SNAP | Covering War at Home

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

Covering Water Quality

Write clear and compelling stories about a complex issue.

International Reporting Basics: What You Need to Know Before You Go

Plan and prepare for an overseas assignment.

SD | On the Beat: Writing Obituaries

Learn to write engaging, informative and accurate obituaries...and love it!

SD | Reporting Global Issues Locally

Learn how to cover international news and connect global issues to your local audience.

SD | Reporting on Nonprofits

U.S. nonprofits touch the lives of almost every person in this country. Learn how to evaluate them for your audience.

O&S | Telling Untold Stories

Go beyond routine reporting and find stories that nobody else has covered.

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.

O&S | 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

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.

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.