

MULTIMEDIA REPORTING

COMM 310-08 and 09 MESSAGE DESIGN AND INFLUENCE

FALL 2014 Term: 147 Course Number: 12178

MWF 9-9:50 a.m. EDUCATION CENTER 110

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OFFICE HOURS: MWF 10-11 (available right after class too!)

Course Objectives

Today's journalists are more and more becoming hybrids of traditional print and electronic reporters. This course will be about the 21st century multi-skilled journalist who can write in the newspaper/Associated Press style, the broadcast style and the online news style. This journalist can also take quality photographs and can shoot and edit video, creating "cross platform" content for the Internet.

Comm 310 courses engage students in the study of both the theory and practice of crafting effective messages for particular contexts and publics. Students will develop advanced writing skills through multiple drafts and revisions and publish or make publicly available class projects/assignments.

At the conclusion of this course, students will be able to identify and analyze the target audience for a specific message, demonstrate proficiency in background research and analysis, demonstrate ability to integrate and apply knowledge and skills from prerequisite courses, demonstrate proficiency in editing, design, evaluate and revise the visual and textual elements of messages intended for mass (media) consumption.

Additional course coverage areas:

- The journalists professional, ethical and legal responsibilities
- Use of latest technology and communication tools to reach intended audiences
- Career opportunities in today's news and information world

Required Texts and Tools

1. "All the News: Writing and Reporting for Convergent Media" by Thomas Lieb (Allyn and Bacon, 2009)
2. The Associated Press Stylebook (new edition or older one)
3. A camera or smart phone that takes quality still photographs and video
4. You will have different options for video editing (to be discussed and taught)
5. Blog- each student will produce a multimedia news blog that will be used for posting various types of articles, photographs and other types of content.

Method of Instruction

There will be many practical news reporting and production assignments. You will be given detailed feedback on your writing and reporting, which is meant to help you

improve and not repeat mistakes. Each of you will create and develop your own reporting blog to be used to post various multimedia reports, videos and photos.

I use PowerPoint in previewing book chapters and will post relevant articles and other material on the class website and Pinterest. We will regularly discuss current news stories and their coverage, and you are encouraged to bring up such discussion topics.

Attendance Policy

An attendance sheet will be at the front of the room each class. Sign or initial by your name. It is your responsibility to sign in. Do so after class if you don't before or at the beginning. Five unexcused absences will result in an automatic half letter final grade reduction.

Homework, Tests, Extra Credit

- Your grade will be determined by how you do on: 1) tests; 2) homework; 3) in-class work; 4) various writing and reporting assignments/productions; 5) reporting blog quality; and 6) class participation and attendance.
- Your homework and in-class assignments will receive grades of check plus, check, or check minus. Your marks will be added together to form your grade for this part of the class. Example: $24 \times 2.5 = 60$ (24 homework/in-class assignments times 2.5 points for check pluses equals 60 points, the maximum possible number.)
- All written homework needs to be typed
- Homework turned in one class period late (unexcused) will automatically receive a check minus. Homework will not be accepted after that point.
- Midterm Exam: Will be made up of material from the book and posted on the class website. The tests will consist of multiple choice questions, true/false questions, short answer questions, terms/definitions (you are given the term, then you define), and news writing. A study guide will be posted online one week before the midterm exam.
- A final exam project will be completed instead of a final exam test
- Extra Credit Opportunities: Writing about communication and PR-related events and speakers on and off campus can be done for extra credit if you post a piece on your blog. Extra blog postings can be done for extra credit also.

Test Grading Scale and Plus/Minus Grading System:

A 94-100; A- 90-93; B+ 87-89; B 83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; D+ 65-69; D 60-64; F 59 and under

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|-----------|-----------|-----------|----------|
| A = 4.00 | B = 3.00 | C = 2.00 | D = 1.00 |
| A- = 3.67 | B- = 2.67 | C- = 1.67 | F = 0.00 |
| B+ = 3.33 | C+ = 2.33 | D+ = 1.33 | |

Final Grade Determination

| | |
|---------------------------------------|------------|
| Two Exams (midterm and final project) | 50 percent |
| Reporting Assignments and Blog | 25 percent |
| Homework and in-class assignments | 25 percent |

WEEKLY CLASS SCHEDULE

Note: This schedule is regularly updated and modified so do not rely on a schedule printed the first week of class. I will regularly bring up this schedule at the start of class, show you what is due next class and in the classes ahead, and go over what may have been changed in this schedule. Homework assignments and other key assignments are underlined for emphasis.

August 20 (Week 1)

- First class: Wednesday, Aug. 20
- Course introduction
- Friday: Chapter 1, “News in the Age of Convergence” PowerPoint
 - Review Case Study (former President Clinton) on pages 11-14
 - Look at list of assets on page 14
- Homework for Monday, Aug. 25
 - Read Chapter 1
 - Complete Assignment Desk exercises:
 - 1.1 on page 10 (only do 50 word capsule and longer 200 word version)
 - And 1.2 on page 15 (list of assets to go with your longer story)
 - Note: Please do something over the weekend that would work for assignment (instead of a past event as directed in the instructions)
 - Type and double space and put each article on its own page in the appropriate news article format per [this example](#) (include word counts)
 - Put asset list on a third page
 - This assignment may be your first blog posting so take it seriously!

August 25 (Week 2) Note: Drop/Add last day is Monday, Aug. 25

- Monday- Discuss, peer review and collect Ch. 1 homework
- Distribute [Copy Edit symbols](#) sheet
- In proofing classmate’s work, look for the following:
 - Proper article formatting: heading info, headline (quality?), byline (italics), double spacing, indenting, short paragraphs
 - Of course, note grammar and spelling errors
 - “more” and #### (at end) included?
 - Is the asset list included on a separate page?
 - After making copy edits and other notes, return to writer
 - Writers make needed corrections and turn in new copies next class
- Talk about creating our own reporting blogs using [Blogger](#) or [WordPress.com](#)
- Wednesday, we’ll go through setting up your blogs using classroom computers or your own laptops
- Homework for Wednesday, Aug. 27:
 - Make revisions to your Chapter 1 homework, turn in new copy of two pieces with the first versions turned in previously
 - Include your asset list (see page 15, exercise 1.2)
- Chapter 2, “Deciding What’s News”
- Homework for Friday, Aug. 29:

- Read Chapter 2
- Do Assignment Desk 2.1 on page 23- in class make a handwritten list, then for Friday do the research and type your findings- staple the two pages together to indicate your impressions, then the facts regarding these school statistics and percentages. List your sources also. Type.
- Wednesday and Friday: Setting up blogs and posting writing and photographs (demonstrate Blogspot)
- Homework: By Wednesday, have your blog set up and post your 200 word piece with your asset links embedded within the piece (have at least three). Have some photos too (at least two). Do “tags” also.
- Chapter 14, “Journalistic Principles” and Chapter 15, “Legal Issues and Journalistic Ethics”
- Homework due Monday, Sept. 1:
 - Read Chapter 14, “Journalistic Principles”
 - Complete Assignment Desk 14.1 on page 253
 - Type and be sure to address all questions posed in this exercise
 - Also (see above) have your blog set up and 200 word piece posted on it

September 1 (Week 3)

- Monday- In class newsworthiness exercise: Discuss Assignment Desk 2.3 (p. 29)- I will bring today’s Post and Courier to class and/or look at that online version
- Homework for Wednesday, Sept. 3:
 - Set up your blogs and post your first story- can be the Chapter 1 200 word story
 - With post include at least two photographs and three asset links
 - Do tags also- short words to identify your story on the Internet
 - Also include a photo of yourself and a brief “About this blog” description- use “Add a Gadget” and choose from the list “Image” and fill out the Title and Caption parts and add your Image, clicking the Shrink to fit box- be sure to click Save at the bottom of this screen
 - Also add the “Follow by email” asset and place under your intro description
- Also due Wednesday: Type responses to Ch. 14 Discussion Questions 1-3 on pages 264-5
- Wednesday: Students enter their blog names and URLs on a master list during class
 - Also Wednesday, go through Chapter 15 PowerPoint
 - Discuss blog post due Monday
- Homework for Friday, Sept. 5:
 - Read Chapter 15, “Legal Issues and Journalistic Ethics”
 - Do Assignment Desk 15.1 on page 274- cite parts of libel and privacy laws that apply to each scenario
- Homework for Monday, Sept. 8: “My Favorite Charleston Place” or “My Favorite Thing to Do in Charleston” blog posting
 - This pictorial posting ([similar to my Folly Beach one](#)) must have at least seven or eight photos that you take and three to five asset links.

- Demonstrate storytelling in how you weave your writing/narrative with the photos you present to tell a story with words and visuals- have a strong beginning and ending (and middle too!)
- Include appropriate links to related material
- Include captions with photos
- Included tag words

September 8 (Week 4)

- Monday: “Favorite Place/Things to Do” blog post due today
 - Review students blogs
- Discuss “Person on the Street” Report due next Wednesday, Sept. 17- each student needs to come up with a timely “hard news” topic about which to seek comments from CofC students, faculty, etc.
- Homework for Wednesday, Sept. 10:
 - Closely review [SPJ Code of Ethics](#) and sections on Advertising Pressures and Conflicts of Interest (p. 284-50)
 - In Chapter 15, type responses to the five ethical scenarios in Assignment Desk 15.3 on page 285. When appropriate, cite provisions from the SPJ and/or Radio/Television/Digital Codes of Ethics that apply
 - Also list three or more topic ideas for your POS post- briefly summarize each topic, why you think each is timely and newsworthy and of interest to your College of Charleston community readers
- Homework for Friday, Sept. 12: Add Twitter, LinkedIn, Pinterest and other social media links to your blog- Begin a Twitter account if you don’t have one. Turn in list of 10 people you follow on Twitter and why you follow him or her (briefly)
- Wednesday: Chapter 3, “Research and Interviewing”
- Friday: Return POS topic list with my comments/recommendations
- Homework for Monday, Sept. 15:
 - Read Chapter 3, “Research and Interviewing”
 - Complete Assignment Desk 3.5 on page 48
- Friday, Sept. 12: You will be given time during class to interview people for your POS report

September 15 (Week 5)

- Monday: Follow up on POS posts due Wednesday
- Homework for Wednesday, Sept. 17:
 - Post your POS report. Set up topic clearly and have at least five comments from five different students or faculty. Comments must be full and direct quotes (not paraphrases)
 - With each respondent (who is a student) include his/her name, year, major and hometown
 - Have each person’s photograph also in your post
 - Have links to appropriate and related websites (at least two).
 - End report with additional information about your topic, such as what may happen next (according to sources/analysts you site), other significant

information, not previously mentioned, or where people can get more information.

- Also, Have a poll/survey related to your topic in your blog's right (or left, depending on your layout) column. Use Blogger's "Poll" gadget
- See this example for layout ideas: [CofC Hurricane Sandy Reaction](#) (ignore in this post the link to a video report- later in the term you will do a POS video report)
- Please bring your Associated Press Stylebooks to class Wednesday and Friday- we will do exercises during class
- New Blog Assignment: By Friday, Sept. 26, post on your blog a review you write about a new film, book, local play or theatre performance, TV show, or a trend in film, television, entertainment- or restaurant. Your review, at least 250 words, must be accompanied by at least one visual, such as an image of a book cover, actor (in the movie you are reviewing), or restaurant photo(s), and must have at least two links within your piece (a poll/survey can also be included, but isn't required)
 - See my [CofC Scene blog](#) for examples of book, restaurant and TV sports broadcasting reviews
- Wednesday and Friday: Associated Press writing style exercises
- Homework for Friday, Sept. 19:
 - Read Ch. 4, "Writing Short News Reports and Leads"
 - Assignment Desk 4.1 page 62: Write a 150 word (approximately) article for tomorrow morning's newspaper about the city council action last night. Don't post on your blog, turn in a paper version
 - Make sure to format correctly (one version only- print style), per [this example](#)
- Homework for Monday, Sept. 22:
 - Read some movie, book, restaurant, art exhibit, and/or new product reviews. Bring two of such writings to class. Type the following about each review:
 - What is being reviewed and by whom? What is her or her affiliation, i.e. newspaper, magazine, etc?
 - What is the timeliness of this review?
 - How would you describe the writer's approach in doing this review?
 - What are three facts about the book/restaurant/product that the writer shares in the piece?
 - What are three opinions the writer gives or offers?
 - Does the writer like or dislike what is being reviewed? Or is it somewhere in between?
 - Do you think the review is a fair treatment? Why or why not?

September 22 (Week 6)

- Monday:
 - Review homework due

- Actual blog post review is due this Friday
 - Blog Assignment: Due Friday, Sept. 26: post on your blog a review you write about a new film, book, local play or theatre performance, TV show, or a trend in film, television, entertainment- or restaurant. Your review, at least 250 words, must be accompanied by at least one visual, such as an image of a book cover, actor (in the movie you are reviewing), or restaurant photo(s), and must have at least two links within your piece (a poll/survey can also be included, but isn't required)
 - Be sure to follow the Associated Press writing style
- Monday: Chapter 13, "Key Story Types"
- Homework for Wednesday, Sept. 24:
 - Read Chapter 13, "Key Story Types"
 - Then complete Assignment Desk 13.3 on p. 241- type two different stories per instructions for print/online and broadcast.
 - With your 200 word print/online story indicate the assets you would use with the online version, such as website links and video. Format this piece per print news story guidelines (like your city park smoking ban piece)
 - For the video news script, write a 45 second TV voice over (VO) script per the split-page example shown on page 240 and the example shown at the end of my Chapter 13 PowerPoint.
 - Localize the plane crash story to say the plane was flying the team from Charleston's Medical University Hospital to Myrtle Beach's Grand Strand Regional Medical Center
 - For the TV story, the video you have is the following: crash site in the Francis Marion Forest near McClellanville, exterior shots of MUSC and Grand Strand hospitals, photos of all of the victims
 - Put each story (print and TV) on its own page with proper heading and formatting
- Film/Book/Restaurant/Product Review due Friday, Sept. 26
- Discuss meeting/event coverage assignment- next blog post due Monday, Oct. 6

September 29 (Week 7)

- Preview Chapter 5, "Writing the Basic Text Story"
- View Quintin Washington's YouTube interview CofC President Glenn McConnell
- Homework for Wednesday, Oct. 1:
 - Read Ch. 5, "Writing the Basic Text Story"
 - Rewrite/type the problem quotes in Assignment Desk 5.7 on p. 93
- Discuss next blog posting due Monday, Oct. 6- cover an event or meeting on or off campus. Details are as follows:
 - Must attend in person as a reporter
 - Posted piece must have quotes from at least three people- can include speaker(s)

- Also have some reaction comments from people attending the event/meeting
 - Have at least one photograph and two links to related material
 - Writing length should be at least 250 words
 - Write (as always) in the AP style
- Do lead writing exercises this week
- Post Midterm Study Guide- test is Friday, Oct. 10
- Discuss writing part of midterm to be done before the test
- Friday: Look at more meeting/event coverage examples
 - Identifying good and poor news leads
- Due Monday, Oct. 6: Blog post: meeting or event coverage (see guidelines listed above)

October 6 (Week 8)

- ✓ Monday: Meeting/Event blog post due today- review several in class
- ✓ Review, proofread and fine tune your several blog postings for a letter-grade critique, which will begin Monday, Oct. 13
 - Postings are as follows: Pictorial/Favorite Place; POS; Film/Restaurant (etc.) Review; Event Coverage
 - Make sure you have images and links with each post
 - Make sure posts comply with AP style and proper grammar, spelling and quotation punctuation
- ✓ Monday and Wednesday: Midterm Exam preparations
 - Go over AP style exercise distributed last class
 - Lead writing exercise in class
 - Historic news leads and feature leads examples
- ✓ Midterm Exam: Friday, Oct. 10

October 13 (Week 9) Midterm grades due Wednesday, Oct. 15

- ✓ Monday- return Midterm Exams
- ✓ Talk about feature story assignment
- ✓ Go through feature story and lead Powerpoints
- ✓ Homework for Wednesday, Oct. 15
 - Read Chapter 6, “Writing the Advanced Text Story”
 - Come to class with a feature story or two to share with the class
- ✓ You will briefly stand up and talk about the article, what it’s about, where you found it, and what feature writing elements the writer used (many of which are likely discussed in Chapter 6. This is an in-class “check plus” assignment. Have a printed copy of the article(s) to show the class and turn in.

October 20 (Week 10) Note: Thursday, Oct. 23 is last day to withdraw with a “W”

- ✓ Monday: Return and review midterm exams
- ✓ Chapter 6, “Writing the Advanced Text Story” PowerPoint
- ✓ Discuss rest of semester assignments/activities
- ✓ Homework for Wednesday, Oct. 22:

- Do Assignment Desk 6.1 on pages 107-8. As instructed type two (double-spaced) leads for each of the three stories. Also include what type of feature lead each is: narrative, descriptive, etc. (see types in chapter and my PowerPoint)
- ✓ Draw names Wednesday for Feature articles due next Wednesday (post on your blog)
- ✓ Friday : During class, you will pair up and interview a fellow student for a feature article due Friday
- ✓ Homework for Monday, Oct. 27: Write two different leads for your classmate feature story. Make sure the lead is a [feature lead](#). Include the type of feature lead in parenthesis after each lead.
- ✓ Homework for Wednesday, Oct. 29:
 - Write a 350-500-plus word feature article about the classmate you interviewed Friday
 - Include at least three full quotes and other partial and paraphrased quotes from your student
 - Include one or more photographs of your student
 - Include appropriate links about your subject such as his or her class blog and/or social media sites such as Twitter
 - Considering following the Wall Street Journal feature story structure described on pages 110-112
 - Make sure your piece starts with a feature/alternative lead and not a standard summary/central point lead
 - Follow AP writing style and rules
 - Consider using gadget for “About so and so” short bits of information
 - Post story on your blog
 - Be sure to include basic information about your subject such as hometown, year, major, and post-college plans and aspirations

October 27 (Week 11)

- ✓ Monday, Oct. 27: Two classmate feature leads are due- include the type of feature lead each is
- ✓ Chapter 7, “Writing the Basic Online Story”
- ✓ Homework for Wednesday, Oct. 29
 - Classmate feature is due on your blog. See above for details.
- ✓ Wednesday and Friday: Discuss Issue/Controversy news story blog post
- ✓ Homework for Friday, Oct. 31:
 - Make a typed list of three to five stories that can make good topics for your hard news issue/controversy report due next week
 - Briefly, describe the topic, why you think it is timely and newsworthy and of interest to your blog followers (who are your blog followers?), describe the research you will do for each topic, and who the experts and officials are that you will interview, and who else you will interview

- ✓ Friday: After meeting in our classroom, class goes to Jack's Cafe to interview owner and patrons on Jack Sewell's last day after 42 years owning the restaurant and being the sole cook there.
This can be your issue story due next Friday. See this [City Paper article](#) for high quality coverage and layout design.
- ✓ Reminder: Due Friday, Nov. 5
 - Post an article about a timely, newsworthy topic
 - Must have quotes from at least one official or expert
 - And have at least two other reaction quotes
 - Have at least one photograph and two related links
 - Word count should be at least 350 words
 - Make sure the topic is covered in a fair, objective, balanced way
 - Follow Associated Press writing rules

November 3 (Week 12) No class Monday, Nov. 3- Fall Break

- ✓ Monday: No class- Fall Break
- ✓ Get updates on issue/controversy news posting due Monday
- ✓ Wednesday (during class): Timed writing of police-related story (due at end of class)
- ✓ Friday: Discuss Slideshow Project: Homework for Monday, Nov. 17
 - Create and post on your blog a slide show about a recent CofC or Charleston area event, or a theme-related subject (examples: fall in Charleston, CofC's Beautiful Campus, The Holy City: The Churches of Charleston)
 - Have at least 15-20 different photographs with a variety of wide, medium and close-up shots, angles, etc.
 - Can include video or be all video clips
 - Use one of these free slideshow programs: [kizoa](#), [ezvid](#), [slide.ly](#) or another that you like and have used
 - Get free, royalty- and lyric- free music on [Incompetech.com](#)
 - Length should be around two minutes and have 20 or more scenes/shots
 - Post on your main blog post page using the Insert Video tool
 - For an example of what your post should look like click [here](#) (April 2014 book signing) and/or [here](#) (Aruba snorkeling)
 - Have at least 100 words before the slideshow and 50-to100 words after the video icon.
 - As always, have at least two links
 - This is a blog post and letter grade assignment
- ✓ Issue/Controversy Blog Posting Due Monday, Nov. 10
 - Post an article about a timely, newsworthy topic
 - Must have quotes from at least one official or expert
 - And have at least two other reaction quotes
 - Have at least one photograph and two related links
 - Word count should be at least 300 words
 - Make sure the topic is covered in a fair, objective, balanced way

- Follow Associated Press writing rules Discuss POS video and print report topics
- Review my [Hurricane Sandy POS video](#) posting

November 10 (Week 13)

- ✓ Monday, Nov. 10: Issue/Controversy Blog Posting Due
 - Post an article about a timely, newsworthy topic
 - Must have quotes from at least one official or expert
 - And have at least two other reaction quotes
 - Have at least one photograph and two related links
 - Word count should be at least 300 words
 - Make sure the topic is covered in a fair, objective, balanced way
 - Follow AP Style rules and proper quotation punctuation
- Monday: Peer review of issue stories
- Updates on Slideshow project
- Video interview shooting basics
- Go over video editing in Windows Movie Maker and iMovie
- Discuss possible POS interview topics for Friday's field exercise
- ✓ Homework for Wednesday, Nov. 12: Come up with two POS interview topics- describe each topic, why this is newsworthy now, why people should care about this topic, and specifically what is the angle to the story, what one or two questions will you ask people? Please type.
- ✓ Monday: went for final exam project guidelines- looked at several examples from last semester (see below under December 1 for complete details)
- ✓ Wednesday and Friday:
 - Slideshows due Monday
 - Preview Chapter 8, "Writing the Basic Audio Story" and Chapter 9, "Writing the Advanced Audio Story"
 - Go through some of the Assignment Desks during class such as 9.1 and 9.2
 - Go over POS story topics
- ✓ Discuss video field exercise students will do during Friday's class
 - [Review my Hurricane Sandy POS video posting](#)
 - And [911 Anniversary POS video](#), also on YouTube
 - Review video editing in Windows Movie Maker and iMovie
- ✓ Friday, Nov. 14: Bring camera (smart phone fine) to class to conduct interviews on campus
 - Each student is expected to record three to five interviews (your video posting must have at least five comments from five different people)
 - To get assignment credit, you must return to the classroom to briefly show me your interviews
- ✓ Homework for Monday, Nov. 17
 - Create and post on your blog a slide show about a recent CofC or Charleston area event, or a theme-related subject (examples: fall in Charleston, CofC's Beautiful Campus, The Holy City: The Churches of Charleston) (details continue next page...)

- Have at least 15-20 different photographs with a variety of wide, medium and close-up shots, angles, etc.
- Can include video or be all video clips
- Use one of these free slideshow programs: [kizoa](#), [ezvid](#), [slide.ly](#) or another that you like and have used
- Get free, royalty- and lyric- free music on [Incompetech.com](#) (but be aware some of the free slideshow programs may not allow outside music)
- With the kizoa program, post the slideshow to your blog by copying the html code into blogger (new post)- change from “Compose” setting to “HTML” (top left hand corner area), then paste in html code
- Have at least 100 words before the slideshow and 50-to-100 words after the video icon.
- As always, have at least two links
- This is a blog post and letter grade assignment

November 17 (Week 14)

- ✓ Monday: Slideshows due today
 - Also Monday, we will continue to go over Final Exam Multimedia Report Project
- ✓ Homework for Wednesday, Nov. 19:
 - Complete your Final Exam Project Planning Sheet
 - Write a split-page TV news script for your video POS report- write out your standup open and close- use incues and outcues for your soundbites. Follow these POS script examples: [9/11 Anniversary](#); [Superstorm Sandy](#)
- ✓ Wednesday: “Making Your Standups Stand Out!” PowerPoint
- ✓ Wednesday: Review video editing in Windows Movie Maker and iMovie
- ✓ Friday: During class you will be given time to go out and shoot your POS standup open and closes (final produced report is due Monday, Nov. 24)

November 24 (Week 15)

- ✓ Video POS post due Monday, Nov. 24
- ✓ Also due Monday- Topic idea for your final project- use posted planning sheet
- ✓ No classes Wednesday and Friday- Happy Thanksgiving!
- ✓ Detail News Blog final project and its elements- the multipart/multimedia reporting package due on the exam date
- ✓ Review Chapter 12, “Writing the Advanced Online Story”
 - Review Assignment Desk 12.2 on page 219
 - Topics can be three that you are considering for your final project
- ✓ Review creating timelines using Word, PowerPoint and Prezi
- ✓ Homework for Monday, Dec. 1: Carefully complete the Final Project Planning Sheet (distributed and on the class website). Make it clear what your topic is, who you will interview, and complete the appropriate “trunk and branches” boxes

December 1 (Week 16) Monday, Dec. 1- Last Class. Exams begin Wednesday (ours!)

- ✓ Monday: More on final Multipart/Multimedia reporting package due on the exam date

- ✓ Reviewing Chapters 10-12 will help you in understanding this final project
- ✓ Final Project Details:
 - Select a newsworthy topic and create a “trunk and branch” multipart, multimedia online package (see Ch. 12 for details on this concept)
 - There should be a main article, 300-500+ words, with two or more photographs and two or more original sources (i.e. people you interview firsthand)
 - There should also be at least two other “branch” stories (200+ words) which are related “sidebar” articles that you write. Think “primer” (p. 216) background/history story; a Q&A piece with key person in your main story; a behind-the-scenes story; a profile/human interest story, for example. These should also have photographs and original interview quotes. Have links to these articles within your main “trunk” story
 - There must be either a timeline link or a FAQ link that you write and create. In Timeline, have at least five to 10 dates. In FAQ, have at least eight to 10 questions and answers
 - Note: If you produce a timeline using the [Microsoft Word program](#) you may need to do a screen shot to get it into your blog
 - [See example of a timeline created with this program](#)
 - There must be at least one audio, video or photography slide show/montage link that you create (cannot be something someone else produced)- can be a new video POS report
 - At end of “trunk” story also have a list of the above links separate from the links incorporated within the main story. See example of these at the end on page 214
 - On our exam date, each of you will bring up your blog on the computer and show us your final project, describing and detailing all of its parts
 - Be sure to follow proper Associated Press writing style throughout, use proper attribution and quotation punctuation.
 - You will be asked on the exam date to fill out a sheet listing all of your different stories and other parts of this project, listing where, when, how you interviewed people, and citing other sources of information.
 - Project examples: [CofC’s Dixie Plantation](#), [Study Abroad Opportunities](#), [Cougar Survival Guide](#), [Wild Blue Ropes Opening](#), [Yoga](#)

FINAL EXAM:

Wednesday, Dec. 3, 8-11 a.m.

Final Multipart/Multimedia Reporting Package due on the exam date

****Final Grades Due: Friday, Dec. 12, by noon**

****Final Grades available to students on MyCharleston: Friday, Dec. 12**

****Fall 2014 Commencement: Saturday, Dec. 13**