Newsletter for The Student Voice of University of Oregon

THE SHOUTOUT

Issue No. 3| Monday, Nov. 1

From the Editorial Board

Happy Monday! We hope everyone had a safe and spooky Halloween weekend. This week the TVD team is hard at work interviewing some pretty spectacular communications professionals so that we can share their insights with you all. Stay tuned for multimedia content to come, and check out our Instagram to get to know the leadership team and staff.

In this week's issue of The Shoutout, the editorial team has compiled descriptions of what we consider the primary components of journalism. There are so many directions to go in this field; we hope this clarifies the options.

TSV Tip of the Week

The power of paying attention to your surroundings is invaluable in journalism. Being able to pick up on subtle sounds, smells and feelings you experience can be applied in your work to add vibrancy to a piece. Being acutely observant is a skill you can exercise in your daily life. Try going for a walk, and instead of listening to music, or talking on the phone, be silent and pay attention to the details you notice. Practicing this will be incredibly helpful when you go out in the field to interview subjects or scout out locations. These details are what propel a page of words, into a living and breathing piece of work that transports the reader to wherever it takes place.

Links

journalisticlearning.com/the-student-voice/

soundcloud.com/user-600648555

Wisdom from Ann Curry



Last year TSV had the pleasure of interviewing award-winning journalist, photojournalist and UO alum Ann Curry. She has served as an NBC News Network anchor and international correspondent, reporting on conflicts in Syria, Afghanistan, Iraq, Somalia, Darfur, Congo, the Central African Republic, Serbia, Lebanon and Israel. She's covered nuclear tensions from North Korea and Iran and numerous humanitarian disasters. She has contributed groundbreaking journalism on Climate Change, interviewing scientists and native peoples and documenting glacial melt in the Arctic, as well as the deepening drought in the American West. Ann is also known for her focused reporting from inside Iran, giving voice to its women, human rights activists and young people. We have compiled a series of highlights from our discussion with Ann, lead by last year's Co-Editor Mariah Botkin. Visit TSV Soundcloud to hear Ann discuss everything from what it means to be a journalist to how to combat misinformation.

November Media Recs

LISTEN

Podcast: *The Splendid Table*

"Turkey Confidential 2016" is a foodie podcast where famous chefs guest star to discuss what they cook on Thanksgiving. Listeners tune in to this podcast annually for gourmet recipes.

WATCH

Movie: *The Blind Side*

This 2009 family-friendly film is loved by both audiences and critics. Inspired by a true story and book, it tells the an inspiring story of how Michael Oher did not let his impoverished upbringing stop him from playing football.

READ

Novel: *The Harrowing*

The ultimate Thanksgiving horror novel— Written by Alexandra Sokoloff, it's a supernatural thriller taking place on Thanksgiving weekend.

Student Shoutout

Shoutout to Jason Wagner from Miramonte High School for his feature story about Miramonte star runner Asher Patel, who is facing a bout of severe shin splints after a recent race. TSV recognizes how Wagner's fitting anecdotal lede and impactful quotes work together to construct an excellent representation of strong high school journalism. Read Wagner's article at thestudentvoice.net.

Socials

@studentvoicemedia

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What is Journalism?

WRITING

Never underestimate how far being a thoughtful, concise, grammatically adept writer will get you in most career fields. Knowing how to pitch a story, summarize research and communicate professionally is essential to most modern business, communication based or not. Communicating your message effectively proves you are a well-educated, conscientious human who pays attention to detail. Good writers are more credible and create more effective proposals, memos and reports. This skill can transfer to a plethora of careers from grant writing to editing to teaching. To prepare for a future in writing, familiarize yourself with AP style. Practice writing and read other's work. Get to know grammar guides like Grammar Girl— you'd be surprised how many college student STILL use run-on sentences, mix up "Less" and "Fewer" or include pronouns in their pieces that disagree. There is no doubt that strengthening your writing muscles will benefit you in whatever you decide to pursue.

EDITING

Editing is needed everywhere: Newspapers, magazines, websites, pamphlets and even scripts for your favorite podcast or radio show. The great thing about this style of journalism is that while you're strengthening other people's writing, you're strengthening your own. A great writer is also a great editor. The primary function of journalistic editing is to decide which story readers should know and making sure the stories that go out maintain accuracy and clarity. If editing is something that interests you, you'll need an eye for detail and your trusty AP Style handbook by your side.

ADVERTISING

Print advertising began circulating in the 15th century and has since expanded to include digital advertising. In the past, it's main goal was to sell products but now the ad world is much more complex. Advertising helps you strategize and create campaigns that motivate people to take action. Combining design, copywriting, creative thinking and strategizing, advertising is highly influential and requires a variety of skills. There are many types of advertising fields such as social media advertising, radio/TV advertising, content marketing, native advertising and more! Advertising professionals provide a communication channel between manufacturers and consumers and focuses on building connections through tactical messaging targeting consumers. Advertising is needed in every field, so there are endless possibilities.

PUBLIC RELATIONS

Public Relations is a communication process that builds mutually beneficial relationships between organizations and their public's. This type of strategic communication consists of earned media that builds trust in an organization's actions. PR professionals work to maintain and expand a brand's positive reputation through social media presence, press releases, email pitches, media coverage, content creation, philanthropy, crisis management, and community relations, among other strategies. PR professionals analyze target publics, tell the story of an organization, and represent the organization's ethical conscious — it requires a holistic approach. The beauty of PR is that it can be applied to almost all industries; every type of business out there could utilize a communications team. The industry combines strategy with storytelling and proves an excellent career choice for those who are passionate about writing, marketing, and discussing and responding to controversy.

PHOTOGRAPHY

A gripping photograph can sell a story to an editor, land a PR pitch, convince an audience to actual read an article and so much more. Good photography paired with an impactful story can trigger empathy and action. Photojournalists have immense power to push for social change and illustrate societal issues. These days, we all have the ability to take quality photos with a smartphone, so there's no better time to start practicing. One day you might be traveling the world covering events from the heart of the action.

VIDEOGRAPHY

Just like photography, journalistic videography aims to capture and share a story through visual aids. Unlike photography, videography does that with – you guessed it – videos. This opens us the door to capture video of live interviews, concerts, sports games and protests. Visual aids often help strengthen a journalist's writing. When readers can see the devastation of a hurricane or hear the voices of hungry children, it often evokes an emotional response that just text wouldn't be able to.

AUDIO

With the rise of technology, audio storytelling has become a creative and accessible form of journalism. With audio, you can do anything from short, to- the-point news stories chronicling current events, to long, in-depth pieces that tell detailed stories with a myriad of characters. From podcasts to radio shows, the opportunities with audio are expansive. Audio allows the viewer to hear the subject speaking-their laughter and hearing their voice break with emotion. The key to a good audio story is crisp, clear sound, a readable script, and a diverse range of natural and ambient sound and interview clips. Ambient sound can best be described as the background noise in a scene, while natural sound, are sounds produced in their natural setting. There are countless opportunities for emerging journalism to find their niche with this medium.