## COMM 100: Brother Lane Williams

### Sept 30, 2010: Journalism

JOURNALISM/News casting

12 years going through blocks (childhood, high school, college, career); start your career in college (communication)

One way to do that is internships; may go unfilled  
Think of your college life as your career, don’t just check off the box

What function do they serve-opinions & information, entertain, inform

Watch dog for us; act as independent check of government

Journalism is like a calling, because you care about the situations we’re in, and you like to move people (Danielle and Bernie story)

We live in the United States

-836 journalists around the world since 1992

-35 killed in 2010

-537 journalists murdered with impunity since 1992

-454 journalists in exile worldwide (cpj.org)

Americans spend 70 minutes/day (on average) consuming news

There’s a lot of demand and a lot of opportunities

Being a journalist is like being a wagon builder in 1900- you produce a great product, but no one wants to pay for it anymore

Blogs are taking over

People are writing a lot about few things-facts are declining

Classifieds, craigslist, movies (rottentomatoes)

If you think of journalism as just a FUNCTION in the same way that moving stuff from part A to part B, then your future is bright

The range of non-journalistic players entertaining the information and the news field is growing rapidly

You may need to start in new outlets

Henry Ford vs. whole Conestoga wagon company (and they looked similar, but developed when he first started)

Non-profit (Pro-publica)

Public Relations (Clean Skies Network)

Jobs (demandstudios.com) (deseret.digital.media)

Government-supported (national public radio)

Democracy, providing information, telling stories