

## Fall 2018 Jour 551 Advanced Multimedia Reporting Syllabus

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<http://www.jourtech.dept.ku.edu/tutorials/tutorial-pages/>

Welcome to this immersive reporting course. You'll gain experience to prepare you for an internship or your first job as a reporter. You will write enterprise and spot news stories and will use video, photos, graphics and social media to enhance those stories. Some of your stories will appear on Kansan.com and its print editions. You also will explore the latest reporting trends and practices.

### Course Goals:

- Learn how to generate and present high-quality story ideas.
- Strengthen your newsgathering, writing and multimedia storytelling skills.
- Practice the professional and personal skills required to succeed as a reporter. These include ethical decision-making, good communication, collaboration, time management, punctuality, reliability, initiative, persistence and good humor.

**Course Deliverables and Expectations:** In addition to class time, you will be expected to work 6-9 hours per week developing stories and other content. Some weeks you may need to invest more time, some less, depending on what you're working on. At mid semester I will give you formal feedback on how you're doing.

**Your grade will be determined by how well you do on the following assignments:**

- **Three enterprise pieces. Worth up to 20 points each/60 points total. Stories ranging from 1,200 words to 1,500 words**
- **Three quick turn/spot pieces off the news. Worth up to 10 points each/30 points total. Stories ranging from 300 words to 500 words.**
- You can rewrite one of the six stories and perhaps get a higher grade.
- **Six story pitches with budget lines and other elements for the six pieces. Worth 1 point each/6 points total.**
- **Class participation/professionalism. Worth up to 4 points total.**

### How to provide assignments and deadlines

- **Send all stories to my e-mail [mcasey32@ku.edu](mailto:mcasey32@ku.edu) Stories should be in Word, 12-point Times Roman type and double spaced.**
- **Post complete news packages with stories, videos, photos, etc. on WordPress and send me a link to the news package along with your story.**
- Send weekly beat notes to Drop Box account by 6 p.m. every Friday.  
<https://www.dropbox.com/home/J551%20budget%20lines>
- Send updated story plans to the Drop Box link by noon every Tuesday.  
<https://www.dropbox.com/home/J551%20budget%20lines>

•You'll find the story evaluation form, sample story plans, weekly beat notes, the syllabus and assigned readings on Blackboard.

**Final Grades will be based on a 100-point scale:**

**Grade Scale:**

A = 93+

A- = 90-92%

B+ = 87-89%

B = 83-86%

B- = 80-82%

C+ = 77-79%

C = 73-76%

C- = 70-72%

D+ = 67-69%

D = 63-66%

D- = 60.0-62%

F = 59-

You will be evaluated on the quality of your work that entails generating story ideas, pitching stories, reporting, writing, and developing multi-media and online components. Participation includes coming to class prepared, sharing insights and asking questions. Professionalism includes completing assignments on deadline, behaving ethically, and dealing with editors, classmates, sources and the public.

**On most Mondays**, we'll discuss a topic or skill in reporting, an assigned reading, homework assignment, current events or hear from a guest speaker.

**On most Wednesdays**, you will pitch your story ideas and/or provide updates on the progress you're making on the stories. Sometimes I will meet with you individually to discuss your stories. As noted above, you will be graded on the quality of your budget lines.

**A few more words about the process:** Topics for all stories must be cleared in advance with me. If the focus of story changes, you should update/discuss with me your new angle or approach. I will provide instruction for assignments in class. You will be expected to use social media to inform your reporting and promote your stories. I will personally edit most, if not all, of your enterprise and ask you to fill holes and rewrite before submitting stories to the Kansan editors who may do further edits. News editors may provide the first edits on your spot news stories. For example, when you cover a spot news event, you should send the story to a news editor no later than an hour or two after the event. Please send me your original story. For your midterm and your final evaluations, you will provide me with web links to your published stories and other content.

**Attendance:** You will be allowed a total of one absence from our scheduled classes. If you know you are going to be absent, please let me know ahead of time. However, **ALL WORK – including budget lines--MUST BE TURNED IN ON TIME** to earn full points. Should you miss a class in which an assignment was explained, find a classmate you can get the information from. For every additional class you miss, unless it is a documented medical or family emergency, you will lose three points from your final grade. It is NOT OKAY to schedule an interview during class or other established meeting times. Use your absences for illness, deaths and emergencies.

**Keeping up with the news:** I expect each of you to read the web and print editions of The Kansan and the Lawrence Journal-World. I would encourage you to read the web or print editions of The Washington Post. You should make frequent use of the AP Stylebook, the Kansan Policy Guide and a dictionary.

**Ethical Practices Policy: As reporters,** you are expected to follow Kansan policies and adhere to the Code of Ethics of the Society of Professional Journalists. For example, you should:

- Inform interview sources that you are a student reporter working on a story for The Kansan.
- Avoid using as sources family, friends or close acquaintances and avoid writing about issues or entities with which you have a personal connection and thus a conflict of interest.
- Never include in a story the work of others without attribution and credit for their contributions.
- Never fabricate facts, sources or quotes.
- Always clearly attribute the source of information presented in your stories. Provide links to source material or added-value information for your audience.

**Finally, You CAN Do This!** You are in this class to learn and hone your skills as a reporter. If you listen, work hard and learn from your mistakes, you will do well. You will be amazed at how much easier complex stories are to research and write at the end of the semester. I admire all of you for your willingness to work hard in a challenging course. As far as I'm concerned, you are all beginning the semester as A students.

### **University and School Policies:**

#### **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 any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) 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.

#### **Concealed Weapons**

Individuals who choose to carry concealed handguns **are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy.** Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an uncocked position
- Must have the safety on, and have no round in the chamber.

#### Lab classes

This course takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns. Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

**Inclement Weather and Special Needs** - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

#### Resources:

**The Career and Outreach Office** at Stauffer-Flint, Room 120, provides services for all students at the William Allen White School of Journalism and Mass Communications. If you need assistance with resume and cover letter development, job search strategy, internships, mock interviews and LinkedIn profile, schedule an appointment with Steve Rottinghaus at [steve\\_rottinghaus@ku.edu](mailto:steve_rottinghaus@ku.edu). Make sure to follow job and internship postings on Twitter at @Rhaus90.

**J-School Generations** is an annual event during KU Homecoming that brings together J-School alumni and students to connect, network and have fun. Alumni "take over" journalism classes on Thursday, Sept. 27, and students are invited to attend a TED-style talk with three of our alumni. On Sept. 28, we have student/alumni teams compete in a trivia and games contest and networking opportunities. Our alumni, who work in all facets of journalism and strategic communication, are eager to share their advice with you. Learn more and sign up for events at <http://journalism.ku.edu/j-school-generations>.