

MULTIMEDIA REPORTING

COMM 310 MESSAGE DESIGN AND INFLUENCE

FALL 2012 (Term 127)/MWF 9 and 10 A.M./EDUCATION CENTER 110

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OFFICE HOURS: MWF 11-noon

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 (2012 or other recent edition)
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 constitute the final exam and will be presented to the class during our exam period

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 will use PowerPoints in previewing some book chapters and will post relevant articles and other material on the class website. We will regularly discuss current news

stories and their coverage, and you are encouraged to bring up such discussion points.

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 (10 percent). 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 project will be completed instead of a final test.
- Extra Credit Opportunities: Writing about communication and PR-related events and speakers on and off campus can be turned in for extra credit if you write a paper about the person or event.

Test Grading Scale:

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

Plus/Minus Grading System:

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	50 percent
Reporting Assignments and Blog	25 percent
Homework and in-class assignments	25 percent

--more--

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 underline for emphasis.

August 22 (Week 1)

- First class: Wednesday, Aug. 22
- Course introduction
- Chapter 1, “News in the Age of Convergence”
- Homework for Monday, August 27:
 - Read Chapter 1
 - Complete Assignment Desk exercises 1.1 and 1.2 on pages 10 and 15
 - Do something over the weekend that would work for this paper
 - Type and double space

August 27 (Week 2)

- Monday- Discuss, peer review and collect Ch. 1 homework
- Talk about creating our own reporting blogs using [Blogger](#) or [WordPress.com](#)
- Chapter 2, “Deciding What’s News”
- Homework for Friday, August 31:
 - Make revisions to your Chapter 1 homework, turn in new copy of three pieces with the first drafts
 - 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.
- Friday: In class exercise Assignment Desk 2.3 (p. 29)- bring today’s Post and Courier to class or look at that online version- work in two person teams, discuss findings at end of class

September 3 (Week 3)

- Chapter 14, “Journalistic Principles” and Chapter 15, “Legal Issues and Journalistic Ethics”
- Note: No class on Wednesday, Sept. 5- please use our class time to work on the homework and/or your blog postings
- Homework due Friday, Sept. 7
 - 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, have your news blog set up and post your first story- it can be your 200 word article and assets, something new you want to report, or your “Favorite Place in Charleston” spread (similar to my Folly Beach one)
- Homework for Monday, Sept. 10

- Read Chapter 15
- Do Assignment Desk 15.1 on page 274- cite parts of libel and privacy laws that apply to each scenario
- Post your “Favorite Places in Charleston” piece on your blog. Have at least eight photos and at least three “assets”
- Friday: update on news blogs; Chapter 15, “Legal Issues and Journalistic Ethics”

September 10 (Week 4)

- Monday: Favorite Charleston Place pictorial blog posting due today
 - Review/discuss homework due today- and look at other scenarios p. 285
 - Review students blogs
- Discuss next blog assignment: Person on the Street (POS) Report
 - Topic Choice A: 9/11 Anniversary this week- choose a story angle
 - Topic Choice B: Reaction to Republican and Democratic Conventions and who students plan to vote for in the presidential race
 - Due Friday, Sept. 14: Post your POS report. Set up topic clearly and have at least five comments from five different students or faculty. Have their photographs also. Have links to appropriate and related websites. Also, Have a poll/survey related to your topic in your blog’s right (or left, depending on your layout) column.
- Homework for Wednesday, Sept. 12:
 - 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
- Wednesday: Chapter 3, “Research and Interviewing”
- Friday: Interviewing part of the Chapter 3
- Friday: POS blog postings due
- Homework for Monday, Sept. 17:
 - Read Chapter 3, “Research and Interviewing”
 - Complete Assignment Desk 3.5 on page 48

September 17 (Week 5)

- Discuss, peer review homework due today
- Chapter 13, “Key Story Types”
- Scripting broadcast stories
- Homework for Wednesday, Sept. 19:
 - After reviewing Ch. 13, complete Assignment Desk 13.3 on p. 241- type two different stories per instructions for print, online and broadcast. Print and online story can be the same but indicate the assets you would use with the online version, such as website links and video.
- Homework for Friday, Sept. 21: Next Blog Posting
 - Write a 200+ word news piece about the new dining opportunities at CofC this fall. You can find the specifics on the school website by searching “new dining” or “Chick-Fil-A.”
 - Include at least three photographs (more details, next page)

- Include at least three quotes from different students and/or college officials that you personally gather
- Regarding the new Chick-Fil-A be sure to mention the controversy over the summer regarding this restaurant (CEO's "anti-gay" remarks) and how a petition opposing the new site on campus was signed by hundreds of students and others

September 24 (Week 6)

- Monday:
 - Return bank robbery stories (online and broadcast)- revise for next class
 - Go over format guidelines again
 - Discuss assignment due Friday, your next blog posting
 - Preview Chapter 4, "Writing Short News Reports and Leads" (print and b'cast)
- Homework for Wednesday, Sept. 26:
 - Assignment Desk 4.1 page 62: Write a 200 plus word article for tomorrow morning's newspaper about the city council action last night. Make sure to format correctly (one version only- print style)
 - Also, revise your bank robbery piece- turn in new copies of your online and TV news versions (don't turn in first version)
- Wednesday:
 - Review article due today, discuss blog posting due Friday and guest speaker Friday and assignment due Monday
 - Return critiques of New CofC Dining Places posting
 - In-class lead writing exercise
- Homework for Friday, Sept. 28- Next Blog Posting
 - Ch. 13 Assignment Desk 13.5 on p. 249- article should be at least 250 words. Follow instructions for listing possible audio and video elements
 - Post your article on your blog and have some photos and assets
 - Have at least two quotes from two different people in this article/post
- Friday: Guest speakers from Department of Communication Advisory Council
 - 9 a.m.: [Keith Lindenburg](#), Corporate Communications Leader
 - 10 a.m.: [Mike Touhill](#), Director of Public Relations, Kiawah Partners
- Homework for Monday, Oct. 1:
 - Create a blog post based on the talk Friday by our guest speaker
 - Decide three or four of his main points that you will bring out in your piece
 - Have at least three full direct quotes and several other partial or paraphrased quotes
 - Include a photograph of our speaker that you can take during or after his talk
 - Length of article should be at least 400-500 words
 - Include appropriate links and other assets

October 1 (Week 7)

- Do lead writing exercises this week
- Midterm Exam preparations- test is Wednesday, Oct. 10
- Post Midterm Study Guide and go over Wednesday
- Discuss writing part of midterm to be done before the test
- Preview Chapter 5, “Writing the Basic Text Story”
- Homework for Friday, Oct. 5:
 - Read Ch. 5
 - Be ready to discuss Assignment Desk 5.7 on p. 93
 - Hand out AP style exercise. We will start to go over this Friday
- Friday: Peer review of blog postings, to identify needed corrections
 - Go over AP style exercise distributed last class
 - Lead writing homework for Monday (handout)

October 8 (Week 8)

Midterm Exam preparations
Midterm Exam: Wednesday, Oct. 10
Friday: discuss second half of semester activities
and visit digital lab in back of 7 College Way

October 15 (Week 9)

Midterm Grades due: Tuesday, Oct. 16 by noon

- ✓ No classes Monday, Oct. 15- Fall Break
- ✓ Wednesday: Return and review midterm exams
- ✓ Chapter 6, “Writing the Advanced Text Story” PowerPoint
- ✓ Homework for Friday, Oct. 17
 - Read Chapter 6
 - Come to class Friday 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.
- ✓ Homework for Monday, Oct. 22:
 - Read Chapter 6
 - 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)

October 22 (Week 10)

- ✓ Monday: Go over Ch. 6 leads due today
- ✓ Draw names for Feature articles due Friday (post on your blog)
- ✓ Wednesday: During class, you will pair up and interview a fellow student for a feature article due Friday
- ✓ Homework for Friday, Oct. 26:
 - Write a 300-plus word feature article about the classmate you interviewed Wednesday
 - Include at least three full quotes and other partial and paraphrased quotes from your student
 - Include one or more photographs of your student

- Post story on your blog
- ✓ Friday: Peer review feature articles
- ✓ Chapter 7, “Writing the Basic Online Story”
- ✓ Homework for Monday, Oct. 29:
 - Read Chapter 7
 - Critique two of the “Best Blogs on Journalism” from the list on page 137
 - In typed paragraph form, indicate which blogs you reviewed
 - What seems to be the purpose of each blog?
 - Who are the blogs geared towards as readers/followers?
 - Who or what is behind each blog? Who writes it?
 - What kind of content does each blog include?
 - What do you like, what do you dislike about each blog?

October 29 (Week 11) Friday, Oct. 29 is last day to withdraw with a “W”

- ✓ Monday: Go over homework due today
- ✓ Monday and Wednesday: 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
- ✓ Scripting audio and video (radio and TV) news stories
- ✓ Homework for Friday, Nov. 2:
 - Read Chapters 8 and 9
 - Do Assignment Desk 9.5 on page 170
- ✓ Friday: Audio and Video editing program- Audacity for audio, MovieMaker, iMovie, Adobe Premiere, Final Cut for video

November 5 (Week 12) Election Day: Tuesday, Nov. 6 (no classes)

- ✓ Monday: Discuss election and field exercise during Wednesday’s class
 - Review Hurricane Sandy POS video posting
 - Discuss Friday’s blog posting
 - Chapter 10, “Writing the Basic Video Story”
- ✓ Wednesday: Bring camera to class to conduct interviews on campus- reaction to Tuesday’s presidential election
 - 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
 - Also, review my Hurricane Sandy POS posting
- ✓ Homework for Friday, Nov. 9:
 - On your blog post your Election Reaction POS article (print version, not video POS)
 - Must have comments/quotes from at least five CofC students, staff, faculty
 - Must include images of these people to accompany their quotes
 - Also, create a new poll or survey about the election that will go with your article
- ✓ Friday: Review Election POS postings (including polls/surveys)
 - Discuss Election POS TV scripts due Monday
 - And standups you will shoot during class Wednesday
- ✓ Homework for Monday, Nov. 12:

- Write a split-page TV news script for your election reaction report
- Follow examples posted on our website: my 9/11 anniversary POS and Hurricane Sandy reaction POS scripts
- Upload your video clips to an editing program

November 12 (Week 13)

- ✓ Monday: Collect Election POS TV scripts
 - Return Election POS print posting evaluations
 - Continue to review on-air delivery tips and techniques
- ✓ Wednesday: During class you will be given time to go outside and shoot your Election POS standup open and closes
- ✓ Detail News Blog final project and its elements
- ✓ Editing video
- ✓ Homework for Monday, Nov. 19

- Produce your election POS report, post it in YouTube and your blogs

November 19 (Week 14) No classes Wednesday and Friday: Happy Thanksgiving!

- ✓ Monday: POS election reports due- view in class
- ✓ Homework due Wednesday, Nov. 28:
 - Read Chapter 12, “Writing the Advanced Online Story”
 - Do Assignment Desk 12.2 on page 219
 - Follow instructions given but do one of each (primer, FAQ, timeline)- decide which to do for which story (type everything)

November 26 (Week 15)

- ✓ Monday: Chapter 12, “Writing the Advanced Online Story”
- ✓ Discuss final Multipart/Multimedia reporting package due on the exam date
- ✓ Homework due Wednesday, Nov. 28:
 - Read Chapter 12, “Writing the Advanced Online Story”
 - Do Assignment Desk 12.2 on page 219
 - Follow instructions given but do one of each (primer, FAQ, timeline)- decide which to do for which story (type everything)
 - Topics can be three that you are considering for your final project
- ✓ Find a campus or local event that you can photograph or videotape to create a slideshow or video montage for assignment due Monday, Dec. 3
- ✓ Homework for Monday, Dec. 3:
 - Create a slide show or video montage about a recent CofC or Charleston area event. Can be theme-related (example: The Holy City: The Churches of Charleston). Write 100-150 words on your blog then have a link to your slide show or video montage. Put to music. See class homepage for two links to free music sites.
 - This is a blog post and letter grade assignment

December 3 (Week 16) Monday, Dec. 3- last class

- ✓ Monday: Slide show or video montage due today
- ✓ More on final Multipart/Multimedia reporting package due on the exam date
- ✓ Final Project Details:

- Select a newsworthy topic and create a “trunk and branch” multipart, multimedia online package
- 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) with related “sidebar”-type articles that you write. Think “primer” background/history story, Q&A piece with key person in your main story, behind-the-scenes story, 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
- There must be at least one audio, video or photography slide show/montage link
- 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!
- 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.

FINAL EXAMS:

9 a.m. class: Friday, Dec. 7, 9-11 a.m.

10 a.m. class: Monday, Dec. 10, 9-11 a.m.

Final Multipart/Multimedia Reporting Package due on the exam date—see project details above in the Dec. 3 class schedule

****Final Grades Due: Friday, Dec. 14 by noon**

****Final Grades can be viewed by students on Cougar Trail on Saturday, Dec. 15**