Cover Sheet: Request 11348

JOU 3346L

Info

Process	Course|Modify|Ugrad/Pro
Status	Pending
Submitter	Spiker,Theodore D tspiker@jou.ufl.edu
Created	12/12/2016 4:04:25 PM
Updated	1/12/2017 8:17:53 PM
Description of request	Change prereqs and from 1 credit to 3. This course becomes a 3-credit class as it serves as an intermediate reporting and writing class in which students not only learn technical multimedia skills, but also fundamentals of beat reporting, covering a community, and how to tell those stories in a variety of platforms. The 1-credit version of this class primarily focused n technical skills. This more rigorous class combines those technical skills with critical thinking and content skills as well.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Journalism 012304000	Spiker, Theodore D		12/12/2016
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick	Ted, a new course should come before the C&T committee.	12/16/2016
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Cacciatore, Amber S	Added to the January agenda.	12/19/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/19/2016
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					

Step	Status	Group	User	Comment	Updated
College Notified					

No document changes

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Form version: 1

Responses
Current PrefixJOU
Course Level3
Number 346
Lab Code L
Course Title Multimedia Reporting
Effective Term Earliest Available
Effective Year Earliest Available
Requested Action Other (selecting this option opens additional form fields below)
Change Course Prefix?No

Change Course Level?No

Change Course Number?No

Change Lab Code?No

Change Course Title?No

Change Transcript Title?No

Change Credit Hours?Yes
Current Credit Hours1
Proposed Credit Hours3
Change Variable Credit?No

Change S/U Only?No

Change Contact Type?No

Change Rotating Topic Designation?No

Change Repeatable Credit?No

Change Course Description?No

Change Prerequisites?Yes
Current Prerequisites Prereq: JOU 3109C with minimum grade of C;
Proposed Prerequisites Prereq: JOU 3101 with a minimum grade of C
Change Co-requisites?Yes
Current Co-requisites Coreq: JOU 310
Proposed Co-requisites None
RationaleThis course will become our intermedia multimedia reporting class that follows Reporting. Students will be trained in reporting as well as digital tools, using lab work and the Innovation News Center.

JOU3346L – Multimedia Reporting

Fall 2017 | Sample Syllabus

Instructors: TBD

Coaches: TBD

Prereqs

JOU 3101 Reporting
VIC 3001 Sight, Sound and Motion

Credits

3

Required Text
None

Course Description

This is an intermediate reporting and writing course that produces journalism in the Innovation News Center (Weimer 2300). The INC is a professional newsroom for WUFT and WRUF stations and websites. These are not just campus or student stations. They are professional news outlets serving adults in north central Florida. So for this class, think and act like a professional journalist. In other words, treat this like a job. If you do, you will get better clips/reel, you will better prepare yourself for a job and you'll get a better grade. It also prepares you for working in a professional workplace: office politics, communicating your ideas, garnering attention and interacting with management, etc. So even if a journalism industry job is not your destination, you'll gain valuable work experience.

Because this is a real newsroom, your workday will vary. One minute you could be making/taking calls and developing an audio and web story for WUFT/WRUF, and the next you could be running out the door to chase breaking news. One minute you could be turning in a story, and the next you could be explaining it on live TV.

Course Outcomes

By the end of the semester, students will:

(1) Write news stories acceptable for publishing online and for use on the broadcast platforms under deadline pressure
(2) Identify, pitch and produce news stories relevant and interesting to the audiences of the UF Media Properties
(3) Write for a variety of story styles: news story, "sound" story, feature story, profile, and social updates
(4) Report and deliver news on social platforms
(5) Take photos that follow basic photojournalism principles and post them
(6) Gather audio via phone or in-person, and edit audio to professional radio broadcast/podcast standards

(7) Work with an editor (lab instructor) to meet writing guidelines and deadlines
(8) Develop and execute two non-daily web and wrap stories during course of semester

Structure of the Course
This course requires engagement in the online lectures provided through Canvas learning management system in a series of modules, coupled with a weekly labs and/or newsroom shifts working with an instructor.

Phase One objectives
1. Interview public officials and other sources via phone and record with professional/airable audio quality
2. Edit sound bites and write sound stories to broadcast/publishable quality
3. Write both a fact sheet and a web brief for a news story
4. Answer and transfer newsroom telephones
5. Create callback sheets for all stories
6. Identify and contact sources for stories independently

Phase Two objectives
1. Conduct in-person interviews in the field for news stories
2. Return from field reporting with at least one publishable photo to accompany digital story
3. Pitch viable story ideas to coach/producers/news supervisors
4. Generate longer (300- to 600-word) web stories with multiple sources
5. Produce a wrap on the story for an hourly newscast
6. Contribute to or lead published effort in live-tweeting/blogging a developing story
7. Produce more than one broadcasted/published story in a shift
8. Demonstrate continued mastery/progression in previous objectives

Phase Three objectives
1. Audition to get air cleared for hourly newscasts
2. Complete newsroom special assignments and pitch/develop/publish stories that are more in-depth, enterprise level stories
3. Add professional-quality natural sound to wraps
4. Live-stream an event while gathering content for audio, digital and social platforms
5. Demonstrate ability to perform previous objectives independently and outside the newsroom — perhaps breaking news or other higher-level news stories
6. Demonstrate continued mastery/progression in previous objectives

Online Lectures:

Weeks 1-2
Module 1: Newsroom Basics

- INC Mission Briefing
- Newsgathering techniques for the INC
- Introduction to the equipment
- Writing to/for an audience
- Writing for broadcast
- Writing for digital
- Storyforms (bites, sound stories, web briefs, fact sheets, wraps, web stories)
- ATTEND: Newsroom training session lead by news managers/producers

Weeks 3-6
Module 2: Techniques
- Gathering and editing audio
- Sourcing
- Shooting Photos
- Live Tweeting/blogging
- Writing Social Posts
- Video interviews captured with smartphone
- Summarizing reporting for other media (TV/radio two-ways)

Weeks 7-10
Module 3: Types of Coverage
- City/County government
- Education
- Business
- Sports
- Police and Crime

Week 11
Module 4: Measuring Success
- Analytics
- Parse.ly reports

Weeks 12-15
Module 5: Non-Daily / Enterprise
- Enterprise
- Profiles
- Arts and Entertainment
- Criticism

Grading

How will you be assessed?
Your final grade will be a combination of:

- **100 POINTS:** benchmark quizzes/assignments assessed online in each lecture module (20 points for one quiz for each of the five modules)
- **700 POINTS**: Weekly lab shift assessments by your coach (see rubric)
- **200 POINTS**: Assessment of non-daily stories

An A indicates superior performance; B, highly competent, above-average work; C, average; D, below average; E, unsatisfactory. Final grades are calculated following the scale of 1000-900, A; 899-800, B; 799-700, C; 699-600, D; Below 599, E. *Note*: 'A' work required significant independent work and thought.

A Note on Deadlines
Deadlines will be very important in this course. **If they are not met, that deliverable will automatically fail** unless you have a documented medical excuse. If you run into issues on reporting/producing, let your news director or your coach know as soon as possible. Do not let the deadline whiz by and then tell us you had problems.

To borrow some language from the great Prof. Mike Foley:

CAUTION:

Plagiarism—including using material from news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences.   You can find the college's official ethical standards at http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/ If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities
Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.

Student Health and Wellness
Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 911.

Course Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, typically in the last two or three weeks of the semester. Summary results are available to you and the public.

Please note that evaluations serve two purposes: They (1) help my boss evaluate my performance and (2) enable me to improve my teaching and this course for future students. So what you have to say really does matter.

Academic Resources
- E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu or reach the website.
- For career advice and planning, or even help selecting a major or minor, contact the Career Resource Center in the Reitz Union, 392-1601.
- For help in finding resources, ask a UF librarian through Library Support.
- General study skills and tutoring available from the Teaching Center, Broward Hall, 392-2010 or 392-6420.

Have a complaint? See the UF Complaints Policy for links and directions

MMC 3346L INC Shift Assessment (Sample)

Name: Date:

Tasks (such as stories reported) completed today:

Reporting (25 points)

1. Attempts made to contact appropriate sources for subject matter (5pts)

2. Complete technically proficient reports (fact sheet, web story, sound story, wrap, live social posting) as assigned by news manager and/or coach (10pts)

3. Check facts and ensure fairness; spot-check source? (5pts)

4. Demonstrate attempts at self-edit: Correct mechanical errors and tighten copy (5pts)

Worth Ethic (10 points)
Check each box as it applies. Your supervising editor will provide separate feedback to affirm your responses.

☐ Arrive on time and in business casual attire   ☐ Efficient: get stuff done, don't dawdle

☐ Give the job your full attention   ☐ Be self-reliant

☐ Display a positive attitude   ☐ Show initiative

Headlines and Captions (5 points)

Write social media-friendly headlines of up to 10 words. Headlines written:

Write captions that complement headlines and leads. Details:

Mechanics (5 points)

☐ **Yes**, the student used KLZ, WordPress, ENPS effectively and independently to manage files, categorize stories, add tags, set featured images and write excerpts as warranted.

Progression (5 points)

☐ **Yes**, the student is showing improvement in each subsequent shift, and moving through the lab phases as articulated in the course syllabus.