

Investigative Journalism, Curiosity,  
Leonardo da Vinci, and Mark Twain

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Stansbury High 9-30-2014

Let's do an experiment:

- An interview of ...???
- Candidate, who?
- Writer?
- TV personality?
- Sports person?
- Scientist?
- Homeless?
- Lost home? Lost job?

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Journalism and Journalists?

Writing and speaking skills  
Investigative and questioning skills  
Jobs, positions, economy  
Pressure, ideology 'party line'  
Safety, security, danger  
Politics, bribery, lobbyists  
Freedom of the Press – the 1<sup>st</sup> Amendment

*'...the reporter's job is to see for the unseeing  
and to become a public observer for the  
benefit of those who cannot observe.'*

Democracy: Jefferson, Paine, Lincoln, ...  
Media: print, radio, video, web-net-e  
Content: facts, analysis, 'digests', opinion  
Facts: Who What Where Why When How -  
questioning, investigating  
Opinion: editorials, cartoons, letters, op-eds,  
columnists, talk show hosts, politicians




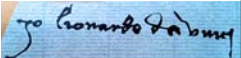
Print Media Types and Focus

- Local, specialized: Buffalog?
- Local, community: Tooele Transcript Bulletin
- Regional: SL Tribune, Deseret News, ...
- National: USA Today
- National-International: New York Times, Guardian, ...
- Magazines: Time, The Economist, others...,

Leonardo's Lessons are relevant for Journalists!

Question...always...constantly  
Be Curious – about everything  
Everything is connected  
*Ostinato rigore* – be persistent and don't be superficial  
*Saper vedere* – learn to see to understand  
Communicate  
Experiment

[www.theleonardo.org](http://www.theleonardo.org)

**Psychology: Questioner or Believer?**

*"We can't solve today's problems with the mentality that created them." —Albert Einstein (paraphrased)*

*"If you can't solve the problem, expand it." — Dwight Eisenhower*

***"The difficulty lies, not in the new ideas, but in escaping from the old ones."* —John Maynard Keynes**


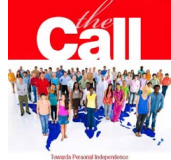
***"It is difficult to get a man to understand something when his salary depends upon his not understanding it."* — Upton Sinclair**

*"An educated citizenry is the only safe repository for democratic values." —Thomas Jefferson*

On the card

**Assumptions, Fear, and Revelation**

*"...most people know major changes are coming – they know their historical expectations are in flux. They are afraid of such change. They are afraid of the climate change they hear about and work to deny. They are afraid of impending drought. They are afraid of carbon fees or taxes. They are afraid of higher energy costs. They are afraid."*

See The CALL –  
The RUN at  
[www.2andrade.org](http://www.2andrade.org)

**Remember our 'experiment'?**

- An interview of ...???

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**YOUR Turn!**




Your District?  
Vote? Work?

District	Representative	Party
1st	 Rob Bishop	Republican
2nd	 Chris Stewart	Republican
3rd	 Jason Chaffetz	Republican
4th	 Jim Matheson	Democratic


It's not just about Utah:  
it's about the Nation,  
the Planet.

**Ignorance is Bliss, until...**

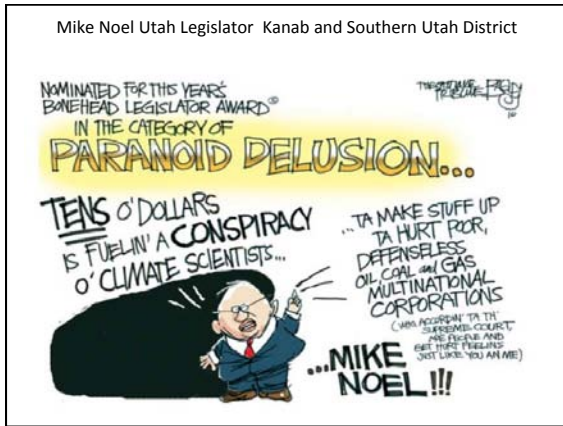


The comic strip shows Calvin and Hobbes discussing global warming. Calvin is initially dismissive, but as the temperature rises, he becomes increasingly desperate and paranoid, while Hobbes remains calm and rational.

**Chris Stewart US Congress District 2 Utah – Climate Denier; anti-science  
Frogs in Boiling Water parable**



The cartoon depicts Chris Stewart as a frog in a pot of boiling water. He is surrounded by other frogs who are screaming "HOT!" and "HOT!". Stewart, however, is calm and says "I... I... I'M NOT SURE" and "I WANT THAT ONE TO TESTIFY AT MY CLIMATE CHANGE HEARINGS". The pot is labeled "REP. CHRIS STEWART" and "GOP SCIENCE COMMITTEE".



So what can YOU do?

- Learn, study, be curious, **question...everything**
- **Volunteer**, work, support, endorse
- **Write**, rewrite, rewrite again: Mark Twain
- Elections, candidates, issues, **facts vs B.S.**
- Write, Tweet, Speak, March – you care and you count!
- [www.votesmart.org](http://www.votesmart.org)



According to Mark Twain...

...successful writing is not made of what is in it, but what is left out of it.

...never use exclamation points in writing. It is like laughing at your own joke.

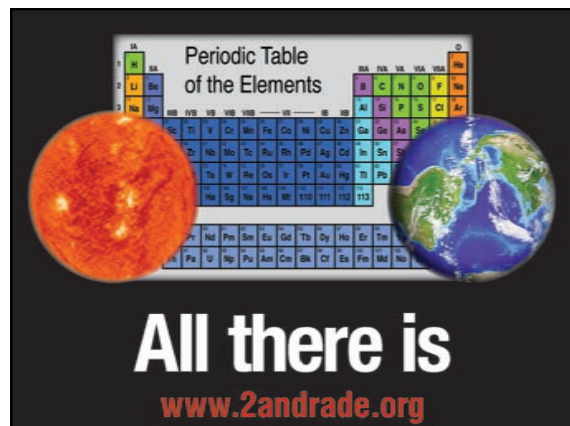
Anybody can have ideas—the difficulty is to express them. Don't expect to get it right the first time. Go to work and **revamp or rewrite it, and rewrite it, and rewrite it...**

Write what you know.

A writer ought to comfort the afflicted, and afflict the comfortable.

Supposing is good, but finding out is better.

**Use plain, simple language, short words and brief sentences.** ...Stick to it; don't let fluff ... creep in.



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Thanks!  
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History – the last 11 Centuries

Greeks, Chinese, ancient stuff

11<sup>th</sup> C -1000s - Denmark, Norway, England, France; Hildegard

12<sup>th</sup> C -1100s – Crusades, Marco Polo

13<sup>th</sup> C -1200s - Magna Carta; Roger Bacon, Marco Polo

14<sup>th</sup> C-1300s - Plague, England; fighting;

15<sup>th</sup> C-1400s - **da Vinci, Columbus, Copernicus (b. 1473)**

16<sup>th</sup> C-1500s - **Renaissance, Science, Art, Geography, New World, da Vinci, Magellan, Galileo (b. 1564), Paracelsus**

17<sup>th</sup> C-1600s – Colonialism, 13 Colonies, Newton (b. 1642), F Bacon

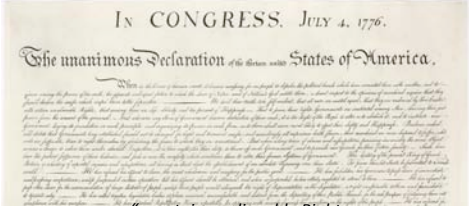
18<sup>th</sup> C-1700s – Colonialism, Resources, Slavery, Labor

19<sup>th</sup> C-1800s – Coal, Steam Engine, Electricity, Photography, Industrial Revolution, Civil War

20<sup>th</sup> C-1900s – Manufacturing, Autos, Airplanes, Industry, WWI, WW2, Vietnam War, Ozone, Greenhouse Gases

21<sup>st</sup> C- to 2014 and beyond – Anthropocene, **The Leonardo**, Planetary Changes, Sustainability?

Historical Perspectives – and see The CALL



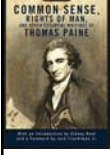
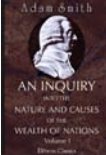
IN CONGRESS, JULY 4, 1776.  
The unanimous Declaration of the thirteen united States of America.

“...*certain unalienable Rights, ... Life, Liberty, and the Pursuit of Happiness...*”

Life = food, shelter, health, ... (the means of earning a living)

Liberty = freedom, the Bill of Rights, ...the state of being free within society from oppressive restrictions imposed by authority on one's way of life, behavior, or political views

Pursuit of Happiness = education, art, recreation, religion, sports, well-being, satisfaction, agency,...

1776:  
**The Declaration of Independence**  
**Adam Smith – The Wealth of Nations**

The end of the Holocene – via the Anthropocene:

16<sup>th</sup> C-1500s – Renaissance, Science, Art, Geography, Discoveries, New World - da Vinci, Columbus,...

17<sup>th</sup> C-1600s – Colonialism, 13 Colonies, Newton

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