



# GO FURTHER AT MEDILL

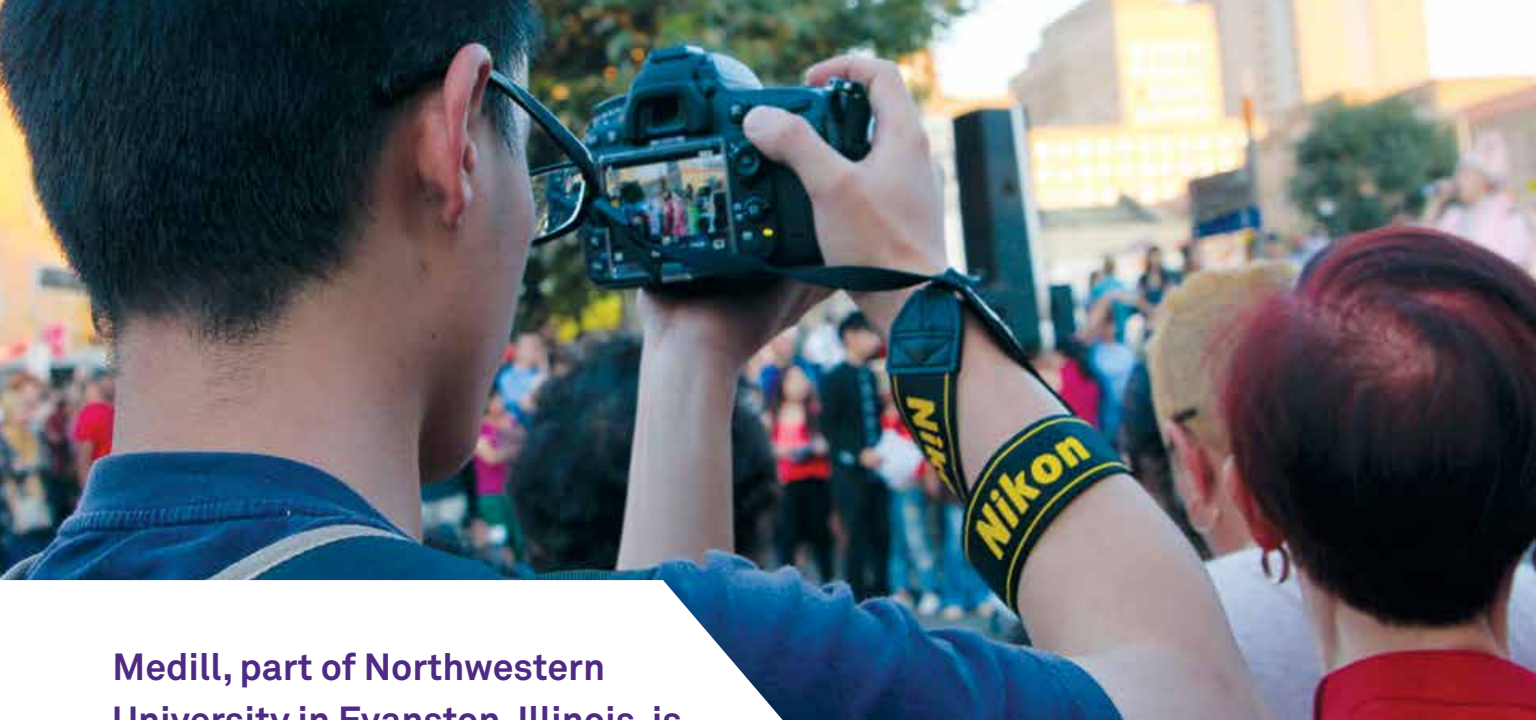
MEDILL GRADUATE  
JOURNALISM PROGRAM



# TOP 10 REASONS TO ATTEND MEDILL

- 1 Gain real world experience.** Our program gets you in the field from the start, allowing you to practice your craft in major cities by working for Medill Reports, our news service that publishes multimedia work. You'll also see your stories published and aired by our long list of media partners from around the country, including USA Today, Univision and Vice News.
- 2 Travel around the U.S. and the globe.** During winter quarter, you'll have the opportunity to do a weeklong project around the U.S. and across the globe through our Medill Explores program. In the past, students have gone to Argentina, South Africa, Pakistan, Puerto Rico, the Iowa caucuses, the Olympic Training Center in Colorado and San Francisco during Super Bowl week. You also have the chance to work at an international media outlet during our optional fifth-quarter Global Journalism Residency program. Past placements have been in Africa, Asia, Australia, Europe, the Middle East and South America.
- 3 Become a powerful and versatile storyteller.** As a Medill student, you'll master digital-first journalism and learn to create video, magazine, interactive, news, audio and broadcast stories.
- 4 Specialize in an area that fits your interests.** You can choose to specialize in Business, Money and Markets; Health, Environment and Science; Media Innovation and Entrepreneurship; Media Strategy and Leadership (for experienced professionals); Politics and National Security; Social Justice and Investigative Reporting or Sports Media. Or, you can master core journalism skills without choosing a specialization.
- 5 Learn in Chicago, D.C. or San Francisco.** During the graduate journalism program, you'll have the opportunity to work from our state-of-the-art Medill facilities in Chicago, Washington, D.C. and San Francisco. Students in D.C. cover Capitol Hill, the White House and the Pentagon. In San Francisco, you can develop cutting-edge skills through classes in mobile web development, design thinking and the business of technology. On the Evanston campus, you can collaborate with McCormick School of Engineering and Kellogg School of Management students to design, plan, and run web-based businesses.
- 6 Benefit from Medill-exclusive programs.** Learn interactive storytelling and master tech tools at the Knight Lab, where you can advance media innovation through exploration and experimentation. Participate in the Medill Justice Project where students have led national investigative journalism projects that examine potential wrongful convictions and systemic criminal justice issues. Work on an investigative story with a top media partner.
- 7 Visit with inspiring media leaders.** You will have the opportunity to meet top journalists who frequently come to Medill. Recent guests include best-selling author George R.R. Martin, ESPN commentator Michael Wilbon, NBC News Correspondent Gabe Gutierrez, Fox Sports broadcaster Pam Oliver, New York Times Business Editor Dean Murphy, Elle Features Director Laurie Abraham, USA Today Sports Columnist Christine Brennan, Kai Ryssdal of NPR's "Marketplace," and Pulitzer Prize winners David Barstow, Kathleen Gallagher, Sally Kestin, James Risen and Jose Antonio Vargas.
- 8 Get one-on-one attention with our small class sizes.** Our strong full-time and part-time faculty are skilled industry professionals including Emmy-award winning talent, Pulitzer Prize-winning writers and more. Class sizes are intimate, with a student-to-teacher ratio averaging under 15:1.
- 9 Take advantage of our career center from day one.** Our career services team offers individual career counseling. The office hosts on-campus recruiter and interview events, workshops and an annual career fair. You'll also have lifetime access to our proprietary database of online job listings.
- 10 Join our accomplished global alumni network.** Upon graduation, you'll become part of our 15,000-strong alumni network. Medill graduates work in media outlets around the world, including The New York Times, NPR, The Guardian, The Wall Street Journal, Entertainment Weekly, ESPN, "CBS Sunday Morning" and ABC's "The Chew." Our loyal alumni often visit campus and help students. Becoming a member of the Medill network also will give you access to the entire Northwestern alumni community.





**Medill, part of Northwestern University in Evanston, Illinois, is home to one of the best graduate journalism programs in the world. Here you will learn enduring professional skills and values as well as new techniques and technologies that are essential to a career in journalism.**

You'll complete your Medill journalism master's program in one year, with options to extend to 15 months to report in our Global Journalism Residency program, conduct an independent study or work an additional quarter in our state-of-the-art Chicago, Washington, D.C. or San Francisco facilities. In Chicago, you'll report from our newly renovated downtown newsroom, located in the heart of the city with views of Lake Michigan, Navy Pier and the Chicago River.

You may elect to start in the summer (mid-June) or fall (late September) quarter, depending on which specialization, if any, you choose.

You'll enjoy the flexibility to develop video, audio, photography and writing skills. At Medill, you will learn technical and critical thinking abilities that will make you marketable and poised to take on the career you design. You'll learn interactive storytelling techniques

within our curriculum, and in our on-site Knight Lab, which offers workshops and networking opportunities with industry leaders.

From sports to social justice, politics and national security to health and the environment, to international news, business and all topics in between, Medill will make you a multifaceted journalist who can cover any story from anywhere.

You'll enjoy small class sizes and learn from more than 80 talented full-time and part-time faculty who have extensive professional experience. Our intimate class sizes allow for in- and out-of-class coaching. The strong connections among faculty, alumni and students will help guide you through the program and your career.

Choose Medill and you'll be part of a globally diverse and unique group where each student brings something different to the table. In 2015, our students came from 20 countries.

Graduates of the MSJ program report for multimedia news organizations, magazines, websites, television and radio stations and platforms they create themselves. They also work as news app developers, speechwriters, press secretaries, web content managers, social media directors, corporate communications officers, magazine editors, photojournalists, documentary filmmakers, public relations professionals and more.

## MEDILL CAREERS

Medill graduates are a close-knit, loyal family—15,000 strong—working in a diverse range of media companies worldwide. Being a member of the Medill network provides access not only to Medill graduates but also to the entire Northwestern alumni community.

At Medill, our team of career services staff members provides expertise and resources, including individual career counseling sessions, recruiter events, workshops and more.

All Medill students and alumni have lifetime access to our database of job listings available exclusively to the Medill community.

## COMMITMENT TO DIVERSITY

Medill is committed to creating a socially just, inclusive environment and to providing equity in opportunities. We aim to welcome people from diverse backgrounds and support them so they may thrive in our community and beyond.

“Our students report in Chicago, one of the major news markets of the world, where they can step outside of the newsroom into some of the greatest news that's breaking. **They're on all the big stories with all the big players and they produce good work and bring it to our audiences and media partners.**”

ABIGAIL FOERSTNER, ASSISTANT PROFESSOR



## WHERE MSJ GRADS WORK:

Political Reporter  
**THE NEW YORK TIMES**

Executive Editor  
**REALSIMPLE.COM**

Social Media Manager  
**THE MACARTHUR FOUNDATION**

Sports Reporter  
**THE WASHINGTON POST**

Cross Platform Associate Producer  
**CNN**

Journalist  
**AGENCE FRANCE PRESSE**

Social Media Specialist  
**BOEING DEFENSE**

Editor  
**FINANCIAL TIMES**

Video Producer  
**USA TODAY**

Multimedia Reporter  
**REUTERS**

Director of Web and Engagement  
**NATIONAL PUBLIC RADIO**

Reporter/Producer  
**TMZ**

Digital Director  
**ARCHITECTURAL DIGEST**

Director, Health & Wellness  
**REFINERY29, INC.**

Editor, Branded Content  
**THE HUFFINGTON POST**

President and CEO  
**30-SECOND MOBILE**

Reporter  
**THE WALL STREET JOURNAL**

Breaking News/ Sports Reporter  
**GANNETT**

Staff Reporter  
**MARINE CORPS TIMES**

Sports Content Researcher  
**ESPN**

Writer  
**BLEACHER REPORT**





“While my focus in school was print, **Medill also gave me a chance to leverage and enhance my data reporting, graphic design and interactive storytelling skills, as well as learn video production and editing.** Now, I get to do all of that at **Bloomberg.**”

TARA LACHAPPELLE (MSJ10), GADFLY COLUMNIST AT BLOOMBERG NEWS



“The Medill newsroom is steps away from the Tribune Tower and NBC. It’s great to be embedded in an environment that’s similar to what I’ll experience after Medill.”

JASMINE CANNON, MEDILL (MSJ16)

## At Medill, become a multiplatform storyteller

All students master digital-first journalism and focus on one of the following storytelling methods:

### NEWS REPORTING AND WRITING

Produce a variety of hard news and feature stories on a topic of your choosing, using text, photos, audio, video, data visualizations and other storytelling methods.

### MAGAZINE REPORTING AND WRITING

Immerse yourself in how long-form print and digital magazine content is written, edited and published.

### VIDEO REPORTING, WRITING AND PRODUCING

Turn around video packages on deadline, practice your on-camera work, put together a television newscast or work on a documentary.

### INTERACTIVE STORYTELLING

Learn the technical and creative skills necessary to tell engaging and interactive stories, launch your own media business, contribute to the success of a startup team, or become a leader in established media organizations.

## While strengthening your storytelling skills in the MSJ program, you can choose to specialize in the following areas:

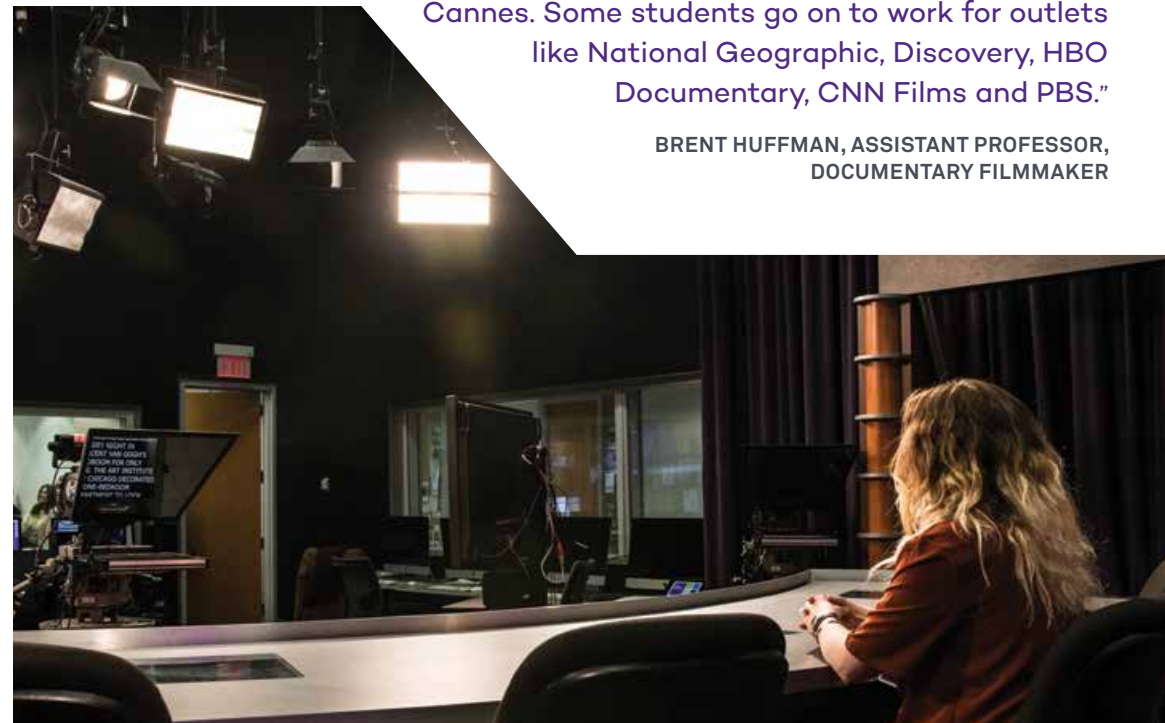
- Business, Money and Markets
- Health, Environment and Science
- Media Innovation and Entrepreneurship
- Politics and National Security
- Social Justice and Investigative Reporting
- Sports Media
- Media Strategy and Leadership Program (for experienced professionals)

## MEDILL’S MEDIA STRATEGY & LEADERSHIP MASTER’S PROGRAM

is for journalists with a minimum of five years of work experience who want to learn new ways of thinking about communications and leadership in the digital age. You are able to take courses in both the Journalism and Integrated Marketing Communications graduate programs and are advised by a group of senior Medill faculty.

“Students’ video work goes on to win major awards, including a recent National College Emmy Award. Some work premieres at major film festivals like Cannes. Some students go on to work for outlets like National Geographic, Discovery, HBO Documentary, CNN Films and PBS.”

BRENT HUFFMAN, ASSISTANT PROFESSOR, DOCUMENTARY FILMMAKER



## 2015-2016 VISITS TO MEDILL INCLUDED:

Companies recruiting our students (among others):

ABC DISNEY  
ABC/LINCOLN SQUARE PRODUCTION  
APPLE  
ATLANTIC MEDIA  
CNN  
DAILYMAIL.COM  
DALLAS MORNING NEWS  
MLB.COM  
NBC UNIVERSAL  
VOICE MEDIA GROUP

## GUEST SPEAKERS:

Elle Features Director, LAURIE ABRAHAM

Editor-in-Chief of The Atlantic magazine and Co-President of Atlantic Media, JAMES BENNET

Journalist for the Milwaukee Sentinel, KATHLEEN GALLAGHER

AP Reporter, James Foley Medal of Courage Winner, KATHY GANNON

ESPN Anchor, CASSIDY HUBBARTH

The Wall Street Journal, Editor, CFO Journal, KIMBERLY JOHNSON

NBC News Anchor, SHEINELLE JONES

New Yorker, Staff Writer, LARISSA MACFARQUHAR

New York Times Business Editor, DEAN MURPHY

ESPN sports anchor, RACHEL NICHOLS

Investigative Reporter for the New York Times, JAMES RISEN

NPR’s Marketplace Host, KAI RYSSDAL

National Geographic Fellow, PAUL SALOPEK

Entertainment Weekly Senior Writer, DAN SNIERSON

## Medill has programs in Chicago, Washington, D.C., San Francisco and around the world.

### CHICAGO

Our newly unveiled Chicago newsroom and broadcast studio provide sweeping views of the Chicago River and Lake Michigan. In this state-of-the-art facility, you will learn deadline-driven reporting in a real-world news environment while using social media and different storytelling formats. You will collaborate with faculty and your Medill colleagues in the heart of downtown Chicago to produce news and feature stories for a website that showcases our best work. During Winter Quarter 2016, MedillReports.org published more than 700 stories that saw more than 230,000 visits. A story produced during spring 2016 on a Chicago brewery using feral cats to keep away rats had more than five million unique viewers.

### WASHINGTON, D.C.

Medill graduate students have the opportunity to report from Medill's D.C. newsroom, located a short walk from the White House. During your third and/or fourth quarters, you will be armed with a press pass that allows access to the White House, the Capitol and the Pentagon, among other locations. Pitch stories on a variety of topics to our media partners and build a professional portfolio of published work.

### SAN FRANCISCO

Opened in 2016, Medill shares its new San Francisco space with the McCormick School of Engineering, providing an exciting and innovative laboratory for students immersing themselves in high-tech storytelling, design thinking and news applications development. Work with companies in the Bay Area from our location in the landmark Wells Fargo building in downtown San Francisco.



### MEDILL EXPLORES

For a week each winter, students choose among trips and programs led by faculty and staff. These programs have included visits to South Africa, Argentina, Puerto Rico, Pakistan, the Iowa caucuses, Super Bowl week in San Francisco and the Olympic Training Center in Colorado. Students have the opportunity to be immersed in business and entrepreneurship, media innovation, the arts and entertainment and social justice organizations. Medill alumni in most trip locations meet and network with the students and provide important advice about jobs and professional development.

### GLOBAL RESIDENCY

No journalism school in the world has a program like Medill's Global Residency. As an optional fifth quarter, you can work at a major news organization in Africa, Asia, Australia, Europe, the Middle East or South America. You will work side-by-side with the best in the business in coveted positions at TV stations, newspapers, magazines, wire services, news websites or media startups. The skills, traits and international perspective learned at Medill are a strong foundation if you are looking to succeed in today's global environment. The below map shows locations where students have been placed (sites are not guaranteed every quarter).



The Global Residency was a major reason I chose Medill. **For someone who wants to be a foreign correspondent, there really is no better opportunity.**

JOSH LEDERMAN (MSJ11), WHITE HOUSE REPORTER, ASSOCIATED PRESS (GLOBAL RESIDENCY IN JERUSALEM)



## READY TO APPLY?

Apply to start during our summer (mid-June) or fall (mid-September) quarters at [medillgradapp.com](http://medillgradapp.com). Our application requirements include a resume, professional statement sharing your background and career goals, writing sample, test scores, work samples, transcripts and letters of recommendation. Scheduling an interview is encouraged.

To learn more, visit our FAQ page at [www.medillmsjfaq.com](http://www.medillmsjfaq.com). You also can call Medill Graduate Admissions at **847-467-1882** or send us an email at [medillgraduateadmissions@northwestern.edu](mailto:medillgraduateadmissions@northwestern.edu).

## FINANCIAL AID

Graduate school is an academic and financial investment toward reaching your professional goals. Medill helps by providing merit and need-based scholarships and grants, as well as federal financial aid to U.S. citizens and permanent residents. Medill does not award fellowships or teaching assistantships to admitted students.

## ATTEND AN INFORMATION SESSION

You can find out more and ask questions about the MSJ program through our in-person and online information sessions.

## SCHEDULE A VISIT

Visit us in any of our locations to meet with faculty, take a tour, sit in on a class or schedule an interview.

## MEET US ON THE ROAD

Medill staff and faculty regularly travel to professional conferences, graduate education fairs and other events to meet with prospective students.

## PARTICIPATE IN MSJ PREVIEW DAYS

Our annual event introduces prospective students to the MSJ program and lets you see what Medill is all about.

[www.medill.northwestern.edu/admissions/meet-medill](http://www.medill.northwestern.edu/admissions/meet-medill)

**Connect with our admissions staff to find out more about our program, financial aid, scholarships and to apply:**

**MEDILL GRADUATE ADMISSIONS  
& FINANCIAL AID**

1845 Sheridan Road  
Evanston, IL 60208  
847-467-1882

[MedillGraduateAdmissions@northwestern.edu](mailto:MedillGraduateAdmissions@northwestern.edu)  
[www.medill.northwestern.edu](http://www.medill.northwestern.edu)

And follow us on social media  
[#meetmedill](https://twitter.com/meetmedill)  
[@medillschool](https://twitter.com/medillschool)

“I always wanted to tell stories, to bring human suffering to the forefront and to learn about the world and its people. **Medill gave me the path to do just that, to share those voices, to believe that as a journalist even I can drive change. Even I can give hope.**”

NIKITA MANDHANI (MSJ16)







ESPN Host Mike Wilbon (BSJ80) is a Professor of Practice at Medill.



Medill sports reporting students visit the Golf Channel.

## SPORTS MEDIA SPECIALIZATION

Medill alumni are everywhere in sports media, from the broadcast studio to the press box, from the field to the locker room.

Join them by choosing Medill's Sports Media specialization where you'll be mentored by one of Medill's alumni working in the industry. You'll be introduced to the vast array of professional opportunities available in the world of sports journalism, communications and marketing. Students in the program enjoy trips with access to media professionals, guest speakers and hands-on coursework. Leading national sports journalists Christine Brennan (BSJ80, MSJ81) of USA Today and Mike Wilbon (BSJ80) of ESPN are Professors of Practice; they contribute to projects and events and are in contact with students in Evanston, Illinois, and Chicago as well as in our D.C. newsroom.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)  
CLICK "SPORTS MEDIA"

“Medill didn't just prepare us to be journalists. **It launched us into the adventure of a lifetime.**”

CHRISTINE BRENNAN (MSJ81),  
MEDILL PROFESSOR OF PRACTICE AND  
COLUMNIST, USA TODAY

“Only through the Medill Mentorship Program can you have the opportunity to **build a meaningful, life-changing professional relationship and friendship with the best of the best in the world of sports journalism.**”

LEE SCHECHTER (MSJ14),  
FRONT PAGE PRODUCER, BLEACHER REPORT

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## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### **Quarter 1: Chicago/Evanston**

- » **Journalism Methods News Reporting (Writing on Sports)**
- » Frameworks for Modern Journalism
- » Journalism Methods Multimedia
- » Foundations of Interactive Journalism
- » Intro to Editing and News Judgment

### **Quarter 2: Chicago/Evanston**

- » **Content Lab – Choose a sports beat and report as credentialed journalists for Medill Reports and other media.**
  - » **Video Journalism**
  - » **News Reporting, plus Magazine and Interactive Journalism or Interactive News Producing and Editing**
- » **Sports and Society**
- » Ethics and Law

### **Quarter 3: Chicago/Evanston**

- » **Advanced Sports Reporting**
- » **Sport and Identity: Nation, Race and Gender**
- » **Sports Marketing**
- » Data Requirement: Enterprise Reporting with Data (.5 unit) and/or Content Analytics and/or Audience Insight
- » Choice of one or more courses in magazine, interactive, video/broadcast or other electives

### **Quarter 4: Chicago/Evanston or Washington, D.C.**

- » **Reporting Capstone in Washington, D.C. with sports focus**  
or
- » **Special Topics: Sports Media Capstone**  
or
- » **Documentary Capstone in Chicago/Evanston with a sports focus**  
or
- » **Long-Form Narrative Capstone in Chicago/Evanston with sports focus**
- » Electives

### **Quarter 5 : (Optional)**

- » Additional capstone + electives
- » Global residency
- » Knight Lab fellowship by application

\*This curriculum is based on the 2016-2017 School Year. Future courses are subject to change. Courses in bold are specialization-specific courses.



Students cover social justice issues during their quarter in Washington, D.C.

## SOCIAL JUSTICE AND INVESTIGATIVE REPORTING SPECIALIZATION

People in our communities need journalists who can shed light on injustice, inequality and discrimination.

Specialize in Social Justice and Investigative Reporting and learn how to bring attention to important stories that are often untold. You also can apply to participate in the Medill Justice Project, which has won multiple national awards for exposing wrongful convictions and probing systemic criminal justice issues. From Medill's Chicago and D.C. newsrooms, you can report on immigration, criminal justice reform, housing, access to mental health care and other critical issues. Students can earn fellowships to work on social justice stories with experienced journalists. You will learn investigative reporting skills with Pulitzer Prize winner Louise Kiernan and work on projects for the Chicago Tribune. After graduating, you'll join the Medill alumni network, which includes Pulitzer winners and some of the best investigative reporters in the industry.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)

CLICK "SOCIAL JUSTICE AND INVESTIGATIVE REPORTING"



The Social Justice and Investigative Reporting specialization was without a doubt one of the high points during my year at Medill. It reinforced what I consider to be a personal goal of the journalism I aim to do: **journalism that is an agent of change.**"

MATHIAS MEIER, (MSJ15), PERIODISTA VIDEO JOURNALIST, CNN ESPAÑOL FREELANCER



No other journalism school has committed to teaching and training social justice reporters and no other school has integrated it with investigative reporting to produce quality, committed in-depth journalism."

JACK DOPPELT, HAMAD BIN KHALIFA AL THANI PROFESSOR OF JOURNALISM

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## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### Quarter 1: Chicago/Evanston

- » **Methods News Reporting and Writing (with a social justice and investigative focus)**
- » Frameworks for Modern Journalists
- » Methods Multimedia
- » Foundations of Interactive Journalism
- » Intro to Editing and News Judgment

### Quarter 2: Chicago/Evanston

- » **Social Justice elective at Medill or in another Northwestern school or department**
- » **Content Lab – Choose a social justice beat and report multimedia stories as credentialed reporters for Medill Reports and other media. Choose either:**
  - » **Video Journalism**
  - » **News Reporting plus Interactive Editing**
- » Ethics and Law

### Quarter 3: Chicago/Evanston

- » **Investigative Reporting and/or Social Justice special topics advanced reporting course**
- » Enterprise Reporting with Data
- » Choices of magazine, interactive, video/broadcast and other electives at Medill or in another Northwestern school or department.

Medill Explores trip in mid-winter quarter connected with either and Investigative Reporting or Social Justice special topics course.

### Quarter 4: Chicago/Evanston or Washington, D.C.

- » **Capstone: Washington Reporting with focus on social justice issues**  
or
- » **Capstone: Medill Justice Project**  
or
- » **Capstone: Long-Form Narrative**  
or
- » **Capstone: Documentary**
- » Electives

### Quarter 5: (Optional)

- » Global Residency
- » Additional capstone + electives

\*This curriculum is based on the 2016-2017 School Year. Future courses are subject to change. Courses in bold are specialization-specific courses.



Medill students traveled to Pakistan as part of their 2016 Medill Explores trip.

“ We are the only graduate journalism program to offer a full range of courses in politics and national security to give students the skills to take on those beats when they leave Medill. **Students will gain a deep understanding of the issues at the intersection of politics, government policy and global security as well as how to report on them.**”

ELLEN SHEARER, DIRECTOR OF THE WASHINGTON PROGRAM AND CO-DIRECTOR OF THE NATIONAL SECURITY JOURNALISM INITIATIVE

“ **After six months in the Washington program, I graduated and entered the job market with the experience of a reporter who had been there much longer.**”

EMMARIE HUTTEMANN, POLITICAL REPORTER, THE NEW YORK TIMES

## POLITICS AND NATIONAL SECURITY SPECIALIZATION

Medill has trained top political and national security journalists in its Chicago and D.C. newsrooms for 50 years. Specialize in Politics and National Security to get professional, hands-on experience that prepares you for careers at global news outlets like National Public Radio, the Associated Press, Stars and Stripes and Bloomberg News.

Students receive credentials to report from Capitol Hill, the Pentagon and the White House, and have opportunities to report globally, attend hostile environment training and pitch work to top media partners like GlobalPost, USA Today and The Washington Post. They embed in military training exercises and follow candidates on the campaign trail. Students also will be matched with a Medill alumni professional mentor who will offer story feedback and career advice.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)

CLICK “POLITICS AND NATIONAL SECURITY”

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## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### **Quarter 1: Chicago/Evanston**

- » **Methods News Reporting and Writing (with a politics and national security focus)**
- » Frameworks for Modern Journalism
- » Methods Multimedia
- » Foundations of Interactive Journalism
- » Introduction to Editing and News Judgment

### **Quarter 2: Chicago/Evanston**

- » **Politics and National Security seminar**
- » **Content Lab - Choose a politics and national security beat and report multimedia stories as credentialed reporters for Medill Reports and other media. Choose either:**
  - » **Video Journalism**
  - » **News Reporting plus Interactive Editing**
- » Enterprise Reporting with Data
- » Ethics and Law

During your first six months, Tim McNulty, Lecturer and Co-Director of the National Security Journalism Initiative, will meet with students, plan meetings with mentors and arrange for students to attend events at the Chicago Council on Global Affairs, to which students will have memberships. There will also be opportunities to embed at the National War College or a political think tank like the Center for New American Security.

### **Quarters 3 and 4: Washington, D.C.**

*Choose from several seminars:*

- » **Covering Conflicts, Terrorism and National Security**
- » **Cyber Security seminar**
- » **Watchdogs in Washington seminar**

Students will also take part in either the National Security Journalism Initiative or a political reporting project with partners like the Center for Public Integrity, The Washington Post, USA TODAY and others.

At the end of the program, students complete a capstone project in Washington Reporting. Four days a week, you are a credentialed reporter on Capitol Hill, covering the politics and national security beat for Medill News Service's two dozen media partners.

### **Beyond the curriculum**

Outside of classes, the students will either embed in a military exercise or cover an ongoing political campaign.

\*This curriculum is based on the 2016-2017 School Year. Future courses are subject to change. Courses in bold are specialization-specific courses.



## MEDIA INNOVATION AND ENTREPRENEURSHIP SPECIALIZATION

**Excited about the idea of leading, launching or helping build digital media businesses? Then Medill's Media Innovation and Entrepreneurship specialization is for you.**

Learn what makes media businesses successful through an interdisciplinary education that encompasses technology, design, content strategy and business fundamentals. Spend a full quarter at our new Medill campus in San Francisco, launch a real startup in our NUvention entrepreneurship class and learn to collaborate with technologists and business experts.

This specialization will prepare you to create your own media business, contribute to a startup team or build a career in fields including editorial leadership, user research and testing, content strategy, media analytics, audience development and product management.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)

CLICK "MEDIA INNOVATION AND ENTREPRENEURSHIP"

**“Our industry is hungry for curious people with strong writing, analytical and critical thinking skills. Medill's new specialization will prepare you to excel in today's innovative media workplaces.”**

JESSICA HILBERMAN (MSJ05), CONTENT MANAGER, GOOGLE

**“The Media Innovation & Entrepreneurship specialization will prepare you to invent the future of media. You'll gain hands-on experience in all aspects of media product development—not just content, but also audience, business, technology and design.”**

RICH GORDON, MEDILL PROFESSOR, DIRECTOR OF DIGITAL INNOVATION

**Northwestern**  
MEDILL



## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### **Quarter 1: Chicago/Evanston**

- » Frameworks for Modern Journalism: Develop media product ideas that take advantage of the forces affecting media and journalism: audience behavior, technology trends, business models, demographic shifts.
- » Foundations of Interactive Journalism: Understand the disruptive technology innovations that have transformed media, and gain hands-on training in web development.
- » Multimedia Reporting: Learn the principles of multimedia content and storytelling by developing foundational skills in the production of sound, images and video.

### **Quarter 2: San Francisco**

The central focus of the San Francisco experience will be on design thinking and research—techniques and approaches for learning and understanding the needs of users or audiences. You'll work on design and research challenges from Bay Area companies, while interacting with and learning from people doing cutting-edge work in the world's center of technology innovation. You'll also learn the business fundamentals for media product development and get hands-on experience with mobile technology, preparing yourself for the NUvention Web+Media capstone class.

### **San Francisco 2016 Fall Courses:**

- » The Business of Innovation
- » Design Thinking and Research for Media Products
- » Mobile Web Development for Media
- » Practicum in Media and Technology

### **Quarter 3 and 4: Chicago/Evanston**

NUvention Web+Media is a real-world "lean startup" experience in which interdisciplinary student teams come up with a product idea, build a prototype, repeatedly iterate on it based on user research, and develop a business strategy. As a Medill media-innovation student, you can bring a product idea you've researched into the class and try to assemble a team to build it—or you can join teams whose product idea came from someone else. Either way, you'll collaborate with developers (computer science students), business experts (for instance, from Kellogg School of Management or Medill Integrated Marketing Communications) and designers to bring a product idea to the point where the team could seek investment. Teams also benefit from practical feedback from the class Advisory Board, made up of experienced entrepreneurs, technologists and venture capitalists.

Elective options include classes focusing on audience research, media business models, social media, analytics and storytelling with data. Students may also enroll in classes from Medill's IMC program and elsewhere in the university.

### **Beyond the curriculum**

Teams that have developed a promising idea in NUvention Web+Media can apply to participate in Northwestern's summer accelerator program for student startups. They also can use "The Garage," a Northwestern incubator space for student businesses. Other postgraduate possibilities include a paid fellowship in the Knight Lab building new software or serving as a product manager for an existing Lab product.

\*This curriculum is based on the 2016-2017 School Year. Future courses are subject to change.



## HEALTH, ENVIRONMENT AND SCIENCE SPECIALIZATION

Medill students in the Health, Environment and Science specialization have trekked the Andes Mountains in Colombia with a medicine woman practicing ancient techniques, shadowed rural clinicians in Nicaragua and studied trees in New Zealand to better understand the effects of climate change. At Medill, you have the opportunity to travel to tell important, global health- and science-related stories.

You'll report from our Chicago newsroom on topics such as children's health, nutrition, consumer technology, climate change and urban wildlife. A fourth quarter capstone allows you to embed with science field research teams across the world or go to Washington, D.C., to report for major media clients or work with D.C. agencies such as the National Institutes of Health (NIH). A capstone in San Francisco can bring you to research institutions and think tanks. Those interested in reporting on environmental topics also can apply for the Comer Scholarship. If accepted, recipients receive funding for international reporting, attend the Comer Abrupt Climate Change Conference and join an elite network of environmental journalists.

Alumni of the program work at places such as The Huffington Post, National Public Radio, Discover magazine and Slate among others.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)

CLICK "HEALTH, ENVIRONMENT AND SCIENCE"

Monika Wnuk (MSJ14) interviews a woman in Colombia during a trip covering environmental issues.



**You learn to make highly technical issues understandable and compelling to general audiences through interviews, anecdotes, examples, powerful narrative writing, data visualizations, photos, animations and audio/video storytelling.**

ABIGAIL FOERSTNER,  
MEDILL ASSISTANT PROFESSOR

**Northwestern**  
MEDILL

## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### **Quarter 1: Chicago/Evanston**

- » Frameworks for Modern Journalism
- » **Methods News Reporting and Writing (Health, Environment and Science focus)**
- » Methods Multimedia
- » Foundations of Interactive Journalism
- » Intro to Editing and News Judgment

### **Quarter 2: Chicago/Evanston**

- » Ethics and Law
- » **Science Reporting Seminar (Elective for other Content Lab students)**
- » **Content Lab – Choose a science beat and report multimedia stories as credentialed reporters for Medill Reports and other media. Choose either:**
  - » **Video Journalism**
  - » **News Reporting and Interactive Editing**

All students select a practicum site as part of the seminar for a first-hand research experience at national laboratories, university labs, museums, national parks, alternative energy hubs, CERN, Earth and space observatories and many other options. Comer Scholars cover the latest global climate research at the Comer Climate Change Conference and contribute these stories to Medill's Climate Change site and to other media.

### **Quarter 3: Chicago/Evanston**

- » **Advanced Science Reporting Seminar**
- » Enterprise Reporting with Data
- » Choices of courses in magazine, reporting, interactive, video/broadcast tracks and other electives. For example:
  - » Reporting and interactive students take multimedia reporting electives
  - » Magazine students take magazine reporting and editing classes
  - » Video students take video reporting classes

Advanced Science Reporting often takes students on field research trips to national labs, conferences and major media hubs such as The New York Times.

### **Quarter 4: Chicago/Evanston, Washington, D.C. or beyond**

- » **Capstone: Embedded reporting option with field research teams at locations across the globe; or**
- » **Capstone: Embedded reporting option at the NIH, NASA, think tanks or other Washington, D.C. locations; or**
- » **Capstone: Embedded reporting options in the San Francisco Bay area (Embedded reporters work in the field for 3-5 weeks and then return to the Evanston or D.C. campuses to produce major in-depth stories based on their embed experience and additional reporting); or**
- » **Other Medill capstone such as Documentary, Long-Form Narrative or Washington Reporting for broadcast or print**
- » Elective

### **Quarter 5 (Optional)**

- » Global residency
- » Embedded reporting (instead of during last quarter)
- » Additional capstone + electives

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## BUSINESS, MONEY AND MARKETS SPECIALIZATION

The field of business journalism is dynamic, prosperous and growing every day. Medill will give you the specialized skills needed to report on financial news that directly affects people, businesses, economies and governments.

Medill students cover stories at the intersection of government and business from our Chicago and D.C. newsrooms. Students visit major business institutions and organizations like the Chicago Board Options Exchange, the Federal Reserve, Wall Street and major business news hubs like Tokyo. They also cover the Society of American Business Editors and Writers conference. Students also will network with Medill alumni at Bloomberg, the Financial Times, CNBC and The New York Times, to name a few, and learn from experienced faculty and practicing professionals. Medill students get access to one-on-one mentoring, on-site trainings at news bureaus, guest lectures and writing workshops.

[www.medill.northwestern.edu/msj](http://www.medill.northwestern.edu/msj)

CLICK "BUSINESS, MONEY AND MARKETS"



**By far, the most important skill I learned at Medill is how to tell stories with numbers. Everyday on the job, I'm juggling data whether I'm reporting on quarterly earnings, digging through SEC filings for story ideas, or using SQL to glean insights from massive spreadsheets. In my view, there's no stronger story than one backed by good, solid numbers."**

ALICE TRUONG MSJ10, SENIOR CORRESPONDENT,  
QUARTZ

**Northwestern**  
MEDILL

## HIGHLIGHTS OF THE CURRICULUM\* INCLUDE:

### **Quarter 1: Chicago/Evanston**

- » **Methods News Reporting and Writing (Business, Money and Markets focus)**
- » Frameworks for Modern Journalists
- » Methods Multimedia
- » Foundations of Interactive Journalism
- » Intro to Editing and News Judgment

### **Quarter 2: Chicago/Evanston**

- » **Introduction to Business Reporting**
- » **Content Lab – Choose a business beat and report multimedia stories as credentialed reporters for Medill News Service and other media. Choose either:**
  - » **Video Journalism**
  - » **News Reporting AND Interactive Editing**
- » Ethics and Law

Medill Explores: Mid-winter trip to an international business center such as Tokyo.

### **Quarter 3: Chicago/Evanston**

- » **Advanced Business Reporting**
- » Enterprise Reporting with Data
- » Choices of courses in magazine, reporting, interactive, video/broadcast tracks and other electives (for example, Inside Business-to-Business Media).

### **Quarter 4: Washington, D.C., Chicago or beyond**

Choose from these options:

#### **Option 1**

- » **Business Reporting Capstone in Washington, D.C.**
- » **Electives**

#### **Option 2**

- » **An independent study associated with a residency at a media outlet that has been approved by the business faculty**

### **Quarter 5 (Optional)**

- » Global residency
- » Additional capstone + electives

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