

Multimedia News Lab

JOUR 4998-001/6998-001

Fall 2022

Class Meeting: M/W 2:20-3:45 p.m.

Meeman Journalism Room 206

Professor Candace Justice, M.A.

Office: 210D Meeman Journalism Building

Office Hours: by appointment

Email: ccjustic@memphis.edu

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COURSE REQUIREMENTS

Catalog description

Write, produce content for the online student media outlet, which covers the University of Memphis community; course will mirror collaborative opportunities underway in industry and provide students with the strongest multimedia material possible for portfolios.

Prerequisites

JOUR 3526; Two advanced writing courses

Textbooks, Software and Required Materials

Associated Press Stylebook.

Classroom format

The class will be run as a professional newsroom. Class sessions will consist of both lecture and laboratory time to be determined by the instructor. Class discussion will involve story coverage plans and training related to various writing and multimedia skills and multicultural considerations. Participation is an important consideration in final grades.

We will have budget meetings every Wednesday, which means you will pitch each print story, video or audio and have it approved by your editor. Students are required to come to the news budget meetings with a minimum of two viable story ideas. So, begin consuming area newspapers, radio broadcasts, television, and websites, so that you know what has already been covered by other local and national media. The purpose of this is not to do stories already covered, but rather **not** to do what other media have already reported on. We are looking for fresh, newsworthy ideas. We are also interested in publishing features stories. The editors and professor will work to refine story ideas during the budget meeting to ensure each reporter has clear direction. Failure to pitch a story during the news budget meetings will result in a lower grade.

During budget meetings, editors will not only hear your story ideas, but will discuss possible sources and angles and assign a deadline for turning in your story.

Publication

Your goal is to produce content good enough to deserve publication in various student media outlets, including The Daily Helmsman in print, online and podcasts; and Roar Magazine. Whether stories are published and where they should be published will be determined by senior-level student editors.

Grades

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Other issues

AP style and grammar: All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

Errors and penalties: Edit stories carefully. Your stories are graded for content minus mechanical errors. Spelling, grammar and style count. A fact error will result in the reduction of one letter grade for each error. Fact errors include inaccurate information, errors and typos in names, numbers, addresses, dates, quotes and proper nouns. Bottom line: reporters must self-edit. Read and re-read, and edit and re-edit your assignments. In this class there is no such thing as a first draft. Turn in your work already self-edited and ready for publication.

Final portfolio due on Wednesday, Nov. 30, at 5 p.m. Central. Email to ccjustic@memphis.edu

Deadlines

All deadlines are firm. Students needing an extension on an assignment must receive approval from Professor Justice before the deadline. Exceptions will be made for reasonable circumstances if the student notifies the professor prior to the due date.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 4998

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Develop advanced understanding of newswriting for multiple applications and media platforms.
- Establish a working knowledge of professional news routines in a multimedia setting.
- Learn to cover diverse communities with consideration for race, gender, gender identity, ability, sexual orientation, class, and ethnicity.
- Research and report stories with multimedia tools.
- Expand knowledge of the resources available for communications professionals.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Understanding of grammar skills specific to journalism and mass communication.
- Ability to plan and pitch a multimedia news project.
- Ability to create multimedia news projects that incorporate multiple platforms and showcase many skills.
- Understanding of many multimedia storytelling tools available to journalists.

How assessment of student learning will be met

Awareness

- Become aware of the role new media plays in society and in the field of journalism.
- Become aware of the ethical treatment of subjects and issues through a multicultural and multimedia lens.

Understanding

- Develop an understanding of multimedia tools and platforms that are appropriate for news storytelling.

Application

- Gather information from sources and from extensive research for news projects related to the mission of the DailyHelmsman.com
- Develop multimedia packages that incorporate several media platforms including: writing, photography, audio, audio-visual, video, and data visualization.
- Participate in weekly news budget meetings with Daily Helmsman editorial leaders.
- Provide editorial feedback to peers.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without

prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty

take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.