

# Advanced Multimedia Reporting

JRSM 7350-S01

Spring 2023

Class Meeting: M 5:30-8:30 p.m. Online Synchronous

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## COURSE REQUIREMENTS

### Catalog description

This course will explore recent research findings in news reporting, writing and editing principles; and also provide students with practical experience in preparing finished news reports suitable for publication or dissemination in professional-level mass media.

### Prerequisites

None

### Textbooks, Software and Required Materials

Briggs, M. (2109) *Journalism Next: A Practical Guide to Digital Reporting and Publishing* 4th Edition. ISBN-13: 978-1544309446

*Associated Press Stylebook*

Other required readings will be assigned and made available on Canvas.

Adobe Photoshop CC

Adobe InDesign CC

Adobe Premiere CC

Audacity

Infographic applications found online

*Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.*

One Flash Drive or storage space (At least 2GB capacity)

### Classroom format

This course is designed to provide students with advanced practical and theoretical experience in multimedia storytelling. Students will read and discuss current research on multimedia news production, ethics, and audience uses of multimedia journalism. The course will be divided into four sections: research, practical training, practical experience, and professional development.

Students will be required to produce a multimedia project that will be published on MemphisMirror.com or some other outlet. The course is designed so that students will be

required to meet multiple writing and production deadlines throughout the semester, and to present their final works at the end of the semester.

Here's how attendance works: I'm not interested in hearing excuses. You get three free passes during the semester. After you cash in the passes, missed classes are reflected in your final grade. For example, if you miss one additional class, your final grade drops a letter grade. If you miss two more classes, your grade drops again. So, if you miss six classes, your final grade drops two letters.

### Accessing the course website

1. Go to the University of Memphis online learning home page:  
<http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 7350-S01 to enter your course and read the instructions on the welcoming page

### Course Requirements

#### *Computer Usage:*

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

#### *Equipment:*

The use of a digital single lens reflex (DSLR) camera is required in this course. The Department of Journalism & Strategic Media 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 & Strategic Media 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 O/F until the financial obligation is met.

#### *Writing Style:*

Although this is not specifically a writing course, students will be required to adhere to the Associated Press style guide and other journalistic writing standards. Additionally, students will write 200 to 300-word journalistic stories with each of their Multimedia Projects during the semester.

#### *Assignment Format:*

- All multimedia assignments and multimedia projects are to be submitted electronically via Canvas.
- Generally, each assignment and project will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as

well as the production specifications for the assignment, will receive a grade of 0.

- All projects are generally **due at 11:59 p.m. Sunday** of the week they are assigned. **Late work is not accepted.**

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their own processes for the work.

#### *Assignments/Grade Distribution:*

Reading Reviews	100 pts. (5 at 20 pts. each)
Multimedia Practice	100 pts. (4 at 25 pts. each)
Oral Histories	400 pts. (2 at 200 pts. Each)
Podcast Plan	50 pts.
Final Project	250 pts.
Research Colloquium	50 pts.
Class Participation	50 pts.
<b>Total</b>	<b>1,000 pts.</b>

### **Grading**

Assignment categories and points or percentage weights.

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. NOTE: Plusses and minuses may be given.

## **COURSE SCHEDULE**

### *Week 1: Introduction*

Discuss the syllabus, assignments, class format

### *Week 2: Journalism in a Digital Space & Oral History Collection*

Chapters 2, 3, & 4 in Briggs

Readings on Oral Histories

### *Week 3: Audio Journalism & Narrative Podcasting*

Readings: Briggs Chapter 6, additional readings in Canvas

### *Week 4: Strategic Planning in Podcasting*

Discuss project roles and oral history assignment; How to promote and plan podcasts

#### *Week 5: Audio Practice*

Voicing, Recording & Editing Audio

#### *Week 6: More Audio Practice*

In the podcast studio/home studio recording practice

#### *Week 7: Oral Histories Due/In-Class Critique*

First Oral History recording and transcript due Monday, Feb. 27 at 5:30 p.m.

#### *Week 8: Spring Break*

No class, no assignments. Be well.

#### *Week 9: Podcast Planning*

Break into Editorial and Strategic teams to plan podcast content and promotions.

#### *Week 10: Oral History Due*

Second oral history recording/transcript due Monday, March 20 at 5 p.m.

#### *Week 11: Putting it all together*

Podcast content and strategic plans due Monday, March 27 at 5 p.m.

Present plans during class

#### *Week 12: Work Week*

Working on assignments (content and strategic teams)

#### *Week 13: Work Week*

Working on assignments (content and strategic teams)

#### *Week 14: Work Week/Promotion Drop*

Promotional materials should drop this week.

Working on assignments (content and strategic teams)

#### *Week 15: Episodes Drop*

All four episodes should drop

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **Portfolio requirement**

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use

WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

## Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

## 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 & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

## Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

## Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making

up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

### **Online SETEs**

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

### **AP Style and grammar**

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

### **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality,

race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

### **Weather policy**

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

### **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.