

Multimedia News Lab

JOUR 4998-001

Fall 2015

2:20 to 4:20 p.m. MW

MJ 202

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COURSE REQUIREMENTS

CATALOG/COURSE DESCRIPTION:

Write, produce content for a personal blog that will house multimedia stories on important, complex topics in the city of Memphis; course will mirror collaborative opportunities underway in industry and provide students with the strongest multimedia material possible for portfolios.

Additional description:

We will write and produce enterprise content for a classroom Web site that will house multimedia stories on the meta-narrative of Living with Less in Memphis, a digital exploration of living at or near the poverty level. Some of the class stories may also be published by local media outlets. Student content will be re-purposed for individual blog portfolios.

PREREQUISITE:

JOUR 3525, JOUR 4120, JOUR 4500

REQUIRED TEXTBOOKS:

Journalism Next by Mark Briggs. (2013) Second Edition. CQ Press.

Associated Press Stylebook.

RECOMMENDED RESOURCES: These sites are a great source of inspiration for stories you could do in your beat. It's a great idea to be up-to-date on the best work being done in the industry. Look for ideas everywhere, but this is a great place to start.

National Press Photographers Association

(https://contests.nppa.org/monthly_multimedia_contest/winnergalleries.php)

Hearst Multimedia Journalism Winners

(http://www.hearstfdn.org/hearst_journalism/competitions.php)

National Public Radio's *All Things Considered* (<http://www.npr.org/programs/all-things-considered/>)

NPR's *Radiolab* (<http://www.radiolab.org>)

EQUIPMENT:

The use of a digital single lens reflex (DSLR) camera is required in this course. The Department of Journalism has provided cameras with 30-55mm lenses for students in this course. Cameras are limited to a 24-hour checkout. Students may use their own DSLR cameras with approval from the

instructor. Lost, stolen, or broken cameras and equipment will be the financial responsibility of the student; the Department of Journalism will put a financial obligation hold on your registration until the camera/equipment is replaced. **Cameras and equipment must be returned on time. Failure to return a camera on time will result in a one-letter grade deduction from your final grade for each day late.** Students with unreturned/broken cameras will receive a grade of 0/F until the financial obligation is met. Cameras can be checked out through the Journalism Office, MJ 300/334.

1. Access to a smartphone and/or digital camera and ability to upload images.
2. Access to a laptop or portable hard drive capable of holding 100GB (video storage)
3. Access to a laptop or smartphone for mobile reporting

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 multimedia skills and multicultural considerations.

Participation is an important consideration in final grades. **Please note that failure to attend class or to actively take part—even if all your assignments are turned in on time and done acceptably—could affect your final grade by as much as a full letter.** Assignments will require students to use a variety of software (WordPress, iMovie, GoogleMaps, Storify, Audacity, Adobe Premiere, Photoshop, etc.) to tell news stories through a variety of narrative and visual platforms.

News meetings will occur once a week, as noted in the schedule. **Students are expected to come with 1 or 2 story ideas related to their beat they'd like to pursue.** These should be derived from your Memphis news beat. So begin looking at area newspapers, radio, television, websites, as well as from their previous story interviews and from personal observation and experience. You should be working to develop your assigned beat throughout the semester. We'll discuss how to better do that in class. Assignments will be refined, with class members contributing interviewing and multimedia ideas. Failure to be present for the news meetings may result in failure to receive a story assignment and class input on an assignment.

Story assignments: Students are required to contribute eight story/multimedia packages to the class website during the semester. Further information will be given for each required multimedia package during class time.

- At least one story must be built around data reporting, with an accompanying infographic.
- One story must contain some geo-location element, with an accompanying map.
- One story must be accompanied by a photo slideshow—with captions.
- One story must be accompanied by an NPR-style audio package edited in Audacity.
- One story must be accompanied by an audio slideshow that incorporates elements from the audio package and photo slideshow. Edited in Premiere and posted to website.
- One story must be accompanied by a short video package.
- One story must be a in-depth collaborative video package completed with another student in the class. This story will focus on an intersection between two beats. Video will be edited in Adobe Premiere and uploaded to class website along with a full story.

All stories must contain links to sources and resources pertaining to the topic. Students are responsible for tweeting out their own stories and for tweeting out all class stories, once they are posted online, from their own Twitter accounts. Students may re-write stories and add additional

multimedia elements to improve their grade.

Event live tweet: Students are required to attend and live tweet one event pertaining to their assigned beat during the semester. Students will be graded on their ability to use Twitter as an effective platform for storytelling. The use of photos, videos and direct quotes in tweets will be required. A class hashtag will be determined during the weekly budget meeting.

Online portfolio: Students will create a professional online portfolio as a tool to market themselves on the job market. The details and requirements of the portfolio will be discussed later in the semester.

GRADING:

1. Attendance and Participation	50 points
2. Event live tweet	50 points
2. Eight stories and/or multimedia packages	800 points (100 each)
3. Online Portfolio	100 points
4. Publication in local news outlet	Extra 50 points

- A = 94-100
- A- = 90-93
- B+ = 87-89
- B = 84-86
- B- = 80-83
- C+ = 77-79
- C = 74-76
- C- = 70-73
- D = 65-69
- F = 0-64

EXTRA CREDIT:

Students who wish to improve their grade may do an extra-credit story or package for the class website. I will accept the best grade towards the final grade.

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 website stories are graded for content minus mechanical errors. Spelling, grammar and style count for each activity. 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.**

FINAL COMMENT:

Sharpening multimedia, reporting, and editing skills is a journey best undertaken as a group, with open hearts, open minds and good humor. You can learn much from your peer as from your instructor. I encourage you to speak frequently and work together on stories/assignments with your classmates. We will critique our own work in class and I will accept rewrites and additional multimedia elements to stories.

If you want to talk about the class, feel free to come and see me. Don't worry if you don't have an appointment. My office door is open frequently. If my office hours are inconvenient for you, make a special appointment and I will work to accommodate you. I want to help you succeed.

CLASS SCHEDULE*:

Class	Content	Due	Readings
Week 1			
Mon. Aug. 24	Introduction, Class Expectations, brief description of beats and how they will work	Pref. list for beats	
Wed. Aug. 26	Assign beats, work on researching beat, bios and photos for website	Student Bios	Briggs Intro. Ch. 1
Week 2			
Mon. Aug. 31	News Meeting: Story possibilities, Discuss class website, talk about	Newspaper research on beat, research report on beat due, list of initial sources due	Briggs Intro, Ch. 1
Wed., Sept. 2	Local Speaker	Add bios and photos to website	
Week 3 NO CLASS ON MONDAY FOR LABOR DAY			
Wed., Sept. 9	News Meeting: Story Assignments. Create story grid. Twitter Demo. Storify, Twitter chats	Come w/ 1-2 story ideas. For first story. Create Twitter account if you don't already have one.	Ch. 4, Ch. 5 Supplemental reading on Twitter and journalism
Week 4			
Mon., Sept. 14	News Meeting: Story Assignments. Story editing, posting; using Google Maps in stories	Come w 1-2 story ideas for Google maps	Using GoogleMaps in Journalism from Advanced Media Institute
Wed., Sept. 16	Shooting, posting photos, photo scavenger hunt	Story 1 due	Ch.6
Week 5			

Mon., Sept. 21	News Meeting: Story Assignments. Story editing, posting	1-2 story ideas for photo slideshow	
Wed., Sept. 23	Audio Journalism	Story 2 (with Google map) due	Ch. 7
Week 6			
Mon., Sept. 28	News Meeting: Story Assignments. Story editing, posting	1-2 story ideas for audio package	
Wed., Sept. 30	Video journalism Guest speaker	Story 3(Photo slideshow) due	Ch. 8
Week 7			
Mon., Oct. 5	News Meeting: Story Assignments. Story editing, posting		
Wed., Oct. 7	Data Journalism Guest speaker	Story 4 (audio package) due	Ch. 9
Week 8 Fall Break on Monday			
Wed., Oct. 14	News Meeting: Story assignments, editing and posting	1-2 story ideas for data/infographic/geo assignment	
Week 9			
Mon., Oct. 19	News Meeting: Story Assignments. Story editing, posting	1-2 story ideas (short video package)	
Wed., Oct. 21	Headlines and SEO	SEO headline assignment	Supplemental reading
Week 10			
Mon., Oct. 26	News Meeting: Story Assignments. Story editing, posting	1-2 story ideas (Audio slideshow)	
Wed., Oct. 28	Writing workshop day	Story 5 (data/infographic) due	
Week 11			
Mon., Nov. 2	News Meeting: Story Assignments. Story editing, posting	1-2 story ideas (in-depth video package)	

Wed., Nov. 4	Using Maps, Geo-location	Story 6 (short video package) due	
Week 12			
Mon., Nov. 9	News Meeting: Story Assignments. Story editing, posting		
Wed., Nov. 11	SEO, headlines	Catch up	Ch. 11
Week 13			
Mon., Nov. 16	News Meeting: Story Assignments. Story editing, posting		
Wed., Nov. 18	Production Day	Story 7 (Audio slideshow) due	
Week 14 Thanksgiving Week no class on Wednesday			
Mon., Nov. 23	News Meeting: Story Assignments. Story editing, posting—talk about upcoming video projects	Extra credit/rewrites	
Week 15			
Mon., Nov. 30	Final Posts, cleanup	Story 8 (in-depth video package) due	
Wed., Dec. 2	Critiques of online portfolios		
FINAL (Dec. 9 from 1 p.m. to 3 p.m.)			
Wed. Dec. 9	Online portfolios due at 1 p.m.; class presentations		

- *Schedule and syllabus are subject to change based on the needs of this class and at the professor's discretion.*

FIVE PILLARS FOR JOUR4998

- **Professionalism:** In JOUR 4998, students learn and develop the routines of news professionals.
- **Writing:** JOUR 4998 addresses writing skills through reporting and evaluation of multimedia news stories.
- **Multimedia:** Students in 4998 report news for multimedia platforms.
- **Critical Thinking:** Students in 4998 explore options for creating and sourcing media content, researching news stories and operating a newsroom.
- **Media Literacy:** JOUR 4998 addresses media literacy by exposing students to the vocabulary and grammar of media production. Students learn how media is researched, sourced, and prepared through multiple assignments.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR 4998:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply 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.
- Establish a working knowledge of professional news routines.
- Understand media respectful of a diverse audience.
- Research and report the news 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 report news events
- Ability to create multimedia news reports

- Understanding of multimedia storytelling tools

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET IN JOUR4998:

The class is designed to equip students with knowledge necessary to write clearly and effectively in the fields of journalism and mass communication.

- Awareness: Discuss the role of new media in society; Discuss ethical treatment of subjects and issues.
- Understanding: Embrace of multiple tools for storytelling.
- Application: Gather information from sources and disseminate; Develop stories for for multimedia platforms; Create audio-visual packages for storytelling.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

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- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness:* familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.

- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially

the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

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. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

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.

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.