

**Reference @  
The CUNY J-School  
Research Center**

**LACUNY Reference Roundtable**

**October 17, 2014**



**RESEARCH CENTER**

**@ CUNY GRADUATE SCHOOL OF JOURNALISM**

# **Barbara Gray**

**@barbgray**

- **Chief Librarian @ CUNY J-School**
- **Former Director of News Research at the New York Times**
- **I've been a news researcher and have taught journalists to research for 17 years**

# **Tinamarie Vella**

**@tinamarievella**

- **Library Manager/Access and Technical Services @ CUNY J-School**
- **Networking Director of the New Members Roundtable of the American Library Association**
- **Wrote an article for Open City demystifying the popular Filipino street food Balut**

# **Research methods instruction & embedded librarianship**

**News research pros from the  
*New York Times, Time  
Magazine, ProPublica, and Last  
Week Tonight, teach research  
methods in our core Craft of  
Journalism classes.***

# **Research Topics 1st semester**

- **Clip Searches Using Lexis and Factiva**
- **How to Research Your Community District**
- **People Finding (includes some Social Media)**
- **Fact-Checking**
- **Courts and Legal Research for Reporting**
- **Finding Experts**
- **Advanced Web Searching**

# **Research Topics 2nd semester**

- **Lexis Refresher**
- **Census for Reporting**
- **Resources for Explanatory Reporting**
- **Advanced Backgrounding (People)**
- **Research for Businesses and Non-Profits**
- **Advanced Social Media Research for Reporting**

Core Skills for the Future of Journalism



PROFESSIONALS

TOP 10

EDUCATORS



99%	Accuracy	1	Accuracy	99%
93%	Curiosity	2	Curiosity	98%
93%	Write using correct grammar	3	Select information based on reliability	96%
93%	Handle stress and deadlines well	4	Write using correct grammar	96%
92%	Have good news judgment	5	Be acquainted with journalistic ethics	96%
92%	Select information based on reliability	6	Have knowledge of current events	95%
91%	Network, make contacts and develop sources	7	Master interview techniques	95%
90%	Be acquainted with journalistic ethics	8	Have good news judgment	95%
89%	Write in a fluent style	9	Network, make contacts and develop sources	94%
88%	Have knowledge of current events	10	Storytelling	93%

Poynter.

**“The Essence of Journalism Is  
a Discipline of Verification”**

- "The Elements of Journalism" by Bill Kovach and Tom Rosenstiel





**"It's a good place to start research, but a horrible place to end your search."**

- Wikipedia founder Jimmy Wales, in answer to a question about journalists and students using Wikipedia as a source.

**Good research requires a  
cocktail of resources**



# THE NEW YORKER

PROFILES | NOVEMBER 25, 2013 ISSUE

## ROCKET MAN

*How an unemployed blogger confirmed that Syria had used chemical weapons.*

BY PATRICK RADDEN KEEFE

**A**s rockets fell in Syria, Eliot Higgins was asleep at his house twenty-three hundred miles away, in Leicester, England. He woke a few hours later, roused his toddler daughter, Ela, and padded downstairs to make her porridge. It was August 21st, and it had been ten months since Higgins was laid off from his job as an administrator at a nonprofit providing housing for asylum seekers. His days now consisted of looking after Ela and writing blog posts. As he made breakfast, he checked Twitter on his phone, and noticed reports of a possible chemical-weapons attack in











# The Research Center is your newsroom research desk



# **20 Minute Rule**

**If you've searched for over 20 minutes - and you're still stuck - visit the Research Center, or email or call Barbara or Tinamarie. You can also email your Craft research professor.**

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**Databases**

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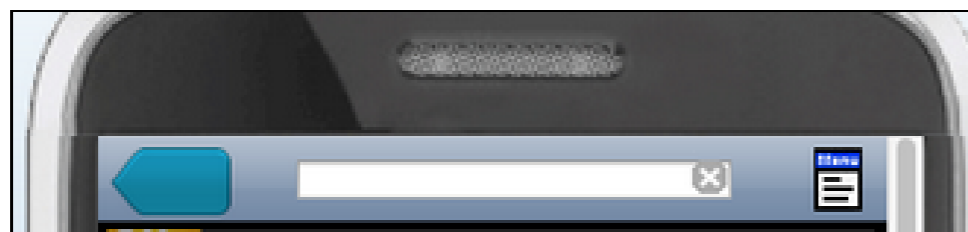
Find and search all of the research databases available through the J-School Research Center:

[search](#)

[Databases List](#) and [Database Tutorials](#)

Shortcuts to [Lexis Nexis](#), [Factiva](#), [Reference USA](#), [Academic Search Complete](#), [Social Explorer](#) and [Leadership Directories](#)

## WHAT'S NEW



Research guides organized by topic with sites, tools, tips & techniques to inform your reporting.

[Research Guides](#)



[journalism.cuny.edu/research-center](http://journalism.cuny.edu/research-center)



# Research Guides [Edit](#)

## Tips for business research

- [→ Business Analysis Research](#)
- [→ Market Research for Entrepreneurial Journalists](#)
- [→ Bloomberg Terminal Guides](#)

## How to find NYC- Community District Info

- [→ Community District Resources](#)

## How to find census data

- [→ Understanding Census Data for Reporting \(Powerpoint\)](#)
- [→ Community District Resources](#)

# Takeaways

- **Take an integrative approach to instruction, reference, assessment, marketing**
- **Self-promote and define your role as a reference librarian**
- **Tailor your knowledge organization, and IL and reference instruction to student and faculty needs (and understand what they are)**

**Good luck out there!**

