Multimedia News Lab
Jour 4998-001
Fall 2012
1:00 – 3:15/ Monday and Wednesday /MJ212

Lurene Kelley and David Royer
MJ212
Office Hours: Monday 3:15- 4:30 And by appointment. Email or Tweet Lurene at will.
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COURSE REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:
Applied skills in writing, videography, editing and studio work to present a multi-media product.

PREREQUISITE:
Permission of instructor

TEXTBOOKS:
Briggs, Mark. Journalism Next. (2009) CQ Press

CLASSROOM FORMAT:
The class will be presented in both the lecture and lab formats. Class discussion will involve discussion and training related to various multimedia skills. Assignments will require students to use a variety of software to tell news stories through a variety of media platforms.

GRADING:
Attendance and Participation: 20%
Team Reporting: 50%
Assignments: 30%

TENTATIVE TIMETABLE INSTRUCTIONS: *THE READINGS AND ASSIGNMENTS LISTED UNDER EACH DATE ARE **DUE ON THAT DATE**. IN OTHER WORDS, YOU MUST COME TO CLASS ON WED, AUG 29TH HAVING READ BRIGGS AND EXAMINED THE MICROMEMPHIS SITE FOR IDEAS.*

TENTATIVE TIMETABLE:
Mon, Aug 27
What is Hyperlocal?
MicroMemphis – what it is, how we got here, your role
Job Preparation
Class expectations

Wed, Aug 29
Cooper-Young

Pitch Story Ideas
Quiz - Briggs
READINGS: Briggs: Foreward, P. 1-8, p. 42-50; 55-66
ASSIGNMENT: Read the MicroMemphis website. Come w/2 story ideas to pitch.

Mon, Sept 3 – LABOR DAY
No class

Wed, Sep 5
Multimedia/Social Media Camp - bring your laptops
Weebly
Live Tweeting
ASSIGNMENT: Bring in 50 word bio, jpeg picture
READINGS: Briggs: Chapter 4, Chapter 8

Thursday, Sep 6
Cooper Young Night Out #CYNO
(not mandatory, but good way to learn community)

Mon, Sep 10
Scavenger Hunt
READINGS: Chapter 5, Chapter 6

Wed, Sep 12
Storify the scavenger hunt
Co-working sessions – story development
Bring laptops
READINGS: BRIGGS: P 14-20, chapter 3

Sat, Sep 15
Cooper-Young Festival #CYF12
All Hands on Deck

Mon, Sep 17
ASSIGNMENT: 2 top beats. PPT presentation
READINGS: BRIGGS ch 11
#CYNO

Wed, Sep 19
Field Day – work your beat.

Mon, Sep 24
COMMUNITY MEETING – location TBA

Wed, Sep 26
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round One stories due

Mon, Oct 1
Talk with a pro – TBA
Readings: BRIGGS ch 10

Wed, Oct 3
ASSIGNMENT: Round Two stories due

Thursday, Oct 4
Cooper-Young Night Out
(not mandatory, but fun!)

Mon, Oct 8
Cool Tools lab
Lecture: Trends
READINGS: Check the website for readings. www.jour4998.posterous.

Wed, Oct 10
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Three stories due

Sat, Oct 13
Cooper-Young Regional Beer Festival

Mon, Oct 15 & 16 – Fall Break

Wed, Oct 17
Clean up

Mon, Oct 22 - Switzerland
Talk with a pro – arrange speaker

Wed., Oct 24 - Switzerland
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Four stories due

Mon, Oct 29
Cool Tools lab (resume)
Trends lecture
Readings: available on www.jour4998.posterous.com
TURN IN: Midterm Storify Status report. Email to your Team Instructor
DUE BY BEGINNING OF CLASS.

Wed, Oct 31
Bring your laptops
ASSIGNMENT: Round Five stories due

Mon, Nov. 5

Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Six stories due

Wed, Nov 7
Field Day – work on your stories!!! Tweet from the field

Thur, Nov 8
Cooper-Young Night Out #CYNO
(not mandatory, but fun!)

Mon, Nov 12 (MCS out)
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Seven stories due

Wed, Nov. 14
Talk with a pro – speaker TBA
Readings: TBA

Mon, Nov 19
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Eight stories due

Wed, Nov 21 (thanksgiving next day)
Cool Tools
Trends lecture
Readings: available www.jour4998.posterous.com

Mon, Nov 26
Co-working sessions – editing and story development
Bring your laptops
ASSIGNMENT: Round Eight stories due

Wed, Nov 28
Co-working sessions – resumes/job market
ASSIGNMENT: Draft of online portfolio due

Mon, Dec 3
Talk with a pro – TBA – job hunt

Wed, Dec 5 (accreditation)
Last day of class
ASSIGNMENT DUE: Online Portfolio
Complete Storify Status report on portfolio

Thur, Dec 6

Cooper-Young Night Out #CYNO
(obviously, not mandatory. But it's the semester ender!)

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR MULTIMEDIA NEWS LAB:
• 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.
• To demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. 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 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):
Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):
• To understand that stories on the web can be told in a variety of ways and that format is an important element of storytelling.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):
• Determine which format is appropriate for story telling (video, slideshow, web-story, long format).
• Understand and practice different styles of writing for web stories, videos, long format writing and captions.
• Use social media, websites, digital cameras and editing programs to present information.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MULTIMEDIA NEWS LAB:
• Discuss the role of new media in society and responsibilities associated with covering underserved communities
• Discuss ethical treatment of subjects and issues

Application

• Gather information from the community and disseminate to the public via the Internet
• Develop stories for the web and determine the most appropriate format for presentation.
• Gather information and research to develop stories for the web
• Create natural sound video packages, slideshows, and stories written for the web.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:
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.

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:

- o Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- o Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- o Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

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 the http://iam.memphis.edu website 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.

CELLPHONES:
You must turn them off during 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. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:
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, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking 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)

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 the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:
All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.