



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

Investigative Journalism

MEJO 390.1

ZOOM LINK FOR CLASS EVERY MONDAY 11AM

<https://unc.zoom.us/j/92893466154>

Stephen Stock smstock@ad.unc.edu

www.stephenstock.tv

<https://twitter.com/StephenStockTV>

<https://www.facebook.com/StephenStockTV/>



Stephen Stock

- UNC '83 RTVMP
- Grew up in Swannanoa, NC
- Charles D Owen High '79
- The Daily Tar Heel '81-'83
- Played soccer '79-'81

Senior Investigative Reporter – NBC Bay Area\KNTV San Francisco

During 35+ years in TV News covered:

- 37 named tropical storms/hurricanes
- 42 space shuttle launches
- More than one dozen tornadoes & wildfires
- 2000 Election - Florida hanging chads
- Elian Gonzalez standoff in Miami
- US Presidents, Pope, Ford F150 fires, airplane crashes, inmate tax scams, fracking, child farm workers, day care safety, CA water crisis, toxic water



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GOALS of CLASS

- Complete a final investigative project (print, broadcast, radio, multimedia) which will be FINAL EXAM
- File at least two (2) Freedom of Information Act Requests (FOIA)
- Go to Courthouse and find and get copy of court file
- Go on PACER and get court records
- Attend one public meeting and come away with two story ideas
- Learn how to pitch stories
- Learn to think critically
- Learn how to pitch stories
- Learn the three-word pitch, story focus
- Interview human sources
- Interview one accountability interview
- Download data from Internet
- Work with spreadsheet and find two facts in data
- Maybe be published
- Maybe submit & win an award



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REQUIREMENTS

- Participation
- Critical Thinking
- Open Mind
- Question Authority
- Question Assumptions
- Question Yourself
- Be Organized
- Communicate
- Textbooks
 - *The Investigators Handbook 6th Edition*
 - *Writing for Story* (QUIZ on September 13)
- Read
 - Newspapers
 - Books
 - Online news
- Join IRE (Investigative Reporters and Editors)
 - <http://www.ire.org/>
 - \$25 for annual student membership
- Think about Joining LinkedIn



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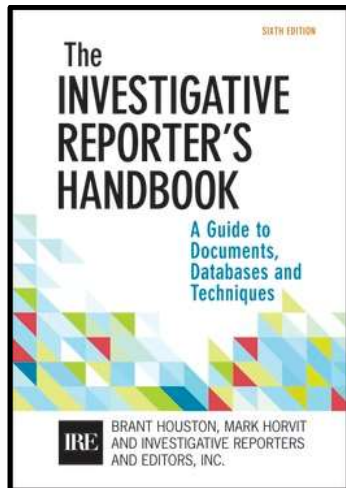
EXPECTATIONS

- Learn from Each Other -Participation
- Safe Space
- Class Run Like a Newsroom
- I'm Your Coach not your Fixer
- Complete Assignments on time
- Have Your Zoom Camera On
- Be Prepared
- Communicate (email, text)
- CHALLENGE YOURSELF and OTHERS
- BE WILLING TO BE SURPRISED
- BE CURIOUS
- BE PRESENT
- WE ARE ALL IN THIS TOGETHER
- SHOW UP
- HAVE FUN!



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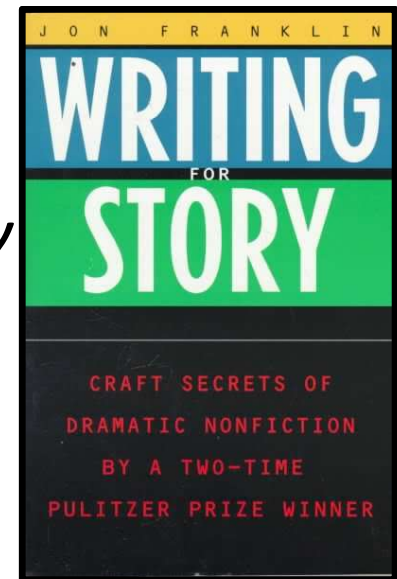
Text Books



The Investigators Handbook **6th Edition**

By Brant Houston and Mark Horvit

QUIZ on *Writing for Story*
Preface, Chapters 1-4 on
September 13 →



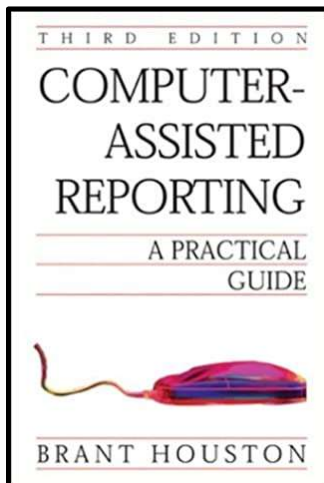
Writing for Story

By Jon Franklin



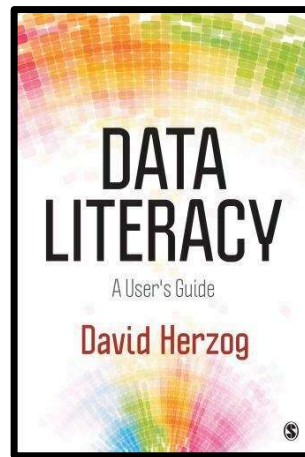
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Recommended Books



Computer-Assisted Reporting

By Brant Houston

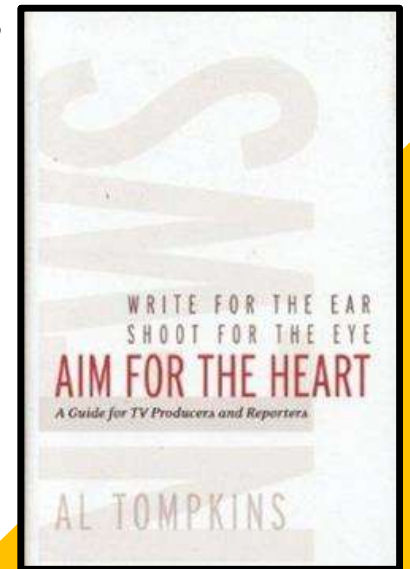


Data Literacy: A User's Guide

By David Herzog

Aim for the Heart

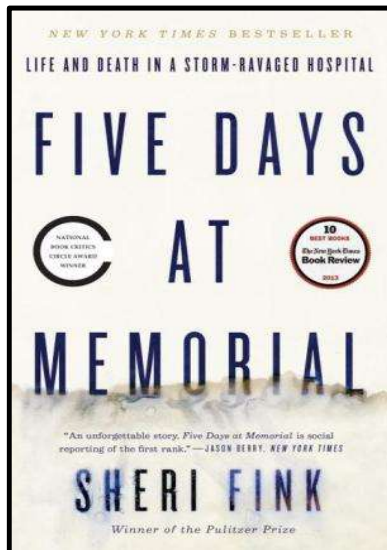
By Al Tompkins





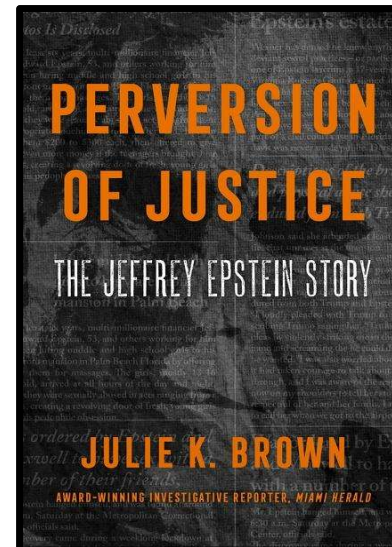
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Recommended Books



Five Days at Memorial

By Sheri Fink



Perversion of Justice

By Julie K Brown

PART B



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What is an Investigative Story?

- i. What defines an investigation?
- ii. What makes it different from other media stories?
- iii. Are all stories investigative?
- iv. Are all reporters investigative reporters?
- v. Should all reporters use investigative techniques?
- vi. Why even bother with investigative journalism?



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IRE (Investigative Reporters and Editors)

Defines an Investigative Story as:

“The reporting, through one’s own initiative and work product, of matters of importance to readers, viewers or listeners. In many cases, the subjects of the reporting wish the matters under scrutiny to remain undisclosed.”



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According to Brant Houston and Mark Horvit

Investigative Journalists:

- i. Ask more questions
- ii. Dig Deeper
- iii. Go Through More Documents and Data
- iv. Spend More Time Thinking About Story
- v. Are Curious and Work to Get Story Behind the Story



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Investigative Journalism

Holds the Powerful Accountable

Gives Voice to the Voiceless

Exposes Wrongdoing & Systemic Injustice

Asks Why Things are the Way They Are

Expresses Outrage at Wrongs Shown Through Journalism

Comfort the Afflicted and Afflict the Comfortable

Provides CONTEXT



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What makes an Investigative Reporter?

- i. Curiosity
- ii. Fearlessness
- iii. Not afraid to dig, ask questions
- iv. Will follow the facts where they lead
- v. Unafraid to challenge the status quo, challenge authority
- vi. Unafraid to challenge “sacred cows”
- vii. Seeks truth while minimizing harm
- viii. Focused



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Be organized – Be Focused

- a. Keep copious notes
- b. Keep organized records
- c. Keep up with Email
- d. Maintain your own files





File Edit View Favorites Tools Help

Add to favorites

Home | NBCU Now

File Edit View Favorites Tools Help

Add to favorites

Favorites Feeds History

Investigations

IRE E-Computer Asst Rept

Data Sites

Disney Safety

F150 Fires

Finding People

Invest Idea Sites

Investigations

IRE Conference Panel

Journalist Web Pages

Miami Blogs

10 tools that can help data journali...

ACLU of Florida

American Civil Liberties Union

Can We Tape Reporters Committe...

Center for Investigative Reporting

Center for Public Integrity

Cometdocs

Convert Data, Files Online FREE PD...

CorrLinks

Federal Audit Clearinghouse Hom...

Free PDF Text Reader - CTdevelopi...

GuideStar

Investigative Reporting Workshop

iPhone and Android Apps Breach ...

IRE NICAR

Matt Stiles -- The Daily Viz

Monitoring America washingtonp...

NEWSMEAT > breaking news, fed...

Officer Down Memorial Page, Inc.

Opensecrets.org--Money in politic...

PDFfill PDF Editor with FREE PDF W...

Political Money Line

ProPublica - Journalism in the Pub...

SAFER Truck Safety Stats

Search Systems

Search the EDGAR Database

SearchSystems.net - old photos

Add to favorites

Favorites Feeds History

Investigations

AAMCO

Air Safety

Amber Alert

Amusement Park Safety

Anderson Dam Coyote Creek F...

Appraisal Fraud

Auschwitz Return to

Autism Charities

Bail Bondsmen

Banks

Bay Area Hate Groups Imans

Blog Archive » Hajj Rafic ...

Federal Bureau of Prisons R...

Hezbollah Operatives in th...

http--www.homelandsecur...

Legal case 511-cv-01369-P...

Mexican authorities nab fo...

Rafic Labboun

The Shia Association of Bay...

Ya RAFIC Labboun! - YouTu...

Beach Renourishment

BioPerformance

Bridge Safety

Brothers To The Rescue

Broward Co Schools

Bump Key

Campaign Money

Carbon Offset

Cargo Theft

Celebrity Law

Charities

Charter Schools

Chevron Oil in Ecuador

Chevron Refinery

Child Labor

Children's Hospital

CHP Beating

Search...

MY PROFILE QUICK LINKS LOCATION RAISE A CONCERN EMERGENCY

RT NBCU CORPORATE DIRECTORY Search People, Tools, News

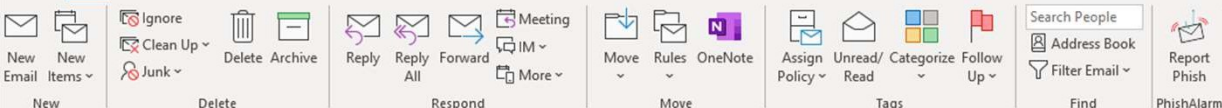
**Come back.
Look forward.**

Plan your safe return
to the workplace.

Sign up to
news and
events!

Here You Can

Download and print the latest NBCU
zen calendar for August ... there are
so many simple ways to stay zen -
take a look at our daily prompts.



Drag Your Favorite Folders Here

Search Current Mailbox

Current Mailbox

Focused Other By Date

Other: New message (1)
Rojas, Gonzo (NBCUniversal)

Today

Bott, Michael (NBCUniversal)
RE: Background for 4 pm interview
Here's the info on the consent decree
<https://prisonlaw.com/wp-content/uploads/201>
2:26 PM

Bott, Michael (NBCUniversal)
Background for 4 pm interview
I highlighted what donald specter told the merc in their monday story
2:20 PM

Bott, Michael (NBCUniversal)
FW: NBC Bay Area Interview
Michael Bott Investigative Producer NBC Bay Area (408) 582-8909
2:13 PM

Al Tompkins
Re: [EXTERNAL] i may have found it
25th is great count me in I can do writing—no issue Al Tompkins Poynter Senior Faculty
1:07 PM

Al Tompkins
[EXTERNAL] Re: i may have found it
yes but again- I will do it live for you- I owe you I will rename my children after you if you
12:49 PM

Yesterday

Bott, Michael (NBCUniversal)
Merc Story
<https://www.mercurynews.com/2021/08/09/san/>
Michael Bott Investigative Producer NBC Bay
Mon 3:55 PM

Cheryl Phillips
[EXTERNAL] Re: congratulations
Thanks very much Stephen! Our guys are getting all grown-up! You all should try
Mon 11:56 AM

Sunday

Lee Zurik

Background for 4 pm interview

Bott, Michael (NBCUniversal)
To: Stock, Stephen (NBCUniversal)
Retention Policy MBX INBOX (60 days)

Expires 10/9/2021

Reply Reply All Forward

I HIGHLIGHTED WHAT DONALD SPECTER TOLD THE MERC IN THEIR MONDAY STORY

News

Santa Clara County still spending millions to settle jail abuse claims

Settlements with severely injured inmates stand to cost taxpayers tens of millions of dollars, even after \$450,000,000 spent on reforms

By [ROBERT SALONGA](#) | rsalonga@bayareanewsgroup.com | Bay Area News Group
PUBLISHED: August 9, 2021 at 3:45 p.m. | UPDATED: August 10, 2021 at 7:28 a.m.

In the years since Michael Tyree was [murdered by three correctional deputies](#), the Santa Clara County Sheriff's Office continues to grapple with incidents of mentally ill inmates suffering debilitating injuries while in custody, saddling taxpayers with massive legal payouts despite millions spent to reform jails. In March 2020, newly-acquired records reveal, the county quietly approved a \$10 million settlement to the family of [Andrew Hogan](#), a mentally ill man who became severely disabled after repeatedly injuring himself while riding unrestrained in a jail transport van. A comparable or larger settlement could be on the horizon, if the county accedes to a claim from Juan Martin Nunez, who alleges he became quadriplegic after deputies and paramedics failed to take action when he suffered a fall in his jail cell. The county also has paid a \$3.6 million settlement to Tyree's family.

The injuries came despite the \$450 million the county has poured into [jail reforms](#) after Tyree's 2015 killing and a federal court agreement to fix decrepit jail conditions. The allegations of neglect persist, including the recent gang beating of an inmate that went on for several minutes [without any intervention](#) from guards. Asked about the settlements, the sheriff's department touted its reforms in mental-health treatment and improvements in overall jail conditions. The agency also said Hogan Nunez should never have been in their custody.

"Both were in custody for minor charges and should have been placed in treatment facilities, not a jail," a statement said.

The sheriff's office did not answer a question about whether any deputy faced discipline in either the Hogan or Nunez cases.

Paula Canny, an attorney who represented the families of Tyree and Hogan in litigation against the sheriff's office and county, said the settlements illustrate the lack of accountability for jail misconduct.

"The people that cause the problem aren't the people that pay," Canny said. "The people most responsible for the injury are essentially insulated from the consequences."

PART C



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STORYBOARDING THE INVESTIGATION



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The Paul Williams Way - 11-steps

- ❖ Conception
- ❖ Feasibility
- ❖ Go/No Go
- ❖ Base building
- ❖ Planning
- ❖ Original Research
- ❖ Reevaluation
- ❖ Filling Gaps
- ❖ Final Evaluation
- ❖ Writing, Rewriting,
Publishing
- ❖ Follow-Up



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Storyboarding the Investigation

Step #1

Thesis.

Conceiving the Investigation.

Key Issue or Question. Context.

Is this a story focused on systemic failure, individual wrongdoing or social justice/injustice?



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Storyboarding the Investigation

Step #1 - The Thesis

- Fact, situation, issue you want to investigate
- Question You Want to Answer
- Problem Your Story Might Solve
- Wrong that Needs Exposing
- Conflict Your Reporting Will Resolve



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Storyboarding the Investigation

Step #2

Consider Feasibility of Investigation

How Truly Important is this Story?

How Hard/Easy will it be to Prove?

If Worst Happens What is MIMINUM I can Report?

What is the MOST I can Report?



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Storyboarding the Investigation

Step #2 - Feasibility

- Is this a \$100, \$10, or \$1 story?
- What sources are needed? What is the minimum amount of material required to complete investigation?
- What sources are attainable?
- What is not attainable?



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Storyboarding the Investigation

Step #2 - Feasibility

- What is easily attained?
- What is harder to attain? How much time will it take?
- What/who is your target?
- What change will likely occur should you publish your investigation?
- What is its likely impact?



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Storyboarding the Investigation

Step #2 - Feasibility

- Timeline on what you can honestly accomplish
- Do you or your newsroom have to take security precautions or protect confidential sources?
- Is the outcome of the investigation worth the time, expense, effort to attain/complete it?
- Is the likely final product worth all the other costs & investments in time, manpower, money, hassle, etc?



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Storyboarding the Investigation

Step #2 A – Assess Project

Go or No Go?



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Storyboarding the Investigation

Step #3 - Newsgathering

- Gather data, documents, research
- File FOIA's
- Do data analysis
- Assemble timeline of how story plays out
- Reach out to stakeholders, potential 'victims'
- Get input/interviews from neutral parties



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Storyboarding the Investigation

Step #3 - Newsgathering

- Reach out to person/agency that is focus of investigation
- Consider elements such as photographs, data visualization
- Triple check accuracy – get another set of eyes
- Outline framework of possible narrative



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Storyboarding the Investigation

Step #3 A – Assess Project

Go or No Go?



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Storyboarding the Investigation

Step #4 - Writing

- Consider holes in your story. What don't you have? Is it fatal?
- Write framework and narrative (more on this later)
- Go back and compare with data, notes, interviews
- Are you holding someone accountable?
- Are the facts and narrative in CONTEXT?
- Have editors & lawyers read and review



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Storyboarding the Investigation

A good story involves a character confronting a complication, thus creating tension or development (the body of a story) and its resolution.

Complication, Development, Resolution



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Does your story have that: Conflict, Development, Resolution?

Will it likely have that?

If not, REASSESS.



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Homework

For Next Week:

- Read ***Writing for Story*** – Preface, Chapters **1** and **4**
- Read ***Investigative Reporter's Handbook*** – Preface and Chapter 1
- Do background/research on Stephen Stock
- Come up with Two (2) story pitches – be prepared to discuss
- Read Sheri Fink's ***The Deadly Choices at Memorial***
<https://archive.nytimes.com/www.nytimes.com/2009/08/30/magazine/30doctors.html>
- Be prepared to discuss what makes this an investigative story?



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Homework

Long Term:

- **SEPT 13** - Quiz on ***Writing for Story*** – Preface, Chapters 1,2,3,4
- Start thinking of what story/investigation you want to do
- 2 story pitches due **Next Class**; 2 more story pitches due **Sept 20**
- Final Story pitch due **October 4**
- File at least two (2) FOIA's
- Attend a public meeting and bring back two (2) story ideas
- Go to Courthouse and get Court Records
- Interview at least one person in person (Zoom okay)



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