Abstract

Journalism today is much more than a single reporter, news anchor, photographer or videographer specializing in a single skill. Journalists today need to be multimedia journalists who have skills that encompass anything from writing a story to editing video. Currently, at California Polytechnic University, San Luis Obispo (Cal Poly), journalism students are learning these skills, but they are learning them separately. Within the three concentrations offered by the journalism department — broadcast, news/editorial and public relations — there are the three student media outlets: Central Coast PRspectives, Cal Poly TV, KCPR radio and the Mustang Daily newspaper. Few students, however, work together across these media platforms.

This paper addresses the importance for a university, such as Cal Poly, to converge student media. By utilizing a survey of current journalism students’ knowledge, a lack of shared knowledge between concentrations was discovered, as well as divisions between students in specific concentrations. A converged newsroom would create an umbrella effect that would, ultimately, encompass and unite journalism students. This paper presents convergence as a solution to eliminate this information gap, unite students across media platforms and better prepare students for a career after graduation.
# Table of Contents

Chapter 1 ............................................................................................................................1  
  Introduction ..................................................................................................................1  
  Research Questions ......................................................................................................3  

Chapter 2 ............................................................................................................................4  
  Literature Review ..........................................................................................................4  
    What is Journalism ......................................................................................................4  
    What is Convergence .................................................................................................5  
    Convergence in the Beginning ..................................................................................8  
    Convergence Today ....................................................................................................8  
    The Organization of Converged Models .....................................................................10  
    The Necessity of Converging at a University Level ....................................................12  
    How to Converge at a University ..............................................................................14  
    Obstacles in Convergence .......................................................................................15  
    Benefits of Convergence .........................................................................................17  

Chapter 3 ..........................................................................................................................19  
  Methodology .................................................................................................................19  
    How ..........................................................................................................................19  
    Why .........................................................................................................................20  
    Delimitations .............................................................................................................21  

Chapter 4 ..........................................................................................................................23  
  Data Analysis .................................................................................................................23  
    Quantitative Results .................................................................................................23  
      Broadcast ................................................................................................................23  
      Editorial ..................................................................................................................26  
      Public Relations .....................................................................................................29  
      Likert Scale ............................................................................................................32  
    Qualitative Results ...................................................................................................32  

Chapter 5 ..........................................................................................................................35  
  Discussion and Conclusion ...........................................................................................35  
    Research Questions Answered ..................................................................................35  
    Conclusion ................................................................................................................39
List of Tables

Table 1. VO/SOT Results .................................................................24
Table 2. Cue Command Results ......................................................24
Table 3. Jump Cut Results ..............................................................25
Table 4. 180 Degree Rule Results ..................................................25
Table 5. Script Writing Results ......................................................26
Table 6. Hard-News Lede Results ..................................................26
Table 7. Soft-News Lede Results ...................................................27
Table 8. Inverted Pyramid Results .................................................27
Table 9. AP Style Results ..............................................................28
Table 10. Source Stacking Results ................................................28
Table 11. Nut Graph Results ..........................................................29
Table 12. Press Release Results ....................................................29
Table 13. Media Alert Results .......................................................30
Table 14. In-House Versus Firm Results ........................................30
Table 15. Crisis Communications Results .....................................31
Table 16. Stakeholders Results ......................................................31
Table 17. Likert Scale Results .......................................................32