

J550 – 1100 Digital Media
Syllabus Spring 2017
Class #61356

When do we meet?

Mondays and Wednesdays, 11:00a.m. – 12:15p.m, in STFL 105 Classroom.
Once a week for a newsroom shift, in the Multimedia Newsroom. You
Will select your individual schedule for your lab time (newsroom shift).

Cool. So who teaches the course?

Dr. Jerry Crawford II, however you will also work with Dr. Max Utsler
and Mr. Chris Bacon, the general manager and news coordinator of
KUJH-TV with help from J620, J288 and J488 students.

Where and when can I find them?

Dr. Crawford's office hours are **Monday/Wednesday 12:30p.m. – 2:00pm,**
Tuesday/Thursday 11:00 a.m. – 2:00p.m. Friday by appointment. His office is
209B Stauffer-Flint. Phone numbers: 785 864-0603. Email: jcrawford@ku.edu.

Dr. Max Utsler will be **in the newsroom** throughout the week but mainly
Mondays, Wednesdays and Fridays. His office is 2071 Dole. His phone number: 785-
864-0608. His Email: Utsler@ku.edu.

Mr. Bacon is generally available in the newsroom, control room or his
office (2051B Dole) from about 9:45 to 5:45. He may not be in his office, per se,
but will be usually be in the area. Phone number: 785 864-7635 (O). Email:
cbacon@ku.edu.

What do we do in this class?

We prefer to call the "lecture" portion of the class "class discussion" (more
later). As noted above, there are two per week, 11:00a.m – 12:15p.m. Monday
and Wednesday.

The most valuable part of the class is the lab, otherwise known as
"newsroom shift." This involves working in an operating newsroom that
produces news for public consumption, aired on KUJH-TV and at
www.kansan.com on the Web. Your work involves the same duties required of
reporters in any typical smaller-market television/Web newsroom. You are
expected to maintain the same level of personal and professional performance.
You are to provide your thoughts and comments in ensuring we have voices for
the entire community and media images/stories reflecting this.

Why am I here?

This course will develop your reporting, writing, shooting and editing of stories – the skills of visual storytelling for online and television. Journalists are charged with upholding the First Amendment. We will be looking at how we can provide storytelling and news gathering for different cultures, socio-economic, racial and religious communities on campus and our community. There also will be some assignments involving newspaper-style stories. You'll gain knowledge of what news coverage is like, how news organizations operate and where you fit in.

Will it take a lot of my time?

Yes. If you have reached this level of advancement in your curriculum, we assume you are seriously interested in a career in journalism. This course provides essential training toward that career goal and, therefore, is one of the most important courses you will take. To learn the skills well takes a commitment of will and of time. Still, the time requirements are reasonable, and students with normal class loads usually don't find the time commitment excessive.

So what's my goal for this course?

To hone your skills and professionalism to the point that you are employable, or nearly so, in a smaller-market television station or an online news organization that relies heavily on video.

To be able to use these skills to incorporate stories on different socio-economic; inclusive, and other diversity issues.

Like *what* skills?

- Executing fundamentals of multimedia journalism under deadline pressure.
- Contributing high-quality work.
- Producing stories that will draw favorable attention from employers.
- Using multimedia effectively.
- Developing professional work habits.

So, what kind of things do we have to do?

Well, you'll generate story ideas and cover stories on a shift in the multimedia newsroom every week as a reporter/photographer. Report, shoot and edit stories (mostly vo/sots) for the KUJH-TV newscasts. Later in the semester you'll be expected to produce some package stories during these weekly shifts. You'll contribute multimedia elements for the station Web site, tv.ku.edu. You will

develop and submit story pitches for enterprise multimedia news packages. And then you'll write, shoot and produce enterprise multimedia package stories (4) outside of your weekly shift. On one or more of these packages you may collaborate with students in other advanced media courses. See "Multimedia Package Assignment" in the MM Packages folder of the Blackboard site for information and requirements.

Is there homework?

You could consider those four packages "homework." But there's no reading, or anything like that, except that you are expected to religiously follow current events—read the newspaper, watch TV news, surf the *news* Web sites. You also should keep up on current industry news and trends.

Are there tests?

First the good news: No final, no midterm. The bad news? You will have unannounced, unscheduled current events quizzes. Call them "pop quizzes" if you like. They'll usually be 10 points. There probably will be a total of 10 during the semester. They may also cover a few things we discuss in class, in addition to current news.

What textbooks and other materials do I need?

We use no textbooks in this class, so at least it will cost you less than most classes. You *will* need:

- *SD Card.* Get the largest capacity you can afford [8 or 10 works on JVC]: for use in your weekly newsroom labs and for shooting multimedia packages. Available from variety, department and discount stores. Use high-quality brands. You can't really have too many of these.
- KU email account (your *official* KU address will be used for all email; check it daily.)
- A reporter's notebook, and a pocket address book (hard copy or electronic).
- AP Stylebook (you shouldn't have to buy this; it's the same as you bought for J304).

In addition, you'll find it helpful to have a cell phone, portable computer and a car. Obviously you're *not* going to buy any of these just for this class, but if you're considering one anyway, add this to this class to your list of reasons.

Where can I find assignments, schedules and other class materials?

Like most classes we keep most of that stuff on our Blackboard. In addition a great deal of material useful in this class will be during your newsroom shift.

So, if we don't have lectures, what do we do in these so-called "class discussions?"

As we said, this is a lab-intensive course, with the classroom component designed to help you place your lab and other reporting experiences in perspective. Classroom discussions will concentrate on refining and developing the skills you've learned in previous journalism courses, and on discussion and critical evaluation of professional standards, practices and ethics.

Also, we will hold in-class critique sessions of your work.

We want you to contribute as much to these discussions as the instructor (collectively if not individually). But that depends on you. If you have topics you would like discuss in class, please suggest them.

I will do some lectures, but this is a "hands-on" class and your development is the main focus!

In addition to the regular Tuesday and Thursday class meetings, we will meet several times during the semester with other advanced media classes. These sessions will be during our regular class time. We'll meet for about an hour. These are required class sessions.

So what do we get graded on?

Professionalism and academic honesty, the quality of your work, including reporting, sourcing, videography (shooting *and* editing), writing, and class participation.

So how do I get a good grade for professionalism?

- Go beyond the role of student to the role of news professional when you're working on stories for this course.
- Abide by style guidelines and procedures of KU campus media, including the rules and regulations of the Radio-TV production lab in Dole.
- Observe professional standards of ethics, especially the codes of ethics of the Society of Professional Journalists

<http://www.spj.org/ethics.asp>

RTNDA <http://www.rtnda.org/ethics/coe.shtml>.

- Abide by the University policy on Academic Misconduct, which is spelled out in the KU Student Handbook <http://www.studenthandbook.ku.edu/> and the School of Journalism Policy on Plagiarism and Fabrication/Falsehood (see below).
- Make deadlines. Be thorough and conscientious.
- Don't cheat. Don't fabricate. Don't jerk around your sources, co-workers or supervisors.
- Don't pass off work from another course or news outlet as reporting for this course.
- Attend class; be punctual.
- Be part of the solution, not part of the problem. Don't pull the excuse "I'm just a student." Yes, you're a student, but not *just* a student.

Is there a dress code for reporting assignments?

Yes, but it is flexible. Since the locations and conditions you may be reporting in vary widely, it's hard to dress appropriately for everything. Unless you know you're going to be doing a story on pig farming, don't wear t-shirts or sweatshirts. Jeans are okay in most circumstances if they're neat, clean and free of holes. You should not wear shorts except in extremely hot weather. The key is be practical and professional in the way you dress.

How much do all these things count?

<u>Course component</u>	<u>Points</u>
Multimedia packages	40%
#1	5%
#2	10%
#3	10%
#4	15%
Newsroom shifts and professionalism	25%
Story ideas	
Reporting, writing, shooting, editing, meeting deadlines	
Current events quizzes	20%
Class participation	10%
Quizzes (total)	5%

How do you determine the grade?

Deadlines and quizzes:

- An absence (see Attendance and Participation) for an in-class quiz will receive a zero. There are no makeups.
- A multimedia package that misses deadline will lose five points for **each day** it is late, down to a minimum of 60. Packages not turned in at all will receive a zero. Deadline exceptions will be granted only for technical problems in the multimedia lab, or for documentable emergencies (*not*, for example, because you can't contact your sources).

Grading Standards:

- 94-99% A, 90-93% A-, Excellent -- Professional quality work requiring virtually no editing by the instructors. Ready to run in Topeka or a comparable market. Clearly focused stories with enterprising ideas. Excellent leads and story structure. The stories' flow draws in the viewer. Accurate and concise. No questions left unanswered. Creatively shot and edited. All deadlines met.
- 87-89% B+, 84-86% B, 80-83% B-, Good -- Work needs revisions such as changing shots, reorganizing or remixing the sound. The story has no major technical flaws, but perhaps a writing problem or two. Nothing particularly wrong, but could have a stronger story idea, better organization and storytelling structure, or more engaging photography and editing.
- 77-79% C+, 74-76% C, 70-73% C-, Average -- Work needs significant revisions such as reshooting or major rewriting before airing. Story does the job *after* the revisions. Wouldn't meet a Topeka news director's expectations. May have a weak story idea or significant production problems. Draws attention because it doesn't do the job.
- 67-69% D+, 64-66% D, 60-63% D-, Below Average -- Work is unacceptable for submission to a news director. Major problems or errors are readily apparent, or a deadline was missed.
- 59% and below F, Failure -- Work not finished in a professional, timely way. Personal/time management/work habit problems rather than a lack of skills or understanding of the broadcast news process are usually the culprit.

Are there any opportunities for extra credit?

Yes, occasionally. One such would be working on a "snow day" when classes are cancelled, which they rarely are (see below). Another would be

election coverage, or some coverage that requires extraordinary effort outside regular assignments. In most cases, extra credit must be approved in advance.

Here are some other things you should know about the course and newsroom work:

Identifying yourself to sources

When contacting sources, you should identify yourself as a reporter for the campus media where your story will/may appear, in other words, KUJH-TV, tv.ku.edu, the Kansan. You should make it clear to the source that the story will be broadcast/posted/published. *Do not* characterize the assignment as merely a class project.

Journalism School Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the teachers of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism:

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification:

Unauthorized alteration or invention of any information or citation in an academic exercise.

Attendance and Participation

Participate in class with questions and comments.

There are no excused absences from class (we all know Watkins doctors' notes can be had for the asking), but you won't be penalized for fewer than three. If you have serious illness or other longer-term emergency that causes you to miss multiple classes, discuss this with your instructor.

Newsroom Shift Attendance

Concerning lab attendance, we're reasonable unless you don't communicate maturely and professionally. **Treat this as a job (no show, no pay).** Unless you do one of the following, you'll have an *unexcused* absence from lab.

- Call or e-mail *ahead*. After-the-fact excuses — “I overslept” — are weak and won't fly. (If you really oversleep, call *immediately*.)
- Contact Dr. Utsler or Mr. Chris Bacon *and* the newscast producer in advance if you must miss your newsroom lab.
- Contact them as soon as possible after the fact if you truly ran into an **emergency** — something out of your control — that prevented you from providing advance notice.

Missing a lab without making proper arrangements as stipulated above will result in an automatic one-grade-level reduction in your *lab grade*.

If you need to miss a particular shift you may do one of the following:

Swap with a classmate.

Make arrangements in advance to work a different shift than you're normally scheduled.

Make advance arrangements for an excused absence. *No excuses will be given for labs adjacent to a vacation or a break*, except documented emergencies. We no longer accept the “I've already made flight reservations” excuse.

All of the above require *advance* approval of the instructor.

Tardiness disrupts everything, and coming to lab or class late will lower your professionalism grade, and may lower class participation grade, if excessive.

School of Journalism policy on classroom attendance:

- No student may add a journalism class after the 20th day of a semester.

- Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without the student's consent.
- The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.
- The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.
- Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Other University and Journalism School Policies

Disabilities: The KU Office of Disability Resources (DR) coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted DR, please do so as soon as possible. Office: 22 Strong Hall, Phone: 785-864-2620 (V/TTY). For information about DR services, go to <http://disability.ku.edu>. Please contact me privately regarding your needs in this course.

Graduate students: The University requires extra work for graduate students enrolled for graduate credit in courses that also serve undergraduates (any course numbered 500-699). Graduate students must consult the instructor to make arrangements on an individual basis.

School laboratories: The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-served basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-served basis through Outlook Web Access, www.mail.ku.edu. Instructions are available on the J-

School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

The School of Journalism has adequate laboratory resources for students who complete their assignments in a timely manner.

Parking: Everybody’s favorite subject. The KU Parking Department does not issue KUJH-TV on-campus passes, nor can you park in KU parking without the proper permit.

Inclement weather: In the event of inclement weather, KU officials — *not the instructor* — make the decision to cancel classes. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). It is the usual practice for KUJH-TV News and tv.ku.edu to operate on a normal schedule in inclement weather (after all, weather severe enough to cancel classes is big news). You may volunteer to work your usual shift or an additional shift (if your usual shift is on a different day). Extra credit may be awarded for such work.

Religious holidays: If you need to miss class or newsroom lab to observe a religious holiday, please contact the instructor and/or news director (as appropriate) at least two weeks in advance.

Copying or recording: If you want to audiotape course lectures as a note-taking aid, please request permission to do so. Normally permission is granted routinely. The course content is the instructor's property. Unauthorized recording, use or publication of in-class presentations is strictly prohibited.

Copyright: All material broadcast or generated in the preparation of a broadcast is the copyrighted property of the University of Kansas. Providing copies of such material to outside parties, or posting of such material on the internet, is a violation of the copyright. Please consult your instructor if you wish to provide video to outside parties.

Tests, reading assignments and due dates

△ All dates subject to revision as we go through the semester △

Mon Jan 16

No class. Dr. Martin Luther King, Jr.
Holiday

Wed Jan 18

Meet in Dole Newsroom with Dr. Max
Utsler. Learn about the roles and
responsibilities in newsroom.
Dr. Crawford will be at a conference and
will meet with class Monday Jan. 23rd.
**Sign up for news shifts-
Mondays, Wednesdays or Fridays.**

Mon Jan 23

Syllabus/Cameras/Microphones/
Production
Pitches- discussions and class critiques
Due:
Setting up first interviews
**Wed. Meet in classroom/Portfolio
development/requirements**

Wed Jan 25

Syllabus/Cameras/Microphones/
Production
Heather Lawrenz – Website/Portfolios
Discussion and sign up for newsroom
shifts.
Package #1 Due Web. Feb 15th
Watch: Students just like you
And Network Storytellers

Mon Jan 30

Meet in newsroom

Wed/Class and Start Newsroom Shifts

Wed Feb 1

Class/Newsroom shifts begin

Mon Feb 6

Newsroom Shifts –
Due Classroom LPD visit

Wed Feb 8

POI/Sgt. Amy Rhodes and
POI. Kim Murphree/LPD
We will meet in CLARKSON
GALLERY

Discussing Package Number 1

Mon Feb 13

Newsroom Shifts
Due: First Package Wednesday

Wed Feb 15

Newsroom Shifts
First Packages DUE
Due Classroom “Catch ups Monday”

Mon Feb 20

In Class. Work on your story ideas for
the week!
Resume Newsroom shifts

Wed Feb 22

Newsroom Shifts

Mon Feb 27

No in-class meeting.
Work on your Package 2.

Wed March 1

Classroom
Discuss and preparing personal “Reels”
Due: Meet in class with reel sites and
templates
Discuss Package 2
Package 2 Due Date: Wed March 15

Mon March 6

Class –work on portfolios and Package 2 research/writing.

Wed March 8th

In Class updates
Personal Reels discussion
Package 2 due Wed March 15th

Mon March 13th

Class: Devoted to Package 2 work.

Wed March 15th

Classroom critiques of reels
View and discuss Package 2
Due: 2nd Packages

Mon March 20

NO CLASS
SPRING BREAK

Wed March 22

NO CLASS
SPRING BREAK

Mon March 27

Where are we?
Preparing for personal reels and portfolios.
Due: Critiquing personal templates for reels and websites/Package 3 April 12

Wed March 29

Presentations of personal start of reels and websites
Due: Back to Newsroom shifts

Mon April 3

Newsroom Shifts

Wed April 5

Newsroom Shifts

Mon April 10

Regular Class to catch up
Due: Package 3 April 12

Wed April 12

Classroom
View and discuss Package 3

Mon April 17

Reels and websites critiques
Due: Package 4 discussion
Package 4 Due Date: Mon. April 24

Wed April 19

Meet in Dole

Mon April 24

Class meeting:
Where are we? **Final packages Due today** and websites due by start of Class
Due: Work on final presentations

Wed April 26

Discussions and 1 on 1 with Dr. Crawford

Mon May 1

Final reels and websites Presentations

Wed May 3

Final reels and websites Presentations
Last day of class

FINAL EXAM

We will follow the KU Schedule
Last Day of Class