

FAKE NEWS: KEYS TO ETHICAL AND IMPACTFUL JOURNALISM

While the polarization of politics in recent years has put fuel on the “fake news” fire, the concept of conflicting truths is not new. Dating back to the Renaissance and philosopher Francis Bacon understanding the psychological phenomenon later to be coined as “confirmation bias” our consumption of news continues to evolve. Therefore, so must our lens of reporting transparency. Step into the world of a broadcast journalist to understand what it takes to convey facts and spot shortcomings on TV. Understand first-hand the joys and challenges of standing and reporting in front of major sporting events like an NFL playoff game or MLB spring training to capture the scene for viewers.



YOUR INSTRUCTOR: ANNIE KRALL



Annie Krall is an adjunct faculty member at Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications. She is also a former radio news anchor for WLS-Radio (890AM) in Chicago. Additionally, Annie has taken her storytelling abilities on-air as a TV news and sports reporter to NBC in St. Louis, MO (KSDK-TV) and ABC in Green Bay, WI (WBAY-TV).

After earning her bachelor's and master's degrees from Northwestern, Annie covered breaking news in Green Bay, the Ryder Cup international golf tournament, as well as the Green Bay Packers. Host of her own weekly medical investigative series “Your Health Matters” Annie was accepted to medical school before pursuing journalism. Prior to WBAY-TV, Annie wrote and produced for ABC NEWS in New York City on the medical and business units for shows like Good Morning America, World News Tonight with David Muir, and 20/20.

SATURDAYS, FEBRUARY 24TH THROUGH MARCH 30TH

5AM ALASKA | 6AM PACIFIC | 7AM MOUNTAIN | 8AM CENTRAL | 9AM EASTERN

- Live Lecture 1, Saturday, February 24
- Live Lecture 2, Saturday, March 2
- Live Lecture 3, Saturday, March 9
- Live Lecture 4, Saturday, March 16
- Live Lecture 5, Saturday, March 23
- Live Lecture 6, Saturday, March 30

For more information contact: