

## **J4804/J7804 Convergence Reporting – Fall 2014**

Welcome to your first newsroom experience in the Missouri School of Journalism's Convergence emphasis area. We hope and expect you will rise to the unique challenge of helping report stories for the school's principal media: the Missouriian, KBIA, KOMU and their respective Web sites.

You will be assigned randomly to work in teams and each of you will bring different skills and interests to the teams. You will be asked to stretch by assuming roles outside your comfort zone or skill level as the semester progresses.

The focus of this course is reporting. Reporting includes critical thinking, imagination, and the ability to research, write, and create artwork, still photos, video and audio. Depending on the nature of each assignment, some stories will appear in all media, others may appear in only a few or one of them.

The convergence feature stories you work on will have one thing in common: they won't typically involve breaking, spot news. Those will be the purview of newspaper and radio/TV news students working regular, daily shifts at the Missouriian, KBIA and KOMU. As a convergence reporter you will produce feature stories, in-depth pieces and other special reports in cooperation with the newsrooms. However, you'll need to be flexible.

### **Prerequisites**

Undergraduates: Multimedia Journalism (J-2150)

Graduates: Fundamentals of TV, Radio and Photojournalism (J-7802)

### **Class Schedule**

*This course is three credit hours.*

Course meets MWF from 8:00 – 8:50 a.m. in the Fall and Spring and MTuWTh from 8:00-8:50 a.m. in the summer.

### **Faculty Members**

Karen Mitchell, Rm. 001C RJI, [mitchellkk@missouri.edu](mailto:mitchellkk@missouri.edu)

Amy Simons, Rm. 001E, RJI, [simonsa@missouri.edu](mailto:simonsa@missouri.edu)

Judd Slivka, Rm. 001D, RJI, [slivkaj@missouri.edu](mailto:slivkaj@missouri.edu)

Mike McKean, [mckeanml@missouri.edu](mailto:mckeanml@missouri.edu)

Reuben Stern, Rm. 001B RJI, [sternr@missouri.edu](mailto:sternr@missouri.edu)

Rachel Wise, Rm. 001A RJI, [wiser@missouri.edu](mailto:wiser@missouri.edu)

### **Other Faculty Members**

Tom Warhover, Exec. Editor, Missouriian, 882-5734, [WarhoverT@missouri.edu](mailto:WarhoverT@missouri.edu)

Jeanne Abbott, Managing Editor, Missouriian, 882-5741 [Abbottjm@missouri.edu](mailto:Abbottjm@missouri.edu)

Ryan Famuliner, Interim News Director, KBIA-FM, 882-3431, [FamulinerR@missouri.edu](mailto:FamulinerR@missouri.edu)

Randy Reeves, News Director, KOMU-TV, 884-NEWS, [ReevesR@missouri.edu](mailto:ReevesR@missouri.edu)

Jeimmie Nevalga, Supervising Editor, KOMU-TV, 884-NEWS, [NevalgaJ@missouri.edu](mailto:NevalgaJ@missouri.edu)

Annie Hammock, New Media Director, KOMU-TV, 884-News, [HammockL@missouri.edu](mailto:HammockL@missouri.edu)

## Teaching Assistants

Madi Alexander (Missourian), [mla8nc@email.missouri.edu](mailto:mla8nc@email.missouri.edu)

Tyler Castner (KOMU), [tccr4d@email.missouri.edu](mailto:tccr4d@email.missouri.edu)

AJ Feather (Missourian), [ajfppf@email.missouri.edu](mailto:ajfppf@email.missouri.edu)

Teaching assistants will staff the Futures Lab during Camp Convergence (Aug. 27-Sept. 10) to provide assistance to students in their assignments during the following hours:

Monday: 9 a.m. – 11 a.m., 6 p.m.-8 p.m.

Tuesday: 12 p.m. – 3 p.m., 6 p.m. – 9 p.m.

Wednesday: 9 a.m. – 11 a.m., 4 p.m. – 9 p.m.

Thursday: 11 a.m. – 3 p.m., 5 p.m. – 6 p.m.

## Recommended Texts

The Elements of Journalism - by Bill Kovach & Tom Rosenstiel

Journalism Next - by Mark Briggs

The Investigative Reporter's Handbook, 4th Edition - by Brant Houston, Len Bruzzese and Steve Weinberg

## Recommended Viewing

[The Last Lecture – Achieving Your Childhood Dreams – Randy Pausch](#)

[Shift Happens – 4.0](#)

Check the course schedule often. Links to occasional online readings will appear there.

You are expected to keep up with news from the print, online and on-air services of the Missourian, KOMU, KBIA and their local competitors. Class discussions will sometimes focus on that coverage.

## Code of Ethics

The role of a journalist is to tell the truth, act independently and minimize harm. As such, journalism students are expected to read and comply with the highest ethical standards. Though various codes have slight differences – you will find they are all based in the same values. Please review the codes for the following news organizations: Society of Professional Journalists, Radio, Television, Digital News Association and National Press Photographers Association.

As a convergence student, you are held to a strict standard of being able to adapt to different newsroom environments and learning the policies of that work environment.

If you ever have a question about an ethical standard, get in touch with your faculty editor as soon as possible.

[SPJ Code of Ethics](#)

[RTDNA Code of Ethics](#)

[NPPA Code of Ethics](#)

## Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

Use of materials from another author without citation or attribution.

Use of verbatim materials from another author without citation or attribution.

Extensive use of materials from past assignments without permission of your instructor.

Extensive use of materials from assignments in other classes without permission of your instructor.

Fabricating information in news or feature stories, whether for publication or not.

Fabricating sources in news or feature stories, whether for publication or not.

Fabricating quotes in news or feature stories, whether for publication or not.

Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

### **Classroom Misconduct**

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

*IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior.*

Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

### **A Special Note about Web Access in Class**

The above language regarding classroom misconduct stems from discussions between MU Faculty Council and the Provost's Office. While Convergence Journalism faculty endorse the intent expressed above, we also tolerate (and actively encourage in many instances) personal web access during class time. Attention to and mastery of content discussed during class is your responsibility. We will alert you if there are specific times during a lecture, training session or class discussion when we intend to limit or prohibit webs access.

### **Dishonesty and Misconduct Reporting Procedures**

MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

### **Professional Standards and Ethics**

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the

Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

#### **Audio and Video Recordings of Classes**

Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

#### **University of Missouri Notice of Notifications**

The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia's compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 130 Heinkel Building, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

#### **Accommodations**

If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify us immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

#### **ADA Compliance**

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, A038 Brady Commons, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

#### **Religious Holidays**

Students are automatically excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

#### **Intellectual Pluralism**

The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (<http://osrr.missouri.edu/>). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

#### **Grading**

Both graduate and undergraduate students enrolled in this class are subject to plus/minus grading. Your grade will reflect these percentages:

**Style Quizzes – 10%**

There will be a quiz over the syllabus and five style/grammar quizzes during the semester, administered through the university's Blackboard site. For the first four you will have 15 minutes to answer 10 questions. The last quiz will be 30 minutes long for 15 points. All the quizzes use the AP and Missouriian stylebooks (open book.) If you have a problem accessing a style quiz or a computer issue, you must contact an instructor immediately or the quiz score will stand as given by Blackboard.

**Newsroom Shifts – 10%**

Newsroom shifts are graded based on the quality of your finished story files, self-evaluations in finished story files and feedback from newsroom editors. You are responsible for creating your folders and writing a summary of your newsroom shift in the classes folder. Be sure to include a link and/or copies of final articles/scripts/slideshows/mp3's or movies in your folder as well. Folder structure:

Classes>4804>Finished Stories

Regardless of which three newsrooms a student chooses to work in, every student will attend two Missouriian budget meetings during the course of the semester and will write a 250 word account of the meeting. What were the key points discussed? Where was the focus? (A news story from the previous day or how to approach the current day's news) How might a multimedia student's work fit in to the newsroom experience? These reports should be filed to the classes server along with your other newsroom reports.

**Convergence Team Story Assignments – 65%**

Story grades are based on several factors, including but not limited to the following criteria:

- Deadline performance
- Professionalism (e.g. problem-solving, teamwork and attitude)
- Journalism quality – Reporting, writing, storytelling
- Innovation
- Technical quality – Audio quality, video quality, use of tripod, etc.
- AP Style for written work and photo captions

**Peer Evaluations – 5%**

Much of the work in convergence journalism courses is team-based. One complaint about teams is that some people will take advantage of stronger teammates and allow themselves to “coast” without putting forth their own best effort. To create more effective teams you will grade and be graded by your classmates on each of your team stories. The evaluation form is posted on Blackboard (in Assignments) that you'll be expected to fill out and submit after each team story. Deadline for the evaluation is 8am Friday. Failure to complete the form will result in a 0 (zero) for you and full credit for your teammates.

**Class participation and Attendance – 10%**

Class participation and attendance are vital and can rarely be made up. Classes are designed to supplement your hands-on learning, introduce new ideas and bring up big picture topics that may or may not be relevant to your reporting during any one week. If you need help with operating cameras, software or advice on stories, faculty and staff are happy to provide additional instruction in the Futures Lab.

We will take attendance at every class. You may miss **four** classes (three in the summer sessions) for any reason without penalty. We will not judge absences as excused or unexcused. Please check with a classmate to find out what happened in class when you were gone. If you still have questions about the material, check in with an instructor.

After four (three) absences, each additional absence will result in a lower letter grade for attendance. If you have a chronic issue or illness that causes you to miss class for more than a week, please see an instructor.

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There will not be a mid-term or final in this class.

Undergrads are assigned grades on the plus/minus scale. Grad students are assigned plus/minus grades through C-. No D grade may be awarded a graduate student, and a grade of F means the work has not satisfied the minimum requirements of the course.

Deadlines are listed in the syllabus, though they may be altered occasionally after consultation between convergence faculty and editors at the Missouriian, KBIA and KOMU.

If we discover after publication/broadcast that you were responsible for a significant fact error in a story, your grade for that story will be dropped by one letter. Plagiarizing any portion of a story will result in a failing grade for the course.

Please feel free to meet with us at any time to discuss grades or any other issue. Part of professionalism is seeking advice when needed to handle special concerns or problems or to propose new ideas or innovations.

Stories turned in after the 6pm deadline will be docked at least one letter grade. Failure to complete an assignment or your part of an assignment may lead to a failing grade *in the course*.

#### **Extra credit opportunities:**

**Blogging:** If you create a blog and add at least one post per week to the blog during the semester, you can increase your final grade by 5 points. (For example, a B plus, becomes an A minus.) Where you see assignments due each week, there is a reminder to blog. We will discuss options for your blog in class. You will also be told how many posts are required during your team to earn the extra credit. It will vary from semester to semester depending on lecture schedules and the length of the term.

**Mike McKean's Search Tools exercise:** Though you've been using the World Wide Web most of your college careers — there are many ways the Web can be used strategically by reporters. After a class lecture on search tools, Mike McKean offers an Internet search exercise. If you successfully complete the search with a grade of 80% or higher, you'll get 5 points added to your end of semester Style Quiz grade.

#### **Graduate Student Assignment**

Graduate students will complete an additional assignment that combines the creation of a portfolio site and offers high-level analysis of developments in the world of online journalism. Click [here](#) for the full details of the graduate assignment, due dates and instructions for submission.

Completion of this assignment is required for graduate students to pass this course.

#### **Writing Intensive Requirements**

All MU undergraduate students are required to complete an upper-division writing intensive course in their major. Journalism 4804 satisfies that requirement for Convergence Journalism majors. All WI courses use writing as a tool for thinking and learning; all require revision as a way of improving critical thinking. Here's how we'll carry out those goals.

- News feature reporting projects/team stories: On weeks when you are working on a team story, you will write scripts, text stories, photo captions, information graphics, etc. These news stories will take on extensive revisions as you work with student project managers and faculty editors leading up to deadline. Team stories will be followed by a one-page written evaluation of your teammates' performance on your project.

- Written bi-weekly newsrooms update: Each week you work in a newsroom, you will submit brief written report describing the story you covered, multimedia content you produced and any issues may have arisen on your shift. We may occasionally refer to these updates in class discussion.
- In-class presentation: There is one informal in-class presentation in which you and a partner(s) will demonstrate a new tech tool and evaluate it's potential uses for journalists.
- Blogging: We expect you to write/produce content regularly for your own blog. If you already have one, just send Amy or Karen the link. If you need to create one, there are a variety of tools. Blogger.com, Weebly.com and WordPress.com are good options. You may also send me your Twitter address if you'd like me to follow your tweets. (Optional)

Work for all students will be graded on the following plus/minus A-F scale. Your grade will be counted as the majority of the attendance portion of your grade in this class. You may not receive a passing grade for this class without completing this assignment.

A+ 97-100

A 94-96

A 90-93

B+ 87-89

B 84-86

B- 80-83

C+ 77-79

C 74-76

C- 70-73

F 69 or lower

## Week 1

**Monday, August 25**

**Topic/Subject:** Introductions. Syllabus review. Getting Started. Multimedia technique refresher.

**Lecturer:** Amy Simons

Meet your faculty and find out what you'll be doing in the Convergence Reporting course.  
Come ready to work!

**QUIZ:** Syllabus quiz will be open on Blackboard from 9 a.m. today until 8 a.m. Monday, September 1.

### **Out-of-Class Readings**

Laura Davison: [Twelve ways to get through Convergence Reporting \(and like it\)](#)

### **Resources**

[How to connect to the Classes Server](#)

[Newsroom shifts](#)

[Lab procedures/policies](#)

**Wednesday, August 26**

**Topic/Subject:** Using a Zoom, editing with Adobe Audition & KBIA scripting

In the Futures Lab and at KBIA you'll be using Adobe Audition instead of Audacity. We'll go over some of the differences between the two programs as well as review some of the basic techniques of effective audio reporting using NPR style.

### **Out-of-Class Readings**

[10 Commandments of Getting Good Natural Sound](#)

### **Resources**

[Assembling a Basic Audio Story in Adobe Audition](#)

[Complete Marantz Manual](#)

[Template for 4804 KBIA/KOMU stories](#) — FOR USE ON TEAM STORIES/IN THE FUTURES LAB

[Instructions for working at KBIA](#)

[KBIA Guide to Scripting](#) (pdf) — FOR USE AT KBIA

[Abbreviated KBIA guide to a wrap or package](#) (pdf) — FOR USE AT KBIA

[Setting up and using a wireless microphone](#)

[KBIA Beat Sheet](#)

### **KBIA Work Examples**

[Jessica Naudziunas – Peanut Butter Prices Rising](#)

[Kyle Stokes – Big Storm](#)

[Kyle Stokes – “C” is for Cuts](#)

[Jessica Naudziunas – Cattle Rustling](#)

[Jacob Fenston – Six Months After the Storm](#)

[KGOU Budget Storm on the Horizon](#)

**CAMP CONVERGENCE ASSIGNMENT:** [Audio and still photography](#)

**Friday, August 29**

**Topic/Subject:** Shooting video with a DSLR

**Lecturer:** Karen Mitchell

*\*\*We will be meeting in Tucker Forum today\*\**



You will be using the Nikon D7000 DSLR to shoot still photos and video in your convergence courses. Today you will learn how to set up the DLSR, Beachtek pre-amp and tripod.

### **Out-of-Class Readings**

[Creating a SAN location in FCPX](#) (This is needed for saving video files on the ISIS server.)  
[Exporting video from FCPX](#)

### **Resources**

Link to [download the Nikon D7000 user manual](#) (PDF)  
[Help file: Setting up the D7000 for shooting video](#)  
[Help file: Exporting and compressing your Final Cut Pro X video projects](#)  
[Lab procedures/policies](#)

## **Week 2**

**\*\*Special note:** KBIA is holding on-site orientation at 9:30a and 1:30p on Tuesday and Wednesday. Everyone scheduled to work at KBIA during the semester is required to attend one session\*\*

### **Monday, September 1**

**Labor Day:** No classes, no newsroom shifts

**STYLE QUIZ 1:** Available on Blackboard from 9am Monday until 6pm Wednesday  
[AP/Missourian stylebook](#)

### **Wednesday, September 3**

**Topic/Subject:** Editing Refresher: Using Final Cut Pro X  
**Lecturer:** TBA

**Camp Convergence Assignment:** [Video Assignment](#)

### **Out-of-Class Readings**

### **Resources**

### **Thursday, September 4**

Audio slideshows due on the Classes Server by 6 p.m.

### **Friday September 5**

**Topic/Subject:**How to write and turn in your story pitches  
**Lecturer:**Amy Simons  
**\*\*We will be meeting in Tucker Forum\*\***

As a convergence reporter, you'll be doing six team stories this semester. Each team will be expected to turn in a minimum of three pitches per story assignment. During this class we'll talk about what makes a successful story pitch, how to develop your pitch and how to present it to faculty.

### **Out-of-Class Readings**

Lee Walburn: [Editors at Work: Finding Good Story Ideas](#)

Kenna Griffin: [Twelve Tips For Finding Story Ideas](#)  
[Six questions journalists should be able to answer before pitching a story](#)  
[6 Ways Journalists Can Use Press Releases Effectively](#)  
Watch: [Excerpts from ABC's "Shark Tank"](#)

### **Resources**

[Story pitch form](#)  
[Checklist for completing team stories](#)  
[Finding good story ideas](#)  
[Stories we don't want to see again](#) (PDF)  
[Examples of successful story pitches](#) (PDF)  
[How to get an A on my next team story](#)  
[KOMU/KBIA Script template](#) (Word Doc)

- Three team story ideas are sent to faculty editors and project managers by Tuesday night at 7 p.m. Send email to [MUJourConvergenceProjectManagers@missouri.edu](mailto:MUJourConvergenceProjectManagers@missouri.edu)
- The subject line of the email should be: **4804 story pitches, Team Name/Number**
- Fridays we meet at 8 a.m. in the Futures Lab to discuss your best ideas.
- Your team stories are due the following Thursday at 6 p.m. with all components of your story saved to the !FinishedStories section of the Classes Server in the folder for each person in the group. (Each student's folder must contain every element of your story, text, photos, video, captions, mp3's, PDF's, etc.)

## **Week 3**

### **Monday, September 8**

**Topic/Subject:** Newsroom orientation: KOMU & Newsy

**Lecturer:** Amy Simons

**In class guests:** Tyler Castner, Annie Hammock, Nathan Byrne

Newsroom shifts will begin NEXT WEEK. Today we'll go over what you'll be doing during your KOMU and Newsy shifts and what you need to know to be successful in those newsrooms.

### **Out-of-Class Readings**

[Multi-source journalism and the rise of video: An inside look at Newsy](#)

### **Resources**

[Matheny Map](#)  
[KOMU Shift Checklist/Workflow](#) (pdf)  
[Going solo at KOMU](#) (pdf)  
[Newsroom dress codes](#)

**Story ideas due to faculty and project managers by 6 p.m. Tuesday.**

### **Wednesday, September 10**

**Topic/Subject:** Newsroom orientation: Columbia Missourian

**Lecturer:** Judd Slivka

Today we'll be going over what you'll be doing during your Missourian shifts and what you'll need to know to be successful in that newsroom

### **Out-of-Class Readings**

TBA

## **Resources**

TBA

### **Thursday September 11**

Video assignments due on the Classes Server at 6 p.m.

### **Friday September 12**

Wayne weekly pitch meeting with faculty and project managers in the Futures Lab

## **Week 4**

**\*\*Newsroom shifts start this week. All shift summaries must be filed to the Classes Server by 6 p.m. on Saturdays from this point on.**

### **Monday, September 15**

**Topic/Subject:** What does “A” work look like?

**Lecturer:** Amy Simons

Your team stories will make comprise more than half of your semester grade. Undoubtedly, you want to do well. What does ‘A’ work look like? How can do you ‘A’ work? We’ll go over examples, talk about how to manage your time, etc.

### **Out-of-Class Readings**

eRes: Aim For the Heart, Chapter (Tompkins)

Team Story: “[5 sex offenders live illegally close to schools](#)”

Team Story: “[Business failures bring renewed lessons, drive](#)”

## **Resources**

[How to get an A on my next team story](#)

[Bob Dotson’s Reporter’s Checklist](#)

Story ideas due to faculty and project managers by 6 p.m. Tuesday.

### **Wednesday, September 17**

**Topic/Subject:** Revisiting VINCE

**Lecturer:** Judd Slivka

The best stories are visual, interesting, new, present conflict and are enterprising. How can you bring those elements into your reporting?

### **Out-Of-Class Readings**

eRes: Aim for the Heart, Chapter 3: Find Memorable Characters (Tompkins)

## **Resources**

[Dotson checklist](#)

### **Thursday, September 18**

Wayne team stories due to 6 p.m.

### **Friday, September 19**

Story pitches for Garth teams. Meet in RJI Futures Lab.

Graduate students: Installment 1 of your graduate project is due today at 6 p.m.

## **Week 5**

**Monday, September 22**

**Topic/Subject:** In-Class critique

**Lecturer:** Amy Simons

With the first deadline day passed, we'll sample the team stories turned in last week. Be prepared to offer feedback — positive and constructive — on your classmates' work.

**STYLE QUIZ 2:** Available on Blackboard from 9am Monday until 6pm Wednesday

**Story ideas due to faculty and project managers at 6 p.m. Tuesday.**

**Wednesday, September 24**

**Topic/Subject:** Story Construction

**Lecturer:** Judd Slivka

Get description from Judd

### **Out-Of-Class Readings**

Get from Judd

### **Resources**

Get from Judd

**Thursday, September 25**

Garth team stories due at 6 p.m.

**Friday, September 26**

Story pitches for Wayne teams in the RJI Futures Lab

## **Week 6**

**Monday, September 29**

**Topic/Subject:** Interviewing

**Lecturer:** Reuben Stern or Judd Slivka

**STYLE QUIZ 3:** Available on Blackboard from 9am Monday until 6pm Wednesday

Have you ever found yourself interviewing someone and you're just not able to get them to open up? Or maybe they're saying a lot, but none of it's helpful? Reuben Stern joins us again to share some techniques for taking control of your interviews and walking away with stellar material.

### **Out-of-Class Readings**

eRes: Aim For the Heart, Chapter 6: "The Art of the Interview" (Tompkins)

[Interviewing techniques](#)

[The Art of the Interview, ESPN-style](#)

[Tips for interviewing people with disabilities](#)

Interviewing crime victims

**Story ideas due via email by 6 p.m. Tuesday.**

**Wednesday, October 1**

**Topic/Subject:** Writing for the Ear

**Lecturer:** Amy Simons

Broadcast-style writing requires a different approach than the writing you've done all your life. You're writing to be heard, instead of to be read. During this class session, you'll learn techniques on how to write conversationally while effectively writing to visuals and natural sound.

**Out-of-Class Readings**

eRes: Aim for the Heart: Chapter 4, "Writing Compelling Leads" (Tompkins)

[Lifehacker: I'm Ira Glass, Host of This American Life, and this is how I Work](#)

**Resources**

[Let's Write Right — A guide to tightening up broadcast writing \(PDF\)](#)

**Thursday, October 3**

Wayne team stories due at 6 p.m.

**Friday, October 4**

Story pitches for Garth teams in the RJI Futures Lab

**Week 7**

**Monday, October 6**

**Topic/Subject:** Intermediate Blogging

**Lecturer:** Amy Simons

You have done some basic blogging in J2150 and J7802. Now you have the opportunity to blog for extra credit, this time on the topic of your choice. We'll talk about how to choose a topic that's meaningful to you — and turn it into a sustainable blog that you can be proud of for a long time to come.

**Out-of-Class Readings**

[Al Tompkins: Blog Ethics \(PDF\)](#)

[The best ways to be sure you're legally using online photos](#)

[Why Journalists Must Blog & How](#)

[How To Create Your Own Blog](#)

[How To Build An Audience](#)

[Giving Your Blog A Visual Edge](#)

[Adam Westbrook: Five Mistakes I Wish I Hadn't Made](#)

[Interact With Your Niche To Find New Readers](#)

**Resources**

[A Guide to Happy \(and Legal\) Tumblr-ing](#)

[20 Great Blogs By Journalists](#)

[What is Creative Commons \(Video\)](#)

[Creative Commons FAQ](#)

[Flickr: Creative Commons](#)

*Extra credit:* Earn an additional half a letter grade on your final semester grade by blogging once weekly until the end of the semester. Must have 9 posts to earn the extra credit. Posts must be live on your sites by 6 p.m. on Saturdays to earn the credit for that week.

**Story pitches due by 6 p.m. Tuesday.**

**Wednesday, October 8**

**Topic/Subject:** Writing Strong Intros & Nut Grafts

**Lecturer:** Judd Slivka

Intros and nut grafts are key to driving home your story's impact with readers/viewers. What goes into crafting an effective nut graf — and how can you be sure you're doing it in each and every story you write?

**Out-of-Class Readings**

[The Nut Graf, Part I](#)

[Nut Grafts, the Lynchpins of Clear Writing](#)

[The Art of the Nut Graf: Don't Just Get New Visitors, Keep Them](#)

[Strong From the Start: Leads & Nut Grafts](#)

**Resources**

**Thursday, October 9**

Garth team stories due at 6 p.m.

**Friday, October 10**

Story pitches for Wayne teams in the RJI Futures Lab

## **Week 8**

**Monday, October 13**

**Topic/Subject:** Internet Search Tools

**Lecturer:** Mike McKean

**STYLE QUIZ 4:** Available on Blackboard from 9am Monday until 6pm Wednesday

There's more to searching the Internet than going to Google. Professor Mike McKean introduces us to some web tools you can start using today.

**Out-of-Class Readings**

None

**Resources**

[Mike McKean's Search Tools](#)

[Web Scavenger Hunt](#)

**Story ideas due via email by 6 p.m. Tuesday.**

**Wednesday, October 15**

**Topic/Subject:** Infographics

**Lecturer:** Reuben Stern

Basic introduction to an alternative visual storytelling technique. Please be sure to bring paper and a pen/pencil to class today.

**Out-of-Class Readings**

None

### **Resources**

[Graphic resources \(compiled by Reuben Stern\)](#) (PDF)

[100 Incredible Infographic Tools & Resources](#)

[Creating Embeddable Google Maps](#) (PDF)

### **Thursday, October 16**

Wayne team stories due at 6 p.m.

### **Friday, October 17**

Story pitches for Garth teams in the RJI Futures Lab

*Graduate students: Installment 2 of your graduate project is due today at 6 p.m.*

## **Week 9**

### **Monday, October 20**

**Topic/Subject:** Photo Refresher

**Lecturer:** Karen Mitchell

Are you manipulating the camera or is the camera manipulating you? Time to review and freshen up those DSLR skills!

### **Out-of-Class Readings**

[High ISO shooting tips](#)

[Nikon: Understanding ISO sensitivity](#)

[Mostly understandable explanation of exposure \(aperture, shutter speed, ISO\)](#)

[Nikon: Composition Guidelines](#)

[Five Basic Rules of Shot Composition](#)

[Photography Quick Course Guide \(PDF file\)](#)

[Lions and Eagles and Snow, Oh My!](#)

### **Resources**

[Basic Nikon D7000 camera settings](#)

Each photo must have a caption – [Caption help file](#)

[Examples of good detail photos](#)

[SLR Camera Simulator](#)

Text should always conform to proper style – [The five-minute stylebook](#)

[Photoshop tutorial \(from the Knight Digital Media Center\)](#)

[Link to Download the Nikon D7000 user manual \(PDF download\)](#)

[Nikon D70 manual](#) (pdf)

[Nikon D80 manual](#) (pdf)

**Story pitches due via email at 6 p.m. Tuesday.**

### **Wednesday, March 19**

**Topic/Subject:** Visualizing the non-visual

**Lecturer:** Karen Mitchell

How many times have you been tempted to pitch a story for KBIA because you figure it's just not visual? Every story is visual, trust us!

### **Out-of-Class Readings**

[Ten tips to dramatically improving your video journalism stories](#)

[Poynter Chat Replay: What Tools Journalists Can Use to Improve Their Visual Storytelling Skills](#)

### **Resources**

[Video: How to edit a sequence](#)

[Best practices for visual storytelling](#)

[How to critique your own visual story](#)

[Types of shots and sequences](#)

[Visual grammar](#)

[Your step by step guide to creating a traditional 1:30 TV/television package](#)

[Examples of good detail shots](#)

### **Thursday, October 19**

Garth stories due at 6 p.m.

### **Friday, October 20**

Story pitches for Wayne teams in the RJI Futures Lab

## **Week 10**

### **Monday, October 27**

**Topic/Subject:** Engaging with your audience

**Lecturer:** Joy Mayer

Engaging with your audience means so much more than posting a link to Facebook or Twitter and waiting for the comments to roll in. It's about having a continuous conversation with your community. Joy Mayer, Director of Community Outreach at the Columbia Missourian has done extensive research on the topic and brings it into practice leading the Missourian's Community Outreach team. What does it do? How does it work? Maybe it'll be a place you'll see yourself fitting in!

### **Out-of-Class Readings**

[Joy Mayer: Engaging Communities: Content and Conversation](#)

[Joy Mayer: What Engagement Means to the Guardian's Meg Pickard](#)

[Measuring Community Engagement: A Case Study from Chicago Public Media](#)

[RJI: Community Engagement](#)

[If investigative reporters don't explain the impact of their work, who will?](#)

### **Resources**

Joy Mayer's Engagement page on Delicious

### **Wednesday, October 29**

**Topic/Subject:** Ethics and Social Media

**Lecturer:** Amy Simons

We use social media in various ways — as journalists and as individuals. But, what happens when those worlds collide?

### **Out-of-Class Readings**

Alica Stice: [Remember that time Derrick Washington got mad at me on Twitter?](#)

Joy Mayer: [Journalistic transparency in a red-state-blue-state world](#)

[Why Profile Photos Matter: Is Your's Appropriate?](#)

[Five ways to avoid sabotaging your online brand](#)



Poynter: [Ten ways journalists can use Twitter before, during and after reporting a story](#)  
Vadim Lavrusik: [How journalists can use Facebook Graph Search for Reporting](#)

### **Resources**

[RTDNA Social Media guidelines](#)  
[ASNE social media best practices](#)  
[AP Social Media Guidelines for Employees](#) (pdf)  
[Ten LinkedIn Tips for Journalists](#)  
Twitter: [Tweet Your Beat: Tips for Sports Journalists](#)  
Facebook: [Best Practices for Journalists on Facebook](#)

### **Thursday, October 30**

Wayne stories due at 6 p.m.

### **Friday, October 31**

Story pitches for Garth teams in the RJI Futures Lab

## **Week 11**

### **Monday, November 3**

**Topic/Subject:** Performance & Voicing

**Lecturer:** Amy Simons

We tell you to check out all of your tools before starting to work on a story. But there is one often overlooked tool in a multimedia journalist's repertoire: their voice.

### **Out-of-Class Readings**

Video: [Breathing for Broadcast](#)  
[Special tips for performers](#)

### **Resources**

Story pitches due to faculty and project managers via email Tuesday at 6 p.m.

### **Wednesday, November 5**

**Topic/Subject:** Investigative and Data Reporting

**Lecturer:** Mark Horvit

Mark Horvit, executive director of Investigative Editors and Reporters joins us to show you techniques for incorporating data in your journalism.

### **Out-of-Class Readings**

### **Resources**

### **Thursday, November 6**

Deadline Garth teams at 6 p.m.

### **Friday, November 7**

Story pitches for Wayne teams in the RJI Futures Lab

## **Week 12**

**Monday, November 10**

**Topic/Subject:** Where is the line?

Is a source giving you the cold shoulder? Is a spokesperson preventing you from accessing the “real person?” Has someone told you that you can’t shoot photos of their children while you’re standing on a public street? When should get aggressive and when should you back off? We’ll talk about where the line is — and when you should (and shouldn’t) cross it.

**Out-of-Class Readings****Resources**

**Team story ideas due via email at 6 p.m. Tuesday**

**Wednesday, November 12**

**Topic/Subject:** Photos that lie

**Lecturer:** Karen Mitchell

Manipulation and trickery in photography — does the end justify the means?

**Readings** News.com, “Pictures that lie,” Sept. 11, 2006

[Does the camera lie? Iconic photos that may skew reality](#)

**Thursday, November 13**

Wayne team stories due at 6 p.m.

**Friday, November 14**

Story pitches for Garth teams in the RJI Futures Lab

*Graduate students: Installment 3 of your graduate project is due today at 6 p.m.*

**Week 13****Monday, November 17**

**Topic/Subject:** Show and Tell: Deconstructing a multimedia story

**Lecturer(s):** Amy Simons, Karen Mitchell, Judd Slivka

**STYLE QUIZ 5/FINAL:** Available on Blackboard from 9am Monday until 6pm Wednesday

You’ve critiqued your work and the work of your classmates. Now we want you to deconstruct the work of a professionally produced multimedia project. Our class will break up into three groups today — one with each faculty member. You’ll each be expected to present a piece of online journalism, and explain what you think either makes it a strong or weak example.

[Click here for the full assignment.](#)

Amy (meeting in Microsoft Application Development Lab):

Karen (meeting in 2-10 Agriculture):

Judd (meeting in 35 Walter Williams):

**Story ideas due via email at 6 p.m. Tuesday**

**Wednesday, November 19:**

**Topic/Subject:** Amy Webb's Tech Trends, Part I

**Lecturer:** Lynda Kraxberger

Amy Webb is a well-known technology prognosticator who presents a list of her top ten tech trends each year at the Online News Association conference. Prior to class today, be sure to watch the video from her session from this year's conference held in Chicago in September.

**Out-of-Class Readings**

[Watch the ONA2014 session with Webb Media's Amy Webb](#)

**Thursday, November 20**

Garth team stories due at 6 p.m.,

**Friday, November 21**

Story pitches for Wayne teams in the RJI Futures Lab

## **Week 14**

**Thanksgiving Break:** No classes, no newsroom shifts.

If you're blogging for extra credit, you must still blog one weekend of the break in order to have enough posts to earn the extra credit.

## **Week 15**

**Monday, December 1**

**Topic/Subject:** What don't you know?

**Lecturer:** Reuben Stern

That's a loaded question, right? Want to know what we're doing in class today? Well, we're not going to tell you! Trust us, there's a lesson built in here.

**Out-of-Class Readings**

None

**Resources**

None

**Story ideas due via email at 6 p.m. Tuesday**

**Wednesday, December 3**

**Topic/Subject:** Tech Trends, Part II

**Lecturer:** Lynda Kraxberger

Student teams will present their "road tests" of the tech trends introduced before break.

**Thursday, December 4**

Final Wayne team stories due at 6 p.m.

**Friday, December 5**

Story pitches for Garth teams in the RJI Futures Lab

**Week 16**

**Monday, December 8**

**Topic/Subject:** Course wrap-up and evaluations

**Lecturer:** Amy Simons

**Wednesday, December 10**

**Topic/Subject:** Wild Card!!!

**Lecturer:** TBA

**Thursday, December 11**

Final deadline day for Garth teams. Stories due at 6 p.m.

*Graduate students: Installment 4 of your graduate project is due today at 11:59 p.m.*

**Friday, December 12** Reading Day. No classes. Grading begins at 9am