

For Immediate Release

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Scribes' College of Journalism: <http://scribescollege.org/>

Summary: A new institute has been formed to answer the epidemic of complaints about an opinion-run media. [Scribes' College of Journalism](http://scribescollege.org/) is opening its doors to teach news gathering and reporting as a trade, not a "profession" of ideology that is currently taught in schools of communications.

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New college poses solution to complaints about "fake news"

After the catch phrase "fake news" first appeared on CNN, it came back to bite them. With President Trump leading the charge, the terminology was quickly flipped around, becoming an epithet attached to mainstream media outlets.

Liberal and conservative commentators and news consumers have all contributed to the hue and cry about opinion-based reporting that has grown exponentially over the last two decades but no one has tendered a solution to the problem.

One former newspaper publisher and educator has anted up with a new institute that is poised to change the paradigm of modern journalism. Big words for a little known news writer, and now an opinion writer at that. However, seasoned journalists trained in the practically extinct concept of **primary source** understand that it takes such training to credibly pen an editorial. Personal convictions don't cut it, not that anyone with a smart phone pays attention to this long-standing rule and for the following reason...

Emotion-driven culture quickly latched onto social media to transmit grievances far and wide. Bloggers infiltrated the news industry to the point that, as good as some are, the majority of websites lean to partisan reporting. 'Citizen journalists' have tried to take up the slack, yet many tend toward bias countering the liberal press.

What's lacking in the news media today? Training in news collection and dissemination without partiality. Journalism has become a profession in the sense that most writers believe they are meant to explain and opine on events rather than report the facts without embellishment. It is a "profession" of beliefs, what colleges have come to call "communications," which is far removed from reporting on daily events.

[Scribes' College of Journalism](http://scribescollege.org/) is responding to the dilemma by changing the paradigm of a "profession" and going back to basics teaching journalism as a trade rooted in integrity. The integrity is based on [biblical standards of reporting](#) that returns to the model of a scribe, accurately recording what occurred relying on *primary source* and *context*.

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New college, continued...

Further, learning a trade requires mastering fundamental skills and information which, in this case, includes subjects such as proper English, history of the craft as well as general world history and geography.

Consider how frequently news organizations publish incorrect spelling, grammar, historical references and even maps of the United States. It occurs daily at virtually every news site as a growing number of editors accept errors to be a routine casualty in rushing publication.

Why? Because it has become imperative to a biased media to entertain and “communicate” their opinions to viewers, listeners and readers since they believe news consumers aren’t equipped to weigh the facts for themselves.

The press that was supplied the First Amendment in order to be a government watchdog, instead has become an agency of the entrenched government. The shift of roles has essentially nullified freedom of speech in the press’ quest to prove its intellectual superiority.

Scribes’ College has been founded to teach journalism as an honest trade contrary to what is now taught at universities. The curriculum is designed to provide students with thorough grounding in the birth of journalism, ethical standards of reporting, proper English application, research methodology, foundational subjects (applicable law, geography, etc.) news presentation, the balance between advertising and news, business practices to sustain a media outlet, and practical experience in the real world of news collection and dissemination. No other journalism program supplies all these studies and proficiencies required for mastering the trade.

There is much to be learned from the ancient scribes as journalism took form over the centuries. There is also much to be exposed about what constitutes journalism today, how it’s become a means to convey ideologies rather than distribute unvarnished facts and events.

Scribes’ College is a starting point to reclaim news reporting from the world of marketing. Complaining about journalism as a whole is constant. There is strong agreement that the press has a problem, that it IS a problem.

The answer to that problem? Train the next generation of journalists to be the solution.

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Detailed information about Scribes’ College of Journalism can be found at the “SCoJ Facts” link at the website: <http://scribescollege.org/>

Contact A. Dru Kristenev for further information on the institute, its inception or other queries at changingwind@earthlink.net.