

**SYLLABUS, PUBLIC-AFFAIRS JOURNALISM COURSE**  
**Journalism 298, Journalism 197**  
**University of California Center Sacramento (UCCS)**  
**SUMMER SESSION 2007**

**Lead Instructor:** Rob Gunnison, Director of School Affairs, University of California, Berkeley, Graduate School of Journalism, and former Sacramento Bureau Chief, *San Francisco Chronicle*. Phone: 510-643-2678. Email: [Gunnison@berkeley.edu](mailto:Gunnison@berkeley.edu).

**Associate Instructor:** A.G. Block, Director, Public-Affairs Journalism Program, UCCS, and former editor and publisher of *California Journal* magazine. Phone: 916-445-7300. Email: [ag.block@ucop.edu](mailto:ag.block@ucop.edu).

**Class meeting time and place:** June 18-30, Monday-thru-Friday, 9 AM – 5 PM, UCCS. July 3-August 24, Thursday, 3-6 PM, UCCS.

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**COURSE DESCRIPTION:** The public-affairs journalism course is an experiential learning program that teaches the reporting skills, resources and institutional context for covering California government and politics. Students will take classes designed to teach basic journalistic techniques, as well as the political culture inside the State Capitol. Students enroll at the UC Berkeley Graduate School of Journalism for summer session.

The course has five components:

- Reading assignments to be completed before each student arrives in Sacramento and focused on journalism and California politics.
- A two-week “boot camp” that includes:
  - Intense instruction in journalistic ethics, reporting, interviewing, news writing, story development and organization, the development and use of sources and resources. In addition, each student will research, report and prepare daily writing assignments.
  - Lectures on the inner workings of the governor’s office, Legislature, lobbying corps, and press corps. Guest speakers and faculty will provide an understanding of legislative leadership and the committee system, the state budget process, special interests and lobbying, political campaigning, state agencies and the role of the media.
- A two-day training session conducted by the Committee of Concerned Journalists and focused on issues of accuracy, bias and the culture of professional newsrooms (tentative).
- Seminars featuring conversations with legislators, lobbyists, reporters and editors, and legislative and campaign staffs. Each seminar is designed to provide insight about how journalists interact with various political and legislative institutions.
- An internship with a Sacramento news organization that will allow students to work as Capitol reporters. Each student will receive press credentials from the Governor’s Office, State Senate and State Assembly. Students will be assigned stories that could lead to by-lined publication with various news outlets and will work with bureau chiefs and state editors --- as well as with UCCS faculty --- to develop, research and write stories.

### REQUIRED READING

- “Paper Trails: A Guide to Public Records in California” by Stephen Levine and Barbara Newcombe, Center for Investigative Reporting, California Newspaper Publishers Assn.
- “We the Media” by Dan Gillmor, O’Reilly Media Inc.
- “The Interviewer’s Handbook” by John Brady, The Writer Books

### SUGGESTED READING

- “Reporting: An Inside View” by Lou Cannon, California Journal Press
- “The Sociology of News” by Michael Schudson, Norton
- “Fly on the Wall” by Tony Hillerman, Harper Torch
- “Digital Journalism” edited by Kevin Kawamoto, Rowman & Littlefield
- “Paradise Lost” by Peter Schrag, The New Press
- “California, the Great Exception” by Carey McWilliams, UC Press

### REFERENCE GUIDES

- “The Associated Press Stylebook”
- “The California Political Almanac” edited by Jerry Lubenow and A.G. Block, Congressional Quarterly Press
- “Pocket Roster & Government Guide” from State Net Publications
- “Computer-Assisted Reporting” by Brant Houston, Bedford/St. Martin’s

**COURSE REQUIREMENTS:** Students must complete each session of “Boot Camp,” including training programs conducted by the Committee of Concerned Journalists. Students also are expected to attend and actively participate in all seminars and to meet story and assignment deadlines established by faculty and internship hosts. Students also are expected to read at least two newspapers each day, including weekends.

**Journalism 298** (“Boot Camp,” seminar program) (4 credits, semester; 6 credits, quarter) is graduate level and grades are awarded as *satisfactory/unsatisfactory*. **Journalism 197** (internship) (credits determined per campus requirement) is undergraduate level class graded *pass/no pass*, although students may request a letter grade.

### COURSE SCHEDULE: “BOOT CAMP” (Journalism 298)

“Boot Camp” takes up the first two weeks of session and is taught in the UCCS classroom. Some writing assignments may be posted to the UCCS Web site. Unless otherwise noted, all lectures are conducted by Rob Gunnison and A.G. Block.

#### MONDAY, June 18:

Move in to student housing

Afternoon-evening BBQ at Land Park in Sacramento

**Writing Assignment 1:** Profile a classmate. Students should be prepared to conduct interviews during “move-in” and/or the afternoon BBQ. (Profiles will be pre-assigned by faculty via e-mail prior to the students’ arrival.) **Deadline: Tuesday, June 19, 8 AM.**

## **TUESDAY, June 19:**

UCCS welcome (Dr. Gary Dymski, Conference)  
AM Lecture: Insider Guide to Sacramento (Block, Conference)  
Noon: Field Trip: Capitol Building, Associated Press  
PM Lectures and Exercises: The Basics of Interviewing; Writing Leads;  
Journalistic Ethics; Rules of Engagement (Conference)

## **WEDNESDAY, June 20:**

UCCS administrative orientation (Wireless)  
PM Lectures: Reporting in the Capitol I; Budget Basics I\* (John Griffing, Conference)

**Writing Assignment 2:** In the morning, students will select an event to cover from the AP Daybook and write a 350-word story based on the event. Students should select an event held between 8 AM and 11 AM, or after 2:30 PM. Time for writing will be provided in the late afternoon. **Deadline: 5 PM**

**Writing Assignment 3:** Students will be asked to write a 700-word story based on “Budget Basics” lectures noted above and below. Students should supplement what they learn in those lectures by conducting interviews with outside sources. Students may NOT interview John Griffing. **Deadline: Saturday, June 23, 5 PM**

## **THURSDAY, June 21:**

AM Meetings: Students will meet individually with faculty on a final project.  
AM Lecture: Budget Basics II\* (John Griffing, Conference)  
PM Training Session (tentative): **Committee of Concerned Journalists (CCJ) module on “Bias and Verification.” (Conference)**  
Evening: Dinner with students, CCJ trainers and UCCS faculty.

**Final project:** Each student will select a topic of his or her choice to be developed into a 1,500-word feature story. **Deadline: August 20.** Faculty and students will meet to discuss topics of interest for each student. **Topics must be selected by Saturday, June 30.**

## **FRIDAY, June 22:**

AM Training Session (tentative): **CCJ module on “Engagement.” (Conference)**  
PM Training Session (tentative): **CCJ module on “Conscience and Communication” (Conference)**  
**Writing Assignment 4:** 500-word story on some aspect of CCJ seminars. **Deadline: Saturday, June 23, 8 AM.**

## **SATURDAY, JUNE 23:**

AM Lectures: Computer-assisted Reporting I; Organizing Stories (Conference)  
PM Lecture: Reporting in the Capitol II (Conference)  
**Writing Assignment 3:** Previously assigned background story based on budget lectures. **Deadline: 5 PM**  
**Writing Assignment 5:** A 750-word profile of a lobbyist. Faculty will assign each student a lobbyist to interview and profile. **Deadline: Saturday, June 30, 4 PM**

### **MONDAY, June 25:**

AM Lectures: Legislative Committees; Capitol Staff; Legislative Analyst's Office; Department of Finance (Conference)

Brown Bag Lunch with Richard Zeiger, Chief of Staff, Sen. Tom Torlakson

PM Lecture: Profile Writing (Wireless)

**Writing Assignment 6:** 350-word story on a bill heard in committee, or a 350-word budget story about an agency or department. **Deadline: 5 PM**

### **TUESDAY, June 26:**

AM Lectures: Radio and TV Reporting; Broadcast Writing (Room 340)

Lunch: Peter Schrag Book Event (Conference and Wireless)

**Writing Assignment 7:** 500-word story on an event from the AP Daybook. Students should check the book between 8 and 8:30 AM and select an afternoon event. Time for reporting and writing will be provided after lunch. **Deadline: 5 PM**

**Writing Assignment 8:** 700-word campaign story that includes its finances. Students should choose a competitive race for Congress, the Legislature or statewide office.

**Deadline: Thursday, June 28, 5 PM**

### **WEDNESDAY, June 27:**

AM Lectures: Lobbyists; Writing for the Web; Blogging (Conference)

Brown Bag Lunch with Dan Weintraub (*The Sacramento Bee*), John Myers (KQED Radio) and Shane Goldmacher (*Capitol Weekly*)

PM Lecture: Computer-assisted Reporting II (Caren Daniels-Meade, Secretary of State's Executive Conference Room, 11<sup>th</sup> and O Streets)

**Writing Assignment 9:** Convert Tuesday's story to broadcast style. **Deadline: 5 PM**

### **THURSDAY, June 28:**

AM Lectures: Campaign Reporting; Campaign Finance Reporting (Wireless)

Brown Bag Lunch with John Howard, *Capitol Weekly*

PM Lecture: News Writing (Wireless)

**Writing Assignment 8:** Completion of the campaign story assigned Wednesday, June 27

### **FRIDAY, June 29:**

AM Lectures: Investigative Reporting I and II (Wireless)

Brown Bag Lunch with Marc Lifsher, *Los Angeles Times*

PM Lecture: State Agencies (Conference)

**Writing assignment 5:** Time will be provided in the afternoon to complete interviewing and writing the lobbyist profile, **due Saturday, June 30**

### **SATURDAY, June 30:**

AM Lecture: Feature Writing (Conference)

**Writing Assignment 5:** The previously-assigned lobbyist profile is **due at 4 PM**

**Final Project:** Each student will meet with faculty to finalize a topic for his or her 1,500-word feature story. Deadline: August 20, 4 PM

## **COURSE SCHEDULE: SEMINARS (Journalism 298)**

(Topics are subject to change, based on availability of guest speakers)

### **WEEK 3, July 5:** Lobbyists and the Press

Guests: Anne Kelley, Cristina Rose

Suggested reading: "The Third House" by Dan Walters and Jay Michael, IGS

**Film: "The Insider"**

### **WEEK 4, July 12:** Elected Officials and the Press

Guests: Darrell Steinberg, former member of the Assembly; Jim Richardson, author

Suggested reading: "Willie Brown: A Biography" by Jim Richardson, UC Press

**Film: "Inherit the Wind"**

### **WEEK 5, July 19:** The Administration and the Press

Guest: Marghita Thompson, Press Secretary, Gov. Arnold Schwarzenegger

Suggested reading: "Governor Reagan" by Lou Cannon, PublicAffairs

**Film: "All the President's Men"**

### **WEEK 6, July 26:** Policing the Press

Guest: Armando Acuna, Ombudsman, *The Sacramento Bee*

Suggested reading: "The News at any Cost" By Tom Goldstein, Simon and Schuster

**Film: "Shattered Glass"**

### **WEEK 7, August 2:** Legislative staff and the Press

Guest: Steve Maviglio, Deputy Chief of Staff, Assembly Speaker Fabian Nunez

**Film: "Good Night and Good Luck"**

### **WEEK 8, August 9:** Campaigns and the Press

Guest: Ray McNally and Richard Temple, McNally-Temple Consultants

Suggested reading: "Uncivil Wars" by Thomas Hollihan, Bedford/St. Martin's

**Film: "His Girl Friday"**

### **WEEK 9, August 16:** Ethnic Media

Guest: Julian Do, co-director, New America Media

Suggested reading: Web sites from ethnic media organizations

**Film: "Call Northside 777"**

### **WEEK 10, August 23:** Why We Do This

"Guest:" Edward R. Murrow

Suggested reading: "Murrow" by A.M. Sperber, Freudenlich Books

**Film: "Harvest of Shame"**