

Journalism 551

Advanced Multimedia Reporting

Fall 2019

11 a.m.-12:15 p.m. Mondays and Wednesdays
Dole 2000 (University Daily Kansan/KUJH-TV newsroom)

Instructor

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Overview

Journalism 551, Advanced Multimedia Reporting, is designed to provide opportunities for you to hone your reporting skills and tell great stories in print, through video and online. You are expected to produce professional-quality stories that will be published to an audience that includes and reaches beyond our campus community.

This is more of a journalistic experience than a traditional class. Your stories will be presented in the University Daily Kansan, on kansan.com, through Kansan social media, on KUJH-TV and through other campus and related media. Audience matters. Understanding what our audience wants and needs from news is what makes good and, when we are at our best, great journalism.

Course objectives are listed below. You should set additional goals for yourself. What do you want to gain from this experience? How will this further your desire to be a reporter and cover news? How will you achieve your goals? Here are a few starting points:

- Understand media's role in creating public discussion, focused on audience needs
- Promote a marketplace of ideas and conversation on topics important to your audience
- Develop critical thinking skills in reporting and story development
- Learn and practice covering a beat, developing beat relationships with sources and reporting exclusive news as a result of beat work
- Improve listening skills to better tell your stories
- Understand a variety of storytelling methods
- Improve your storytelling skills (writing, video, social media, photo, etc.)
- Understand how to best tell your stories using those skills
- Understand the difference between good and bad journalism
- Understand the journalist's role in producing community knowledge and understanding
- Be an ethical journalist, adhering to the Society of Professional Journalists' Code of Ethics (<http://www.spj.org/ethicscode.asp>).

Required text, materials and equipment

- Associated Press Stylebook and Libel Manual, 2019 edition. Access to the electronic version is acceptable. The electronic edition may be accessed when on campus (connected through campus WiFi) at <https://www.apstylebook.com/the-university-daily-kansan>. Because your work likely will include reporting and writing when you are away from campus, I strongly recommend obtaining a hard copy of the AP Stylebook.

- The Kansan stylebook (included in our online AP Stylebook)
- A smart phone with an adequate data plan so you can do multimedia reporting and filing (including filing social media from the field) and for video and audio recording of interviews
- SD card(s) of 16 GB or higher
- Notepads/notebooks and pens/pencils (I will supply professional reporter's notebooks to all class members who wish to use them)

The importance of being an active news consumer

Like journalists in newsrooms across the country and around the world, we will begin each class discussing recent news events and issues emanating from and relating to the word of reporters and reporting. You must be prepared to participate in the discussion. Reading, watching and listening to local, regional and national news is a requirement of this course. You are expected to read the Kansan, the Lawrence Journal-World and the Kansas City Star each day. You also should listen to National Public Radio/Kansas Public Radio, and watch KUJH as well as at least one of these local newscasts: WDAF-TV (Fox 4), KCTV-TV (CBS 5), KMBC-TV (ABC 9) and KSHB-TV (NBC 41). I also strongly recommend watching/consuming news from national outlets including: the New York Times, the Washington Post, CNN, MSNBC, Fox News, Politico, ESPN and others. If you have suggested additions to this list and would like to bring forward examples from their coverage, please to do so. I also welcome conversations with you outside of class about news outlets that you think should be part of our regular consumption and discussions.

Here's why it's important for us to be informed in Advanced Reporting and as we prepare for careers in reporting and journalism:

- Developing story ideas requires a working knowledge of the world. You'll be asked to generate fresh story ideas as well as to localize national stories.
- By reading, listening and watching other media, you will recognize good and bad journalism. We'll discuss these examples. They will become a part of your learning.
- If you are to cover any topic or beat, you need to develop expertise in your coverage area. Other media provide a starting point for honing your skills.
- Incidents and trends not directly related to your audience can dramatically affect your audience. For example, recent U.S. tariffs on Chinese goods have resulted in cost increases, macroeconomic impacts, stock market volatility and retaliatory trade policies affecting people in Lawrence, in Kansas and across the country.

Read and watch the news and any assigned materials prior to class. Be prepared to discuss what you read and watch.

Specific responsibilities and class expectations

- You will be a **reporter** for the Kansan, also filing for KUJH and other campus and related media. You will receive general news assignments. You also will be assigned a beat. You are expected to develop expertise, source relationships and, of course, stories on your beat. With the exception of breaking news, you'll discuss all stories with me beforehand. As a beat reporter, you will spend much time interacting with your sources and others outside the newsroom. You will be expected to dress professionally while on assignments. Also, you must do adequate background research and prepare before your

interviews. You may not conduct email interviews without permission from me or your Kansan editors.

- You will report and write at least **20 regular print stories** during the semester, all filed with associated multimedia. Generally, these print stories will be at least 350 words each and will have at least three human sources or two human sources and one data source. Associated multimedia can include one of these eight possibilities: still photography, VO/SOT/VO, B-roll with VO, infographic, Facebook post (informational or engagement), Instagram story, live Twitter coverage or Snapchat coverage. Your multimedia selection should fit your story and your audience's needs for understanding the story. Your editors and I can help you determine the best multimedia pairing for your regular stories.
- You will produce at least **three enterprise stories** during the semester, each filed with a broadcast package of at least one minute, 30 seconds. Generally, these stories will be at least 700 words each and will have at least four human sources and two data sources.
- Mondays and Wednesdays in class you will have the responsibility of **pitching** at least two stories (regular or enterprise), using our class story pitch form. As a class, we will discuss your ideas, determine viability and provide feedback, allowing you to launch on at least one of them, with an estimated completion date. Completion dates may change, depending on breaking news and other assignments.
- You will work one four-hour **newsroom shift** in the Kansan/KUJH newsroom for 14 of the semester's 16 weeks. Newsroom shifts will start in the second week of the semester, and each class member/reporter will choose between a shift during the short weeks of fall break and Thanksgiving break. During your newsroom shifts, you will help cover breaking news for the Kansan and KUJH or other assignments, as directed by Kansan editors. The shifts can range between 9 a.m. and 6 p.m. You may work on your regular and enterprise stories during your newsroom shifts. But during these shifts, work on these stories must be secondary to work on breaking or more urgent stories assigned by your editors. Your newsroom shift stories of 350 words or more, filed with associated multimedia, can count toward your 20 regular stories during the semester. You will be required to proof of your four-hour newsroom shift to me by 6 p.m. every Friday (the deadline is by 6 p.m. Tuesday Nov. 26 on Thanksgiving break week if you work that week). Proof will be in the form of a shift-completion sheet that I will provide and that you must have signed by a top Kansan editor (editor in chief, managing editor or section editors).
- You will **file** all stories (regular, enterprise and from your newsroom shifts) along with associated multimedia with Kansan editors and/or KUJH producers. You will simultaneously file any unedited stories and multimedia that you want to count for class credit with me. You will file for class by sending me your print copy through our class Slack account and filing all multimedia (with the exception of tweets) through our closed class Facebook group. I will check your tweets in your personal or the Kansan's Twitter feeds. Please include with your print copy information about what multimedia coverage you have selected for your stories.
- You will study the AP Stylebook and take a 10-item **AP style quiz** every Wednesday in class except the last class day.
- Since this class involves working in a newsroom, I expect you to be in **attendance** when we hold our class sessions. Our class sessions are like newsroom meetings, and reporters are expected to attend newsroom meetings. As in professional newsrooms, if

- you can't report to work (class), then you need to see your supervisor (me) and explain why. As in professional newsrooms, we will make exceptions, such as for illnesses and the need to cover stories that absolutely cannot be scheduled for times outside of class. But you are expected to be in class whenever possible. I also expect that you will work to schedule your reporting assignments for times outside of class. Please see me if you have questions about our class attendance policy. As you will see below, your attendance will be part of your grade. It also should go without saying, but I expect you to actively participate in our class discussions.
- In lieu of a final examination, you will be required to keep a **personal website portfolio** of all your work throughout the semester. You will share your portfolio in class during the last two weeks of the semester, explaining to your classmates and me what you learned during the semester and how it affected your thoughts about reporting. Your website portfolio should include at least:
 - A short bio page with your photo and career/professional information
 - All of your JOUR 551 work. Anything published, broadcast or shared on social media should be included, along with headlines and dates of publication/broadcast/sharing and workable links (if available).
 - Any other work you would like prospective employers to see. This can be from other classes, internships or other media opportunities.

Course schedule

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

- **Week one**
 - **Monday Aug. 26:** Class introduction, syllabus review, beat info and choices
 - **Wednesday Aug. 28:** AP style quiz, story pitches due, discussion
- **Week two**
 - **Monday Sept. 2: Labor Day, no class**
 - **Wednesday Sept. 4:** AP style quiz, story pitches due, discussion
 - **Friday Sept. 6:** Newsroom shift verification due by 6 p.m.
- **Week three**
 - **Monday Sept. 9:** Story pitches due, discussion
 - **Wednesday Sept. 11:** AP style quiz, story pitches due, discussion
 - **Friday Sept. 13:** Newsroom shift verification due by 6 p.m.
- **Week four**
 - **Monday Sept. 16:** Story pitches due, discussion
 - **Wednesday Sept. 18:** AP style quiz, story pitches due, discussion
 - **Friday Sept. 20:** Newsroom shift verification due by 6 p.m.
- **Week five (roughly one-third of the way through the semester, you should have filed six or seven regular stories and one enterprise story plus multimedia at this point)**
 - **Monday Sept. 23:** Story pitches due, discussion
 - **Wednesday Sept. 25:** AP style quiz, story pitches due, discussion
 - **Friday Sept. 27:** Newsroom shift verification due by 6 p.m.
- **Week six**
 - **Monday Sept. 30:** Story pitches due, discussion
 - **Wednesday Oct. 2:** AP style quiz, story pitches due, discussion
 - **Friday Oct. 4:** Newsroom shift verification due by 6 p.m.

- **Week seven**
 - **Monday Oct. 7:** Story pitches due, discussion
 - **Wednesday Oct. 9:** AP style quiz, story pitches due, discussion
 - **Friday Oct. 11:** Newsroom shift verification due by 6 p.m.
- **Week eight**
 - **Monday Oct. 14: Fall break, no class**
 - **Wednesday Oct. 16:** AP style quiz, story pitches due, discussion
 - **Friday Oct. 18:** Newsroom shift verification due by 6 p.m.
- **Week nine**
 - **Monday Oct. 21:** Story pitches due, discussion
 - **Wednesday Oct. 23:** AP style quiz, story pitches due, discussion
 - **Friday Oct. 25:** Newsroom shift verification due by 6 p.m.
- **Week 10 (roughly two-thirds of the way through the semester, you should have filed 12 to 14 regular stories and two enterprise stories plus multimedia at this point)**
 - **Monday Oct. 28:** Story pitches due, discussion
 - **Wednesday Oct. 30:** AP style quiz, story pitches due, discussion
 - **Friday Nov. 1:** Newsroom shift verification due by 6 p.m.
- **Week 11**
 - **Monday Nov. 4:** Story pitches due, discussion
 - **Wednesday Nov. 6:** AP style quiz, story pitches due, discussion
 - **Friday Nov. 8:** Newsroom shift verification due by 6 p.m.
- **Week 12**
 - **Monday Nov. 11:** Story pitches due, discussion
 - **Wednesday Nov. 13:** AP style quiz, story pitches due, discussion
 - **Friday Nov. 15:** Newsroom shift verification due by 6 p.m.
- **Week 13**
 - **Monday Nov. 18:** Story pitches due, discussion
 - **Wednesday Nov. 20:** AP style quiz, story pitches due, discussion
 - **Friday Nov. 22:** Newsroom shift verification due by 6 p.m.
- **Week 14**
 - **Monday Nov. 25:** Story pitches due, discussion
 - **Tuesday Nov. 26:** Newsroom shift verification due by 6 p.m.
 - **Wednesday Nov. 27: Thanksgiving break, no class**
- **Week 15 (nearly finished with the semester, you should have filed nearly all 20 regular stories and three enterprise stories plus multimedia at this point)**
 - **Monday Dec. 2:** Story pitches due, discussion
 - **Wednesday Dec. 4:** AP style quiz, portfolio sharing
 - **Friday Dec. 6:** Newsroom shift verification due by 6 p.m.
- **Week 16**
 - **Monday Dec. 9:** Portfolio sharing
 - **Wednesday Dec. 11:** Portfolio sharing, **last day of class/wrap-up, all stories and multimedia filed by 5 p.m.**
 - **Friday Dec. 13:** Newsroom shift verification due by 6 p.m.

Grading

Here is how you will be graded:

• 20 regular stories, 40 points/story, 10 points/multimedia each	1,000 points
• Three enterprise stories, 80 points/story, 20 points/multimedia each	300 points
• 25 story-pitch sessions (two stories each), 10 points/each pitch session	250 points
• 13 Associated Press style quizzes, 10 points each	130 points
• 14 four-hour newsroom shifts, 25 points each	350 points
• 29 classes (with participation), 10 points each	290 points
• Final website portfolio and presentation	180 points
Total	<u>2,500 points</u>

Your final grade will be a letter grade. Here is the grading scale:

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

Grading rubric for stories

• Fact/accuracy	10 percent deduction/error
• Misspelled name (person, place, organization, etc.)	30 percent deduction/error
• Misspelled word	5 percent/error
• AP style, grammar or punctuation	5 percent/error

Ethics and academic misconduct

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

- Inform interview sources that you are a Kansan/KUJH reporter
- Never use family or friends as sources, 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 reports

Ethics violations will lead to a failing grade in the course. If you have questions about these issues in general or during your reporting of specific stories, please see me. Do not wait to ask questions about media ethics issues. They usually do not resolve themselves or get better with time. You need to promptly talk them out with me, your Kansan editors and KUJH producers.

As students in the William Allen White School of Journalism and Mass Communications, you are subject to our school's zero-tolerance policy for plagiarism and other academic dishonesty. Sanctions can range from a failing grade in this course to expulsion from the school. We are all Jayhawk journalists. That role comes with high professional expectations and responsibilities, which our alumni have honored and upheld for decades. Take seriously your role as keepers of our ethical and professional responsibilities.

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.

Financial aid policy

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.

Misconduct

You are bound by the University of Kansas rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE you take any action.

Plagiarism and fabrication/falsification policy

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 the course and expulsion from the school. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the 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.

Students with special needs

The Office of Disability Resources, 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 this office, please do so as soon as possible. Please also contact your professor privately in regard to this course.

Copying or recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor may permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

About your instructor

Rob Karwath is general manager and news adviser of the University Daily Kansan, the independent, student-run voice of the University of Kansas community since 1904. He also is an instructor in the William Allen White School of Journalism and Mass Communications. Before coming to KU, Karwath was a reporter, editor and media business executive. He also founded and served as CEO of North Coast Communications, a strategic communications firm with clients nationwide, which he still operates.

Karwath began his career as a reporter at the Chicago Tribune, rising through the ranks to become business editor, political editor, Sunday editor, general manager, product development director and innovation editor. As business editor, he led a team of reporters whose series on the downfall of the Arthur Andersen accounting firm was a finalist for the Pulitzer Prize.

Karwath also was executive editor of the Duluth News Tribune and a leader of the team that directed business of Knight Ridder Inc.'s six newspapers and magazines in northeast Minnesota and northwest Wisconsin. He helped start the news operation of partner television station KQDS-TV and anchored a portion of the station's nightly broadcast.

He holds a Bachelor of Science Degree with honors in Journalism from the University of Kansas and an MBA with honors from the University of Chicago's Booth School of Business.