

JOUR 350 NewsNetNebraska

Class blog: [On to the Next One](#)

<http://newsnetnebraska.wordpress.com/>

Tuesdays and Thursdays | 9:30 a.m. to 12:20 p.m. | Room 108 | Andersen Hall

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Course objectives: JOUR 350 will help you polish the concepts and technical skills needed to produce multimedia content for online distribution. This course builds on and reinforces skills taught in your previous journalism courses to help you develop fluency in all types of digital media, including Web writing, social media, photography, audio and videography.

Prerequisites: You *must* have completed all 100- and 200-level courses required for your major in the College of Journalism and Mass Communications as well as JOUR 302 or JOUR 369.

What you must purchase for this class:

- **16 GB SDHC, Class 6 flash memory card with a compatible compact card reader.** The card and card reader are available on Amazon and most computer stores. This will be your personal memory card for audio and video recordings.
- ***The Associated Press Stylebook and Briefing on Media Law*** (recent edition). Not having a copy with you in class may result in a reduction in your grade.
- ***Journalism Next: A Practical Guide to Digital Reporting and Publishing*** by Mark Briggs. This will serve as the text for this course.

Class structure: This class is a combination of lecture, discussion and hands-on activities. The first five weeks focuses on training in various skills. During the remainder of the semester, you will use those skills to produce multimedia stories for the [NewsNetNebraska](#) website. Throughout the semester, you will use the skills of a multimedia journalist: reporting, writing, editing and creating photographs and video. By the end of the semester, you will be required to demonstrate proficiency in multiple platforms.

Expectations will be high: You will be working in an electronic newsroom and publishing content the world can see within a matter of minutes. With your full participation, it should be stimulating. It's also a big responsibility.

Coursework: This will include in-class exercises, reading assignments, reflection papers and news content for the website. You will be required to create [Dropbox](#) and [Twitter](#) accounts. You also will be required to create an RSS feed.

Response papers: During the training segment of the class, you will be required to submit a one-page, single-spaced reflection paper about the class discussion and the week's readings. These will be due at the beginning of the class sessions (see schedule for exact due dates). You will submit these papers to a Dropbox folder that I share with you.

News content: You will be required to create a variety of news content for the NewsNetNebraska website. These assignments are worth 60 percent of your final grade. In addition, you will be required to complete a final project, which is worth 20 percent of your final grade.

The content assignments include:

- **Text stories** with art, which would include photos or graphics. The text should tell a complete, engaging story that features at least three sources.
- **Twitter / Live story:** You will tweet updates from an event as it happens and then write a story based on your tweets and additional reporting.
- **Audio slideshows.** These should be more than a collection of photos; they should tell a story and must include audio, which can be your own narration, interviews, natural sound or a combination.
- **Stand-alone video stories.** You will do all the reporting, writing, video and audio creation and editing to produce a complete video story.
- **Final project.** This is a multimedia news package featuring text with photos and/or graphics and a video.

A detailed schedule of the assignments is attached to this syllabus. It is your responsibility to know when your projects are due. Rubrics for each type of assignment will be posted on the class blog. You should read the rubrics carefully so that you understand what's required for your grade on each assignment.

All story ideas for these projects must be pitched in writing in advance on the class blog. The quality of your pitches can affect your grade substantially because pitches are worth 10 percent of your overall grade. Read the pitch sheet handout closely to understand the expectations. Your pitches will be discussed and refined in class discussions, similar to a news meeting. Your instructor must approve your final pitch. When your story is completed and has been approved by the instructor, you will post it to NewsNetNebraska.

You must have a solid grasp of current events and an understanding of the issues facing the journalism industry. Closely following the news, including local and university coverage, also will be invaluable as you develop story ideas.

In general, the audience of NewsNetNebraska is the university community, so you should focus on producing stories of interest to students, faculty and staff. The three categories of NewsNetNebraska are entertainment, sports and news, which could include campus, city or state stories of interest to the university community. You need to read the NewsNetNebraska website every day so you can avoid duplicating stories.

Attendance policy: Attendance in this class is required. Three unexcused absences and you flunk. Obviously, serious illness or family emergencies are legitimate reasons for not attending. However, you must let me know — ahead of time when possible. In case of an emergency, please talk with me about your absence ASAP thereafter. If you are going to miss a class, it is your responsibility to:

- Notify me
- Make-up the missed assignments - note your grade will drop for late assignments.

Classroom computers and Internet access: CoJMC Internet access is for class-related purposes only. Keep your non-class related Web surfing, e-mailing, text messaging and social networking outside class. *And keep computers and cell phones off or “asleep” during class presentations.*

Classroom conduct: You must be engaged in this class to learn. I will make this class relevant to you as aspiring journalists. But you need to give your full attention to class speakers (including me or your fellow students). I am impatient with rude behavior including chatting during class (unless you are contributing to the discussion), arriving late, nodding off, text messaging or other inappropriate behavior. It is disruptive. You may be asked to leave the class if such behavior occurs.

Communication: Please contact me with any questions you have. I'm usually available by email, phone or in my office when I'm not in class. Officially, **my office hours are** 11 a.m. to noon and 2 p.m. to 3 p.m., Mondays and Wednesdays, and 2 p.m. to 4 p.m., Thursdays. Unofficially, I'm in my office on most weekdays between 8:30 and 5 p.m. if I'm not in class.

Grades: You will earn letter grades for all your work based on the following:

- **60 percent** will be based on the news content you produce for publication.
- **20 percent** will be based on your final project.
- **10 percent** will be based on response papers.
- **10 percent** will be based on your story pitches (must be turned in on time to get credit) and class participation.

You will be given an opportunity to get feedback on the first version of the content you produce for the course – and then turn in another version a week later. Both versions will be factored into your grade for each assignment; the first will be worth **two-thirds**. You are, in other words, rewarded for doing the best work you can on the first version. While you also will have the opportunity to receive feedback on the final project before it is due, only one version – the final – will be graded.

Course grading scale:

A+ = 97-100	B+ = 87-89	C+ = 77-79	D+ = 67-69
A = 93-96	B = 83-86	C = 73-76	D = 63-66
A- = 90-92	B- = 80-82	C- = 70-72	D- = 60-62 F = 60 and below

ACE outcome: Approved in January 2008 by the faculty of the University of Nebraska–Lincoln, UNL's new Achievement-Centered General Education Program (ACE) is built on student learning outcomes that answer the fundamental question, "What should all undergraduate students--irrespective of their majors and career aspirations--know or be able to do upon graduation?"

This course is certified to meet ACE student learning outcome #10: *Generate a creative or scholarly product that requires broad knowledge, appropriate technical proficiency, information collection, synthesis, interpretation, presentation, and reflection.*

Opportunities to learn: Students will acquire the knowledge and skills by generating a variety of creative projects for publication on NewsNetNebraska, the college's online news service. For each of the projects, students will collect information by interviewing sources and conducting research. They will then synthesize the gathered information and interpret it so that it can be presented to a mass audience. They also will have the opportunity to demonstrate technical proficiency in several areas, including: photography and photo editing; videography and video

editing; audio collection and editing; computer coding; and use of a content management system. Students also are given the opportunity to reflect on their creative products once they are produced.

Opportunities to demonstrate: The graded assignments used to assess achievement include: text stories with photos; live Twitter coverage, audio slideshows, stand-alone video projects; and a final project that includes text, photo and video components.

ACEJMC competencies: The College of Journalism and Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The mission of ACEJMC is “to foster and encourage excellence and high standards in professional education in journalism and mass communications.” ACEJMC recommends that all graduates should be aware of certain core values and competencies. This course addresses the following competencies:

1. Write correctly and clearly in forms and styles appropriate for the journalism profession, audience and purposes students serve.
2. Apply tools and technologies appropriate for the digital news professions in which students are preparing to work.
3. Conduct research and gather information for presentation on the Web.

Specific course learning outcomes: After practicing digital media principles and techniques in this course, you will be able to:

- Be proficient in the tools, technology, software and techniques used in digital news professions.
- Develop compelling story ideas that can be effectively articulated.
- Conduct thorough reporting and research, including effective interviewing and being able to distinguish reliable from unreliable sources.
- Write clearly and correctly for the Web. This includes writing clear and succinct ledes, effectively attributing and using direct and indirect quotations and writing headlines, subheads and captions that are clear and searchable.
- Create informative photographic slideshows and photographs that enhance Web news stories or stand-alone.
- Create hyperlinks and informational graphics to supplement stories.
- Cover breaking news and/or live events via mobile tools.
- Effectively organize and place content on a news Web page.
- Independently create a complete and engaging multimedia news package that incorporates a variety of digital media.

Academic integrity: Every student must adhere to the policy on academic integrity set forth in the UNL Student Code of Conduct as outlined in the UNL Bulletin. Students who plagiarize may receive a failing grade on an assignment or for an entire course and may be reported to the Student Judicial Review Board. The work a student submits in a class must be the student's own work and must be work completed for that particular class and assignment. Students wishing to build on an old project or work on a similar project in two classes must discuss this with both professors.

Academic dishonesty includes:

- Handing in another's work or part of another's work as your own.
- Turning in one of your old papers (including something you wrote in high school) for a current class.

- Turning in the same or similar paper for two different classes.
- Using notes or other study aids or otherwise obtaining another's answers for a quiz or an examination.

Anything and *everything* you include in your papers that comes from another source must be attributed with proper citation. That includes ideas and opinions. Plagiarism consists of using phrases, sentences or paragraphs from any source and republishing them without alteration or attribution. The sources include, but are not limited to, books, magazines, newspapers, television or radio reports, Web sites and other students' papers.

Students with disabilities: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

Diversity: The College of Journalism and Mass Communications values diversity, in the broadest sense of the word – gender, age, race, ethnicity, nationality, income, religion, education, geographic, physical and mental ability or disability, sexual orientation. We recognize that understanding and incorporating diversity in the curriculum enables us to prepare our students for careers as professional communicators in a global society. As communicators, we understand that journalism, advertising and other forms of strategic communication must reflect society in order to be effective and reliable. We fail as journalists if we are not accurate in our written, spoken and visual reports; including diverse voices and perspectives improves our accuracy and truthfulness. In advertising, we cannot succeed if we do not understand the value of or know how to create advertising that reflects a diverse society and, thus, appeals to broader audiences.

Emergency Guidelines: UNL Classroom Emergency Procedures are posted on the class blog on the syllabus page.

The schedule, which may be subject to change at the instructor's discretion:

Week 1 | Aug. 23-25

- Course and syllabus explanation
- Self-assessment
- Equipment checkout room procedures
- Choosing the best media
- Understanding the Rebel camera
- Shooting and editing photographs
- Profile writing tips

Due by 5 p.m., Aug. 26: Profiles and photos. Upload your profiles and five best photos to the Dropbox folder we share.

Reading due Aug. 30: Chapters 1-4, and 11 in *Journalism Next* and “[What I Learned in Joplin.](#)” by Brian Stelter of The New York Times.

Response Paper No. 1, due Aug. 30. Upload your response paper to the Dropbox folder before class begins.

Week 2 | Aug. 30-Sept.1

- Developing story ideas and pitches
- Interviewing refresher
- Using Web tools for reporting (RSS, Twitter and Delicious)
- Social media as a reporting tool
- Using and uploading to the class blog
- Web writing

Due Sept. 1: Polished profiles and photos. Upload them in Dropbox so I can review them a final time.

You must have RSS feeds and Twitter accounts created.

Reading due Sept. 6: Chapters 5, 6 and 7 in *Journalism Next*

Response Paper No. 2, due Sept. 6. Upload your response paper to the Dropbox folder before class begins.

Week 3 | Sept. 6-8

- SEO and writing good headlines
- Using an audio recorder
- Recording and using audio
- Creating slideshows
- Mobile journalism

Reading due Sept. 13: Chapters 8, 10 and 11 in *Journalism Next*.

Response Paper No. 3, due Sept. 13. Upload your response paper to the Dropbox folder before class begins.

Week 4 | Sept. 13-15

- Understanding the video camera
- Video storytelling and tips for shooting video
- Feedback on audio slideshows
- Uploading to NewsNet
- 1st pitches

Reading due Sept. 20: Chapter 9 in *Journalism Next*.

Response Paper No. 4, due Sept. 20. Upload your response paper to the Dropbox folder before class begins.

Week 5 | Sept. 20-22

- More pitches
- Video editing
- Uploading video to NewsNetNebraska

Reading due Sept. 27: Chapter 10 in *Journalism Next*.

Response Paper No. 5, due Sept. 27 Upload your response paper to the Dropbox folder before class begins.

Weeks 6-15 | Sept. 27-Dec. 1

Switch to individual schedule. (See schedule below.) You may work ahead of schedule. Plan carefully.

No class Tuesday, Oct. 18 or Thursday, Nov. 24.

Week 16 | Dec. 6-Dec. 8

Assessment exercise and course evaluation. Final projects due.

See Production schedule (may be subject to change).

Note these deadlines:

Pitches are always due at the start of class

Final versions of assignments are due at the start of class

Text stories are due at 10 a.m.

Slideshows are due at 10:45 a.m.

Videos are due at 11:30 a.m.

	Kelley	Loströh	Nelson	Orti	Stefankiewicz	McNeal	Wakeman	Knipp
TH/ 9/15 T 9/20	Pitch 1 due	Pitch 1 due	Pitch 1 due	Pitch 1 due				
					Pitch due	Pitch due	Pitch due	Pitch due
TH 9/22 T 9/27	Text 1	Live/Pitch 2	Slideshow 1	Video 1		Live/Pitch 2		
TH 9/29					Text1		Slideshow 1	Video1
T 10/4	Text Final /Pitch2		Slideshow Final	VideoF/ Pitch2				

TH 10/6		Text 1		/Pitch 2		TextF/ Pitch2	Text 1	SlideF/P2	VideoF/ Pitch2
T 10/11									
TH 10/13	Slideshow 1	TextF/ Pitch3	Video1	Text 1			TextF/ Pitch3		Live/ Pitch3
T 10/18	No class	No class	No class	No class	No class	No class	No class	No class	No class
TH 10/20	Pitch 3		Pitch 3	Pitch 3	Slideshow 1			Video1	
T 10/25	Slideshow F	Slideshow 1	Video Final	Text Final			Slideshow 1		
TH 10/27					SlideF/P3			VideoF/P3	Text1
T 11/1	Video 1	Slideshow F/P4	Live/Pitch 4	Slideshow 1P4			SlideF/P4		
TH 11/3								Live/P4	TextF/P 4
T 11/8	VideoF/P4			Slideshow F	Video1				
TH 11/10		Video1	Text1	Live			Video1		
T 11/15	Live/ Final Pitch	Final pitch	Final pitch	Final pitch	VideoF/P4			Text1	Slideshow w1
TH 11/17		VideoFinal	Text Final				VideoF/ Final Pitch		
T 11/22					Live/Final P			TextF/FP	SlideF/F P
TH 11/24	No class	No class	No class	No class	No class	No class	No class	No class	No class
T 11/29	Final feedback	Final feedback	Final feedback	Final feedback					
TH 12/1					Final Feedback	Final Feedback	Final Feedback	Final Feedback	Final Review
T 12/6	Final due	Final due	Final due	Final due					
TH 12/8					Final Due	Final Due	Final Due	Final Due	Final Due