

## Syllabus Spring 2006

### 694 Online Writing, Design, and Production-Advanced Media

Classroom instruction and individual coaching in the gathering, writing, design and multimedia presentation of news and information for the school's online media. Students synthesize material from other campus media as well as generate original material.

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Multimedia Coordinator: **Staci Wolfe**  
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**Class meets:** 11:00 to 11:50 MW in 2000 Dole

And 3-hour lab periods as scheduled.

Text: *Readings as assigned*

#### **Learning Goals**

1. By the end of the class students should be comfortable with both the human and technological challenges of **working in a multimedia newsroom environment**. To that end, they will work shifts in the multimedia newsroom editing, preparing and coordinating news content with the goal of getting student reporters' stories on TV, in the newspaper and online.
2. By the end of the class students should be conversant in the latest trends and issues in the online journalism world. To that end they will read assigned material and **file weekly topical essays** on the multimedia newsroom blog.
3. Students will develop **news editing skills** at the assignment and copy editor level, working with student reporters and the content those reporters produce, to assure accuracy, balance and concise and compelling online story telling. Class members will read, evaluate, and improve news content in a collaborative effort with student reporters and producers.
4. Students will develop and **execute a web project for tv.ku.edu** as part of a semester project.

#### **Grading**

Students must attend classes and laboratory periods. Attendance will account for 15 percent of the total grade. Journalism 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 aid.

Students who receive any form of Financial Aid should learn all requirements including minimum hours and grades to qualify for and retain that aid.

### **1. Working in a multimedia newsroom environment**

Evaluation will be based on the number and quality of stories guided to publication, the student's facility on various production platforms and software, feedback from student news staff on the student's helpfulness and editing, and observations by peers and instructors. A list of the required specific skill sets is attached.

300 points

### **2. Weekly topical essays**

Evaluation will be based on a series of essays on assigned topics. Essays should be tightly written; show original thought, research and insight; and be submitted on time. Essays will be filed as drafts to the multimedia newsroom blog and the best work will be selected for posting on that blog. Commenting on other's essays will also be taken into account as a measure of intellectual engagement and will help increase borderline grades. A missed essay can be made up by attending a computer skills training class through the J-School tech session or ACS. Proof of completion must be provided by the student.

250 points

### **3. Develop news editing skills**

Evaluation will be based on a journal that students post to regularly. Students will log a shift report to their blogs after the end of each shift as part of their semester portfolio. Journals kept on the blog also will include student entries on improvements made or challenges faced and on progress on their semester projects. Links to the student's work, related stories and other sources should also be included. These blogs will serve as a performance record when students are evaluated at regular intervals throughout the semester in one-on-one conferences with the instructor. This category includes working with advanced student reporters' in-depth projects. Commenting on other's blogs will also be taken into account as a measure of intellectual engagement and will help increase borderline grades.

250 points

### **4. Web project for tv.ku.edu**

Evaluation will be based on a completed project with accompanying explanation and in-class presentation of the design

500 points

### **5. Professionalism including attendance**

Students will be responsible for the accuracy, grammar, spelling and timeliness of content that they post to the web. Mark ups posted in the multimedia newsroom will give regular feedback on content issues. Also included in this category is working well with other staff, punctuality, work ethic, attitude, and the whole constellation of common workplace skills and behavior.

Unexpected and unexplained failure to show up for lab will quickly lower this evaluation.

Students should find another person in the class to cover lab shifts for them if they have conflicts.

200 points

### **6. Midterm**

A test over both skills like coding and image manipulation, plus editing and basic style, as well as writing to repurpose. May also include an essay question over web topics and issues covered thus far in the semester.

200 points

## **Grading Scale**

A = 92 percent and above  
A- = 90-92  
B+ = 88-90  
B = 82-88  
B- = 80-82  
C+ = 78-79  
C = 72-77  
C- = 70-72  
D+ = 68-70  
D = 62-68  
D- = 60-62  
F = 59 and below

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 teacher 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.

## **Calendar**

Some assignments include visiting certain web sites. We have created and tagged bookmarks on del.icio.us . If you see an assignment that includes a \*delicious/rmusser, point your web browser to <http://del.icio.us/rmusser/694> and if you see \*delicious/swolfe, then point your web browser to <http://del.icio.us/swolfe/694> .

### **Week One**

Monday January 23

Topic: The future. Watch EPIC 2015. Handout of Skills you need to know.

**Assignment: Write a 200-word reaction to EPIC 2015. Bring it with you in digital form to class on Monday Jan. 30**

Tech Training: Final Cut Pro with Terry Bryant

Wednesday January 25

Topic: Writing for online.

**Assignment: (In-class) Turning a TV script into an online story. Sign-up for TV Reporting partners.**

\*During the first week of lab shifts, you need to make sure you:

- Take your photo for tv.ku.edu and update your info/bio
- Enter student staff info/bios and take pictures of the staff
- Learn how to change PopStar content (first shift)
- Learn how to post 3:00 update (first shift)
- Learn how to post text, upload tease images and video (second shift)

## **Week Two**

Monday January 30

Topic: Blogs and blogging.

**Assignment: Post your first essay to eHub.**

Tech Training: How to post text and links to eHub blog. Configure individual blog and post first essay. (In-class) Post your mugshot to your individual weblog. Choosing images for online TV stories.

Wednesday February 1

Topic: How to develop your personal blog writing style. How to drive traffic to your blog.

**Assignment: Essay Question: Blogs and the blogosphere. Will blogs be the place where future journalism school grads earn their living? How would you make money on a blog? Due by class Monday Feb. 6**

## **Week Three**

Monday February 6

Topic: What makes a good link?

Due: **Essay to blogs: Blogs and the blogosphere.**

Wednesday February 8

Topic: Changing news content and the decline of 20<sup>th</sup> century media..

**Assignment: Should Rick allow pictures of the Muslim cartoons on the web site. How about a link? How about my own personal blog?**

**Where do young people get their news and why is that process different from their parents and grandparents? How will your children get their news?**

## **Week Four**

Monday February 13

Topic: What makes a good "web extra"?

**Due: Essay Question: Should Rick allow pictures of the Muslim cartoons on the web site?**

Tech Training: How to upload and add web extras.

Wednesday February 15

**Assignment: Essay Question: Imagine a citizen journalist video feature on tv.ku.edu. What would it be like? A neat thing? A disaster? What should we do to get citizens involved with tv.ku.edu?**

### **Week Five**

Topic: Conferences

Monday February 20

**Due: Essay Question: Citizen Journalism.**

Tech Training: How to post video to eHub. We will record a :20 spot for you to post to your individual blog.

Wednesday February 22

Topic: Conferences

**Assignment: Essay Question: The future of editors, writers and marketers. What are you getting for your \$30,000 journalism school education and what *should* you be getting? Will there be journalism schools in 20 years?**

Tech Training: How to post video to eHub. We will record a :20 bio for you to post to your individual blog.

### **Week Six**

Monday February 27

Topic: Assign TV Reporting I in-depth partners and schedule first meeting.

**Due: The future of editors, writers and marketers.**

Tech Training: How to post images to eHub. You will take pictures in class and post them to your individual blog. How to create photo slideshows and post them to your blog.

Wednesday March 1

Topic: Gadgets, devices and other new technologies. What's bleeding edge?

**Assignment: Have itty bitty viddy technologies taken the mystic and machismo out of visual journalism? What video technologies should Rick purchase for the multimedia newsroom?**

### **Week Seven**

T Monday March 6

Topic: Projects coming up

**Due: Essay Question: Cell phone cameras and moblogs**

Wednesday March 8

Topic: Social networking

**Essay question: Social networks. Cell phones, instant messaging and Facebook. How has the connectivity of the new media changed what audiences read and watch and listen to and what they *want* to read and watch and listen to?**

### **Week Eight**

Monday March 13

Topic: Photojournalism online

**Due: Essay question: Social networks.**

Wednesday March 15

Topic: MIDTERM TEST – in-class blog essay with links, multiple choice/short answer.

**Assignment: Turn in in-depth maestro plan (this includes a basic story synopsis as well as a plan for web extras and who is responsible for what).**

## **Week Nine**

March 20 – March 24 Spring Break

## **Week Ten**

Monday March 27

Topic: Assign TV Reporting I in-depth partners and schedule first meeting.

**Assignment: Essay Question Custom Content. Are there any mass media left? What are the beats in a newsroom of the future where every audience member gets their own newspaper, newscast or homepage?**

Wednesday March 29

Topic:

**Due: Essay Question Custom Content.**

**Assignment: Economic engines: Craigslist and Google's AdSense: Strengths, Weaknesses, Opportunities and Threats. Who has the best revenue model for online media sites? Can retail ads fund the news of the future?**

## **Week Eleven**

Monday April 3

Topic: Talk about 693 projects

**Due: Essay. Economic engines: Craigslist and Google's AdSense**

Wednesday April 5

Topic: Podcasts, vodcasts. Studio 55.

**Assignment: Podcasting. Review KUJH-TV podcasts and suggest ways to improve our podcasting effort. Studio 55 "vodcast" <http://www.naplesnews.com/studio55/>**

## **Week Twelve**

Monday April 10

Topic:

**Due: Essay/review podcasting.**

Wednesday April 12

Topic:

**Assignment: Newsmapping: Chicagocrime.org and GPS. Propose a local news map concept that would work on tv.ku.edu.**

### **Week Thirteen**

Monday April 17

Topic:

**Due: Essay Newsmapping.**

Wednesday April 19

Topic: *First Strategy Draft Due for final project*

**Assignment: News technocrats, Technorati and Gawker.com. What is it that gets a blogger to the A-list (or at least the temporarily hot list) and what does it mean to be on the A list?**

### **Week Fourteen**

Monday April 24

Topic:

**Due: Democratization of Agenda setting**

Wednesday April 26

Topic:

**Assignment: Will the online community that lives off the information provided by old fashioned news coverage 20<sup>th</sup> century media eventually kill off the very industry that provides its basic product?**

### **Week Fifteen**

Monday May 1

Topic: *First tactics Draft Due for final project*

**Due: Repurposing, the parasitic dilemma.**

Wednesday May 3

Topic:

**Due:**

### **Week Sixteen**

Monday May 8

Work on final projects

Wednesday May 10

Work on final projects

Friday May 12. Final text reports due

### **Week Seventeen**

Monday May 15

Present final projects to class

Wednesday May 17

Present final projects to dignitaries

