

# J415: Multimedia Reporting

Fall 2019

**Lecture:** 3-4:15 Mondays in Dole 2092

**Lab:** 3-4:15 Wednesdays in 338B Strong Hall (Casey) and Dole 2096 (Finneman)

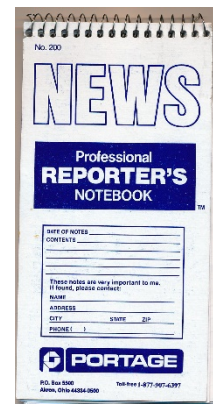


Welcome to our newsroom! The goal of this class is to prepare you for how the real world of daily journalism works so that you feel prepared for an internship and learn the foundation of what a career in this industry involves.

In this class, you will learn how a newsroom functions and will need to pitch ideas, report on deadline, work in a team, think critically, revise copy and create multimedia like real reporters. This is a working class with the goal to improve your writing, your news judgment and your multimedia skills by the end of the semester. We will bring in multiple guest speakers who are potential future employers and wish for you to take advantage of the opportunities the class offers to build your resume and make you a strong job candidate.

## **By the end of the semester, you should be able to ...**

- Collect information ethically and accurately.
- Analyze and synthesize information from multiple sources.
- Construct informative stories.
- Tell stories using text, images and sound.
- Generate ideas for stories that are newsworthy, informative, clear and concise.
- Develop stories that present information accurately and fairly, including multiple perspectives from diverse audiences.
- Report and prepare materials on deadline.



## **Coursework**

Your grade will be determined by the following items:

- Twitter scavenger hunt: 30 points
- Observation assignment: 30 points
- Interview assignment: 50 points
- Newsroom visits paper: 30 points
- News & social media critiques: 80 points
- AP Quizzes: 60 points
- AP Test: 40 points
- Seven pitches: 70 points
- Five stories: 500 points
- Video package: 40 points
- Job call: 30 points
- Final portfolio & learned paper: 40 points
- Total: 1,000 points

## Your Professors

*Mike Casey*

[mcasey32@ku.edu](mailto:mcasey32@ku.edu)

Office hours by appointment

Before or after class.



*Teri Finneman*

[teri.finneman@ku.edu](mailto:teri.finneman@ku.edu)

Office: SF 209D

Office hours: TH 12-2 or by appt.

Professor Casey has worked as a reporter and editor for newspapers, magazines and United Press International. He wrote and edited stories about crime, sports, business, education, legal affairs and government. As an investigative reporter, he produced projects about organized crime, slum housing, and workplace safety. While at The Kansas City Star, he trained more than 100 interns. He also was a public affairs officer for the Army at Fort Leavenworth, Kan., where he wrote stories, produced videos and arranged media interviews.

Dr. Finneman has worked as a reporter, multimedia correspondent and social media editor. She spent most of her career working for the Fargo Forum. She was a multimedia Capitol correspondent for Forum Communications' four North Dakota daily newspapers and two TV stations. She has worked for more than a dozen newspapers and four TV stations, as well as for ABC News and the Center for Public Integrity in Washington, D.C. She is editor of The Eudora Times and executive produces and co-hosts the Journalism History podcast.

### How to succeed in the course:

- Attend class and ask questions. This course is training you how to be a professional and is the equivalent of reporting to work. You are permitted one unexcused absence of any kind. After one, you will receive a 10-point grade deduction per absence to your total points at the end of the semester. If you are absent, you may not make up what you missed and must ask a classmate for notes. Excused exceptions include a doctor's note, funeral program or authorized university activity.
- Take notes in class. Consult these notes as you do your assignments. Class notes will be handwritten since journalists must be able to take notes. Electronics are not permitted in class unless specific accommodations are required or unless there are in-class assignments.
- Attend your instructors' editing advice office hours to help you improve on future assignments.

- Dress professionally while out on assignment. Do background research and be prepared for your interviews. No emailed interviews are allowed without instructor permission. We advise against certain interviews we'll discuss in class.
- Turn in assignments on time. Assignments are due by 3 p.m. sharp Wednesdays. Late work (starting at 3:01 p.m.) will not be accepted. Deadlines in this field are strict for a reason: to get the news product out on time. The broadcast starts at 6 p.m., not 6:01.
- Turn in original work. You may not use anyone else's material in your assignments, i.e. you cannot use others' photography, interviews, video footage, etc. All of your work must be created by you. All work must be original to this class. You can submit it to student media/other media after you hand in your material for class. If you have questions, please ask your instructor.

## Grading

Your final grade for this class will be a letter grade. Here's the grading scale.

93 – 100 = A	90 – 92 = A-
87 – 89 = B+	83 – 86 = B
80 – 82 = B-	77 – 79 = C+
73 – 76 = C	70 – 72 = C-
67 – 69 = D+	63 – 66 = D
60 – 62 = D-	59 or below = F

News/Information majors must have a C or better in this class before they can move on to upper-level skills courses. A grade of C- or lower means you must retake the course.

**NOTE:** Revisions – 5 more points will be added to your story or video package grade if you complete the revisions from your instructor and hand the revised story back in within one week.

**NOTE:** Any questions/complaints/etc. about grades must be made within one week of receiving the grade. After that, the grade is final.

**NOTE:** There are two extra credit opportunities in this class. One is to attend at least two sessions of the Kansas Association of Broadcasters convention Oct. 21 or 22. (Free registration is due in late September.) The second is to attend the J-School internship fair Oct 24. Each is worth 15 points of extra credit, or 30 potential points total.

## Story Accuracy Rubric

Fact/accuracy errors: (e.g. wrong city, person, or address; misuse of facts or other important fact; attributing wrong person to information or quotes, either direct or indirect).

Before midterm -5 percent

After midterm -10 percent

Misspelled name of person or city or organization, etc.:

Before midterm -15 percent

After midterm -30 percent

Misspelled words:

Before midterm - 2 percent per word

After midterm - 5 percent

AP Style, grammar and punctuation errors: (also quotation style errors)

Before midterm - 2 percent per error

After midterm - 5 percent

## Assignment Schedule

<b>Week</b>	<b>Assignment</b>	<b>Deadline</b>
1		
2	News Critique/Twitter hunt/Interview Pitch	3 p.m. Wednesday
3	NC/Observation/Story Pitch 1/AP Quiz	3 p.m. Wednesday
4	NC/Interview Due	3 p.m. Wednesday
5	NC/Story1/Story Pitch2	3 p.m. Wednesday
6	NC/Newsroom Paper/AP Quiz	3 p.m. Wednesday
7	NC/Story2/Story Pitch3	3 p.m. Wednesday
8	Story Pitch 4/AP Quiz	In class Wednesday
9	Social Media Critique/Story 3/AP Quiz	3 p.m. Wednesday
10	SMC/Pkg Pitch/AP Quiz	3 p.m. Wednesday
11	Story Pitch 5/Story4	3 p.m. Wednesday
12	Video Pkg/AP Quiz	3 p.m. Wednesday
13	Story 5	3 p.m. Wednesday
14	AP Test	In class 3 p.m. Monday
15	Job Call	3 p.m. Wednesday
16	Final portfolio/paper	3 p.m. Wednesday

**\*\*We visit newsrooms Sept. 18 and 25 and a broadcast convention session Oct. 21 that will extend normal lab time. Adjust your work schedule accordingly. Visit with your instructor if there is an issue.**

# Course Schedule

Below is a breakdown of the course schedule, which is subject to change:

## **Week 1**

Monday, Aug. 26  
Class Introduction/Media Ethics Briefing

Wednesday, Aug. 28  
Covering a Beat: Interviewing  
Weeks 2&3 Items Assigned/Intro Paper

## **Week 2**

Monday, Sept. 2  
LABOR DAY. NO CLASS.

Wednesday, Sept. 4 (ALL MEET in Dole 2092)  
Covering a Beat: Speeches, Meetings & Events, AP Style

## **Week 3**

Monday, Sept. 9  
Covering a Beat: Business

Wednesday, Sept. 11  
Newsroom Time: Observation Sharing/Story Brainstorming/Pitching/AP

## **Week 4**

Monday, Sept. 16  
Covering a Beat: Social Media & Photography Basics, Infographics

Wednesday, Sept. 18  
Lawrence Journal-World newsroom tour

## **Week 5**

Monday, Sept. 23

## Covering a Beat: Broadcast Fundamentals

Wednesday, Sept. 25  
Topeka TV station tour WIBW

### **Week 6**

Monday, Sept. 30  
Covering a Beat: Broadcast Contracts & Script Writing

Wednesday, Oct. 2  
Newsroom Time/Equipment Practice in Resource Center (Casey)  
Premiere Training in Clarkson Gallery (Finneman)  
AP

### **Week 7**

Monday, Oct. 7  
Covering a Beat: Feature Writing

Wednesday, Oct. 9  
Premiere Training in Clarkson Gallery (Casey)  
Newsroom Time/Equipment Practice in Resource Center (Finneman)

### **Week 8**

Monday, Oct. 14  
FALL BREAK. NO SCHOOL.

Wednesday, Oct. 16 (**All together in Dole 2092**)  
Covering a Beat: Enterprise Stories, Government & Schools  
AP

### **Week 9**

Monday, Oct. 21  
Poynter training at broadcast conference: 4:45-6 p.m. Meet at  
DoubleTree by Hilton in Lawrence

Wednesday, Oct. 23  
Newsroom Time/PROFESSOR CHOICE: WILD CARD/AP

### **Week 10**

Monday, Oct. 28  
Covering a Beat: Investigative & Data Journalism

Wednesday, Oct. 30 **TOGETHER IN DOLE 2092**  
Covering a Beat: Breaking News/Political Reporting  
AP

**Week 11**

Monday, Nov. 4  
Open Records

Wednesday, Nov. 6  
Newsroom Time. Social Media & Ethics Policies

**Week 12**

Monday, Nov. 11  
Covering a Beat: Sports

Wednesday, Nov. 13  
Newsroom Time/Finding Journalism Jobs/Resumes/Cover Letters/AP

**Week 13**

Monday, Nov. 18  
Covering Trauma: Obits, Funerals & Shootings

Wednesday, Nov. 20  
Covering Trauma: Obits, Funerals & Shootings

**Week 14**

Monday, Nov. 25  
AP Test

Wednesday, Nov. 27  
THANKSGIVING. NO SCHOOL.

**Week 15**

Monday, Dec. 2  
Employer Panel

Wednesday, Dec. 4  
Job Call Sharing/Portfolio Work Time

**Week 16**

Monday, Dec. 9  
Young Journalists Crossfire

Wednesday, Dec. 11  
Portfolio Sharing/Wrap

## Assignment Instructions

\*\*Below, you will find basic guidelines for your various assignments to help you. However, many instructions will be provided verbally in class and require you to take notes on what is expected. News editors give story assignments verbally, not via assignment sheets.

### News Critiques

Find a story. Type a paragraph (4-6 sentences) analyzing the story. This may include addressing: A.) What writing tips you picked up from how the story was written; B.) What you liked or didn't like about how the story was written; C.) What you would change about how it was written, or D) What questions weren't answered in the story? DO NOT SUMMARIZE THE ARTICLE. Include web link to story. Turn in via hard copy.

### Twitter Scavenger Hunt

It is important to get to know the community you are covering and where some of the major newsworthy places are. You are going to go to EACH of the 10 places on the below list and take a photo of yourself in front of all of the buildings (preferably next to the sign of the building). You do NOT need to go inside any of these places. Shoot from outside the building. You can either do a selfie or bring a friend along to take the photo of you. YOU MUST BE IN EVERY PHOTO as evidence that you were at each of these places. You will not receive points if you are not featured in each photo and if it is not clear where you are.

\*\*\*\*\*Make sure your Twitter account is public and use #J415 if you are a Casey student and #J415A if you are a Finneman student. Do not delete any of the photos (if you wish) until you receive a grade.\*\*\*\*\*

This assignment is not being graded on photo quality, filters, etc., just that you did the assignment. Include a brief caption of where you are even though it should be clear in the photo. Here are the 10 places you must go to in order to receive all of the points:

1. City Hall
2. The Lawrence Police Department (headquarters)
3. Chamber of Commerce
4. Free State High School
5. LMH Health



6. Lawrence School District Office
7. Lawrence High School
8. Douglas County Sheriff's Office
9. Lawrence Convention & Visitors Bureau
10. Douglas County Courthouse

### **Observation Assignment**

Reporters must frequently go out of their comfort zones to get good stories and serve a broad audience. The goal of this assignment is to make you go someplace you wouldn't usually go to learn more about someplace new and observe what's around you. Examples include: a place of worship different than your own, a nursing home, a senior center, an ethnic store, veterans' center, jail waiting area, social services, animal shelter, a local nonprofit, etc. You may NOT go to anywhere on campus, a bar, a restaurant, a gym, or a mall or will receive an automatic 50-percent grade deduction. The goal is to go someplace unique. I suggest spending at least 30 minutes at your post and observing: Who comes here? What signs/bulletins are on the wall? What can I learn about the community from this place? What stories might I do about this place? How could the people at these places be useful as sources in the future? Also describe your observation post, why you chose it, when you went there and whom you talked to. Two-page, double-spaced paper.

### **Newsroom Visits Paper**

We will visit a TV station and a newspaper this semester. TAKE NOTES DURING YOUR VISITS AND ASK QUESTIONS.

**Sept. 18:** Meet at 3:30 p.m. in the newsroom of the Lawrence Journal-World, 1035 N. Third Street, Suite 101-B. Students should arrange to carpool.

**Sept. 25:** Arrive at 4:30 p.m. at WIBW, 631 SW Commerce Place, Topeka. Carpool.

Be on time! It's disruptive to these newsrooms to be late.

\*\*Two-page paper due Wednesday, Oct. 2, outlining what you learned from the newsroom visits that you didn't know before and how the newsrooms differ in how they gather and present the news.

### **Interview Assignment**

You are required to do one interview (audio only) and will be graded on your interviewing skills and your audio quality. (Rubric pending). The interview must be 20 to 30 minutes with a single source. You may check out an audio recorder from the Resource Center but must supply your own SD card (a smaller one, not a large one). The audio (.wav or mp4 file) and a transcript must be turned in. We will discuss this more as a class.

## Story Pitches

Seven pitches are required: one interview, five print stories with related content and one video story. The written pitch must be approx. 1 page and include: A.) A clear description of what your pitch is and what background research you have conducted about the topic. B.) A list of potential sources to interview and/or read C.) Suggestions for what visuals you may get and which social media strategy you're choosing. D.) Estimated length. Hard copy.

## Story Assignments

Instruction and guidelines for how to do the story assignments will be provided throughout class lectures. For each story assignment, you will:

1. Select one story type from the first row
2. Select one visual component from the second row.
3. Select one social media component from the third row.

## *STORY CARD BINGO BLACKOUT*

<b>B</b>	<b>I</b>	<b>N</b>	<b>G</b>	<b>O</b>
Print business story 80 points	Print feature story 80 pts	Print meeting story 80 pts	Print event story 80 pts	Print enterprise story 80 points
1 photo 10 points	45-50-second VO/SOT/VO 10 points	30 seconds B roll 10 points	2 photos 10 points	1 infographic 10 points
1 Facebook post 10 points	1 Insta story (6-8 frames) 10 points	8 Live Twitter posts #J415 10 points	1 Insta story (6-8 frames) 10 points	1 Facebook engagement post 10 points

You may do the print stories in whatever order you wish. Choose multimedia items from rows 2 and 3 that work best to complement your story. You will do each item on the card one time for a bingo blackout so you have training in all of these areas by the end of the semester.

**SOURCE SHEETS:** For every story you do, you will turn in a source sheet with the name of the source and his/her phone number so your professors can do accuracy checks. If a source sheet is not turned in, there will be an automatic 20-percent deduction to the assignment grade.

## **B**

The business story should be approximately 500-750 words with at least three human sources and at least one data source.

## **I**

The feature story should be approximately 500-750 words with at least three human sources and at least one data source.

## **N**

The meeting story should be approximately 350-500 words with three human sources.

## **G**

The event story should be approximately 350-450 words with three human sources.

## **O**

The enterprise story should be approximately 750-1,000 words with four human sources and at least two data sources.

### **Video Package**

You must produce one package this semester (TRT between 1:10 and 1:20 minutes). You will turn in the script of your package as well as a link to the video. More instructions to come in class.

### **Social Media Critiques**

You will turn in a ½-page (double-spaced) typed social critique. Analyze how a news organization or specific reporter is using social media. You are encouraged to mix up what you focus on each week (both source and platform type).

Your analysis should include:

- What is the company/organization OR Who is the reporter? What social platform did you analyze?
- What strategies do they use in their posts that you find effective?
- Are there any strategies they use that you don't think are effective, and why?
- How often do they post?
- What kind of engagement are they getting, i.e. reader comments, likes, etc.?  
(not applicable with Snapchat)
- Anything else you may want to mention.

### **Job Call**

Students will think about what kind of future career they want and call someone who does that job. Ask them for advice, what they do, anything you want to know. Write a one- to two-page paper (double-spaced) about who you called and what you learned.

### **Final Portfolio/Learned Paper**

You will assemble your content into a final portfolio to present to the class and write a two-page paper (double spaced) about what you learned this semester, how you think you improved and what more you want to improve on going forward.

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## **Policies and Procedures**

**Disabilities:** The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact the instructor as soon as possible. Please be aware that the KU Office of Disability Resources 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 this office, please do so as soon as possible. Information about services can be found at <http://www.disability.ku.edu/~disability/>. Or you can visit the office on the first floor of Strong Hall. The phone numbers are: 785-864-2620. Please contact me privately regarding your needs in this course.

Course materials and lectures are property of the instructor or School of Journalism. You must obtain permission to record lectures electronically or use course materials outside this course.

In the event of inclement weather, KU officials make the decision to cancel classes. Call 785-864-SNOW (7669) to find out if classes have been canceled.

### **Journalism School 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 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.

### **Cheating and Plagiarism**

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

Plagiarism is stealing. You take someone else's ideas, thoughts or words and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due.

“Recycling” past assignments from other students and presenting them as your own falls into the category of plagiarism.

Fabrication and falsification mean that you made it up. This can include making up an entire story/source or embellishing a fact, quote or statistic to make it sound better. Don't do it. In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have any questions about what constitutes plagiarism, fabrication or falsification, please contact me.

You signed a contract of understanding during the j-school orientation that says you know what plagiarism is and its consequences in this school. Don't be the student who has to call home and tell your parents you've been expelled.

### **Diversity**

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

### **Commercial Note Taking**

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in [*insert course name and number*]. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. **Please note:** note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

**The Career and Outreach Office** at Stauffer-Flint, Room 120, provides services for all students. 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.