

J415: Multimedia Reporting

Fall 2018



Lecture: 4-5:15 Tuesdays in Dole 2092

Lab: 4-5:15 Thursdays in SF 105 (Karwath) and SF 107 (Finneman)

Course description: Hands-on instruction in the gathering, writing, and presentation of news and information for newspapers, magazines, television, radio and online media.

Required reading/technology

- AP Stylebook.
- A smartphone with an adequate data plan to do social media from the field.
- SD card(s): 16 GB or higher

Your Professors

Rob Karwath
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Office: Dole 2052

Office hours: H 1-3 or by appt.



Teri Finneman

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Office: SF 209D

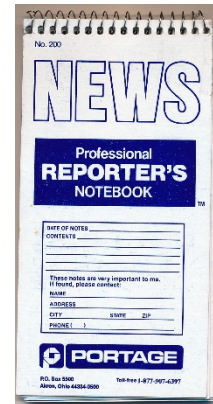
Office hours: TH 1-3 or by appt.

Professor Karwath has worked as a reporter, editor and media business executive. He founded and served as CEO of North Coast Communications, a Minnesota-based strategic communications firm with clients nationwide. Karwath began his career as a reporter at the Chicago Tribune. He also was executive editor of the Duluth News Tribune. He helped start the news operation of partner television station KQDS-TV and anchored a portion of the Onightly broadcast.

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 spent the past two years working as social media editor for the Brookings Register.

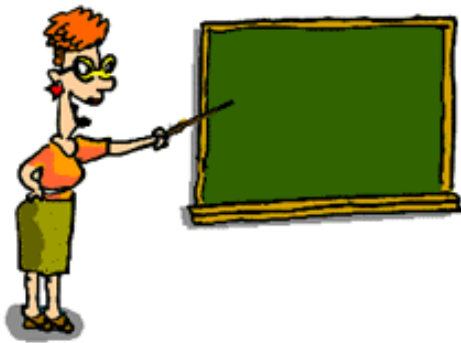
The goals of this class are to ...

- Learn to use research to build stories.
- Learn to analyze and synthesize information from multiple sources.
- Learn to use your reporting skills to construct informative stories.
- Learn to 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.
- Collect information ethically.
- Report and prepare materials on deadline.
- Use a variety of writing styles and multiple forms of media to tell stories in complementary ways.



Course Rules

- Laptops/electronics may not be used during lecture time unless specific accommodations are required (i.e. disability services, broken hand, etc.). Take notes by hand.



- This is a professional course that is the equivalent of reporting to work. Therefore, course attendance is required. You are permitted one absence of any kind. After one absence, you will receive a 10-point grade deduction to your total points at the end of the semester. If you are absent, you may not make up what you missed in class and must ask a classmate for notes. Exceptions include a note from a doctor, a funeral program or an excused note for a university activity.
- Students who have spelling or fact errors must submit a correction within 24 hours of notification that describes what the error was and how you will avoid a similar error in the future.
- Assignments are due by 4 p.m. sharp Thursdays. Late work (starting at 4:01 p.m.) will not be accepted. Deadlines exist in this field for a reason. The broadcast starts at 6 p.m., not 6:01.
- Any questions/complaints/etc. about grades must be made within one week of receiving the grade. After that, the grade is final.

- All work must be original to this class – not submitted elsewhere or edited by anyone else. You can submit it to student media/other media AFTER you hand in your material for class.

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: There is one extra credit opportunity in this course. Mark Hamrick, a senior economic analyst in the Washington bureau of Bankrate.com, is speaking at 5:30 p.m. Oct. 11 in the Clarkson Gallery. This is worth 15 points of extra credit.

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

Coursework

Your grade will be determined by the following items:

- Twitter scavenger hunt: 30 points
- Observation assignment: 30 points
- Newsroom visits paper: 40 points
- News critiques: 70 points
- Social media critiques: 50 points
- Seven pitches: 70 points
- Five stories: 500 points
- One podcast: 50 points
- Video package: 50 points
- Open records request: 30 points
- Job call: 30 points
- Final portfolio & learned paper: 50 points

Total: 1,000 points

Assignment Schedule

Week	Assignment	Deadline
1	News Critique	4 p.m. Thursday
2	NC/Twitter hunt	4 p.m. Thursday
3	NC/Observation/Pitches 1&2 (Podcast & Story 1)	4 p.m. Thursday
4	NC/Podcast	4 p.m. Thursday
5	NC/Story 1/Pitch 3	4 p.m. Thursday
6	NC/Newsroom/Pitch4	4 p.m. Thursday
7	NC/Story 2	4 p.m. Thursday
8	Social Media Critique/Story 3	4 p.m. Thursday
9	SMC/Open Record/Pitch 5	4 p.m. Thursday
10	SMC/Pitch 6 (Video)	4 p.m. Thursday
11	SMC/Story 4/Pitch 7	4 p.m. Thursday
12	SMC/Video Pkg	4 p.m. Thursday
13	Story 5	4 p.m. Thursday
14	Thanksgiving	Thanksgiving
15	Job Call	4 p.m. Thursday
16	Final portfolio/paper	4 p.m. Thursday

****Please note we are visiting newsrooms in Lawrence and Topeka Sept. 13 and 20 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

Tuesday, Aug. 21

Class Introduction/What is News?/News Critique Assigned

Thursday, Aug. 23: News Critique Due

Training Updates/Getting Set Up/Getting to Know You/Weeks 2&3
Items Assigned/Media Ethics Briefing

Week 2

Tuesday, Aug. 28

Covering a Beat: Audio Storytelling and Podcasts

Thursday, Aug. 30: News Critique and Twitter Hunt Due

Premiere Training (Karwath)/Equipment Practice (Finneman)

Week 3

Tuesday, Sept. 4

Covering a Beat: Broadcast Fundamentals

Thursday, Sept. 6: News Critique/Observation/Podcast Pitch/Story1 Pitch Due

Equipment Practice (Karwath) / Premiere Training (Finneman)

Week 4

Tuesday, Sept. 11

Covering a Beat: Speeches, Meetings & Events

Thursday, Sept. 13: News Critique & Podcast Due

Lawrence Journal-World newsroom tour (4:30-6 p.m.)

Week 5

Tuesday, Sept. 18

Covering a Beat: Writing for Social Media

Thursday, Sept. 20: News Critique, Story 1 & Pitch 3 Due

Topeka TV station tour KSNT (Arrive at station 4:45. Leave 6:45. Return approx. 7:30 p.m.)

Week 6

Tuesday, Sept. 25
Story Pitch Newsroom Time

Thursday, Sept. 27: News Critique, Newsroom Paper & Pitch 4 Due
Generations speakers

Week 7

Tuesday, Oct. 2
Covering a Beat: Open Records & Law

Thursday, Oct. 4: News Critique & Story 2 Due
Covering a Beat: Feature Writing (CLARKSON ROOM)

Week 8

Tuesday, Oct. 9
Covering a Beat: Investigative & Data Journalism

Thursday, Oct. 11: Social Media Critique & Story 3 Due
Creating Infographics/Photography

Week 9

Tuesday, Oct. 16
No class. Fall break. (Watch online Script Writing lecture)

Thursday, Oct. 18: Social Media Critique, Open Record Letter, Pitch 5 Due
Social Media Writing & Policies

Week 10

Tuesday, Oct. 23
Covering a Beat: Government & Schools

Thursday, Oct. 25: Social Media Critique & Pitch 6 (Video) Due
INDIVIDUAL MEETING WEEK. No regular lab.

Week 11

Tuesday, Oct. 30
Covering a Beat: Business & Sports

Thursday, Nov. 1: Social Media Critique, Story 4 & Pitch 7 Due
Story Pitch Newsroom Time

Week 12

Tuesday, Nov. 6
Covering a Beat: Breaking News & Elections

Thursday, Nov. 8: Social Media Critique & Video Package Due
Best Practices for Facebook Live/Instagram/Snapchat

Week 13

Tuesday, Nov. 13
Covering Trauma: Obits, Funerals & Shootings

Thursday, Nov. 15: Story 5 Due
AP Jeopardy

Week 14

Tuesday, Nov. 20
Thanksgiving: No class

Thursday, Nov. 22:
Thanksgiving: No class

Week 15

Tuesday, Nov. 27
AP Jeopardy: Battle Royale

Thursday, Nov. 29: Job Call Due
Job Call Sharing/Portfolio Work Time

Week 16

Tuesday, Dec. 4
Jobs Panel

Thursday, Dec. 6: Portfolio & Paper Due
Portfolio Sharing/Wrap

Assignment Instructions

News Critiques

Find a story. Write 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 very 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. 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. This is simply about you locating each of these places and providing evidence you found them. Include a brief caption of where you are at even though it should be clear in the photo where you are. 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. Lawrence Memorial Hospital
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

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, domestic abuse 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, the mall, etc. 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. Hard copy.

Newsroom Visits Paper

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

Sept. 13: Meet in the newsroom of the Lawrence Journal-World, 645 New Hampshire St., by 4:30 p.m. Tour lasts until 6 p.m. Students should arrange to carpool. You can park across the street from the building, even though it says permit needed, since we'll get a pass for the day. Entrance to newspaper is on Seventh Street side.

Sept. 20: Arrive at KSNT, 6835 N.W. Highway 24 by 4:45 p.m. Tour wraps at 6:45. Back in Lawrence approx. 7:30 p.m. Carpooling needed.

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

**Two-page paper (hard copy) due Thursday, Sept. 27, outlining what you learned from the newsroom visits that you didn't know before and how the two newsrooms differ in how they gather and present the news.

Podcast

You are required to do one podcast (audio only) and will be graded on your interviewing skills and your audio quality. The podcast must be 20 to 30 minutes of an interview with a single source. You will check out an audio recorder from your professor but must supply your own SD card. The audio (.wav file) and a transcript will be uploaded to a Dropbox link provided to you. We will discuss this more as a class.

Story Pitches

Seven story pitches are required: five print stories, one podcast and one video story. You will turn in both a written pitch AND may discuss the pitch in front of the class. The written pitch must be approx. 1 page and include: A.) A clear description of what your pitch is and what background you know about the topic. B.) A list of potential sources to interview and/or read C.) Suggestions for what visuals you may get. D.) Estimated length. Hard copy.

Pay attention to the bingo card below for the five print stories. You may do the print stories in whatever order you wish, but you must accompany each story with one visual option (from row 2) and one social media option (from row 3) and make that clear in your pitch.

STORY CARD BINGO

B	I	N	G	O
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	30-40-second VO/SOT/VO 10 points	30 seconds B roll 10 points	3 photos 10 points	1 infographic 10 points
1 Facebook post 10 points	1 Insta story 10 points	8 Live Twitter posts #J415 10 points	Snapchat coverage 10 points	1 Facebook engagement post 10 points

It is your responsibility to get your bingo card stamped after completion of a shift. You must turn in your final bingo card at the end of the semester, so DO NOT LOSE IT.

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 300-400 words with three human sources.

G

The event story should be approximately 300-400 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 Story

You must produce one package this semester (TRT between 1:15 and 2 minutes). You will turn in the script of your package as well as a link to the video.

Social Media Critiques

You will turn in a ½-page (double-spaced, hard copy) typed social critique via hard copy. 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.

Open Records Request

You must write a letter to a government agency asking for public records. You do not need to send the letter, just write one that specifically states your request. More on this later in the semester. Hard copy.

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. Hard copy.

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. Hard copy.

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 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. 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>.