

## Calling all 'True' Journalists (Who are not Afraid of a Little Change)

By: Lee Singletary

It's time for change. No, I'm not talking about the type of change required to get you a promotion or spice up your love life (or lack thereof). The type of change I'm speaking of puts revolutionaries at the forefront, shapes generations, and creates unity within societies. It's the type that requires a steadfast commitment to finding the hidden and reinventing the obvious.

The field of journalism is the seemingly long lost career that storytellers previously maintained to deliver the news that was not only inspiring but socially relevant. Today, the career consists of money-hungry media and publishing companies who are persistent in keeping the published news "templated" and consistently riveting until the next story breaks.

Riveting is a word all journalists hope to hear when their story is reviewed, however the need for riveting news has deteriorated. In part, this deterioration can be linked to the advancement of technology, specifically in the use of the Internet to obtain news on computers and mobile devices. This shift in how Americans consume news can be directly linked to not only technological advancement but also the workaholic, on-the-go culture that exists in this country.

Top news publishing agencies are less likely to send a journalist out to grapple with real issues and create well-rounded stories when quick-to-print stories published on their websites obtain thousands of web user hits. Thus, quantity is valued over quality, and this creates a larger margin of error.

Bill Transue is a senior biology major at Drexel University and an avid reader of *CNN's CNN.com* and *Newsweek* who puts his trust in modern-day journalists, yet he says "[I] personally find it appalling when a journalist gets a story wrong, because they hastily put together a story."

When asked if good journalism is even relevant anymore, Transue observes that, "journalism is the writing on the cave walls - that is, history is held within journalism and news reports. [I] find that journalism is necessary for maintaining a society, also. Keeping the world in touch with what is happening across the world unifies us all."

With that strong insight, clearly some people realize that the art of true and meaningful journalism is essential. In fact, of the six individuals I interviewed on the snow-covered streets of Philadelphia, all of them agree that (good) journalism still matters today.

So I pose the question: Do you feel that you are a journalist who reports stories that are continually flat, blatant and even innately uninteresting? Do you feel that the standard

of journalistic pieces are redundant across all publishing mediums? Do you believe in change?

If you answered yes to all of the above questions, perhaps it's time for you to delve deeper into the content of your art and put quality first to educate and inspire American media consumers. Be a storyteller and share quality stories that matter... people are listening, watching, surfing and streaming.