JOUR 55 Multimedia Reporting

Santa Rosa Junior College, Fall 2020

Class Meets: Monday/Wednesday 10am-12pm, live online classes via Canvas/Zoom
Room: Online; Canvas (through your student online Cubby)
Final Exam: TBD

Instructor: Adam Grossberg
Contact: agrossberg@santarosa.edu
Office Hours (online): By appointment

PALS: *Adrian Hernandez, ahernandez1.540@gmail*
> This course is participating in SRJC's Peer Assisted Learning Specialist (PALS) Program. This program seeks to increase student knowledge and skills by fostering community and persistence in the classroom. PALS provide tutoring to students and instructional assistance. PALS will attend class, help with assignments, answer course questions, and provide assistance. They are also available to tutor and lead study sessions as needed.

TEXTS & REQUIREMENTS:

(1) Articles and links will be assigned throughout the semester. No textbooks are needed.
> - *The New York Times* account: Free online access to *NYT* is available to all SRJC students, instructions here: https://libanswers.santarosa.edu/faq/263275

(2) Adobe Creative Cloud (20+ editing and production programs, including Premiere (video), Photoshop, Audition (audio) and a lot more) is free for 30 days and then $20 a month after that for students. ~~This cost is avoidable if you can work around the computer labs' limited hours~~. Download Creative Cloud/Premiere at: www.creative.adobe.com/plans

JOURNALISM 55: MULTIMEDIA REPORTING

COURSE DESCRIPTION:

This course provides students with hands-on training to create and edit text, audio, video and photos to produce multimedia news and feature stories for the web.

STUDENT LEARNING OUTCOMES:

The overarching goal of this course is to provide students with the ability to:

- Conceive, report, research, write and produce technically well-executed, ethically sound news and feature stories for digital, social and mobile media using all available tools (ie, a combination of text, images, audio and video).

OBJECTIVES:

In addition, students will be able to:

- Develop story ideas, arrange & conduct recorded interviews with sources
- Write news and feature stories for the web with supporting multi-media elements.
- Edit photos, sound and video using the appropriate software program to create compelling packages and stories online.

- Storyboard, write and construct a multi-layer nonfiction story with the audience's interests as a predominant factor in making decisions.
- Apply ethical and legal journalism standards, accuracy and balance to web stories.
- Analyze and evaluate stories told in different media and explain whether the appropriate medium was used to tell that story.
- Use social media to find sources, report and tell stories, and also to promote and distribute multimedia projects.
- Understand and analyze online news trends, including social media

METHOD:

This is a production-oriented class. Readings and lectures will discuss important ideas and lessons, approach, theory and best practices. But at least half of our time and focus will be on doing – on creating and reporting news stories. This will take many forms as media and mediums are varied, but the process will be hands-on throughout the course and will involve thorough feedback.

EVALUATION

Students will be evaluated based on daily assignments, projects and the quality of in-class participation.

Final grades will be based on the following factors:
  (1) Class participation and attendance – 15% total
  (2) Homework assignments – 25% total
  (3) Story assignments (10% each; Audio, photo, video) - 30% total
  (4) Final Project- 30% total

The total percentage of the these assignments will constitute the final grade as follows:
A: 100-90%,   B: 89-80%,   C: 79-70%,   D: 69-60%,   F: <59%

CLASS REQUIREMENTS:

As an online class, you must have access to Canvas and have a valid email address that is on file with the college that you check daily. A majority of class sessions (but not all) require live attendance at the designated class times. If classes, assignments, schedule or homework change, I will notify you via email and on Canvas. Equipment checkout based on instructor's discretion. Enrollment in the class does not guarantee student access to equipment.

*Internet and computer access are crucial to successful completion of this course. Get in touch with the instructor ASAP if you need help with Internet or computer access.

STUDENT CONTENT:

The content created in this class is subject to the following guidelines:
- student created content may be used to market SRJC's media program
- student created content may be used as material for in-class exercises
- student content *may not include*: the consumption of alcohol or drugs, sex or nudity, physical stunts, weapons (real or fake), fire, bodies of water, dialogue in moving vehicles, or activity deemed unsafe without prior consent.

SUBJECT MATTER AND FILM CONTENT:
Some media content and subject matter in this class may be rated R and may include nudity, sexuality, violence, or coarse language.

ATTENDANCE:
Attendance is mandatory. Excerpt from SRJC Policy: "A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time." **Students have TWO excused absences** – that includes for sports, family obligations and emergencies. After two absences for any reason, you **MAY** be dropped from the class, or receive an F if it is after the date to drop a class.

LATENESS:
Don't be late! Being late for the class counts as half an absence; being more than twenty minutes late counts as a full absence. *****As an online class you no longer have the "I couldn't find parking" excuse. BE ON TIME.

MAKEUP & LATE WORK: *You* are responsible to make up work missed during an absence. Video projects must be submitted on day-of without exception. Work submitted late will be subject to a 10% drop in grade per day of being late. If you are absent check Canvas and/or email me. All makeup work to be accepted at the discretion of the instructor.

ACADEMIC INTEGRITY POLICY:
Academic dishonesty is regarded as any act of deception, benign or malicious nature, in the completion of any academic exercise. Examples of academic dishonesty include cheating, plagiarism, impersonation, misrepresentation of idea or fact for the purpose of defrauding, use of unauthorized aids or devices, falsifying attendance records, violation of testing protocol, inappropriate course assignment collaboration, and any other acts that are prohibited by the instructor of record.

A student who plagiarizes an assignment, in part or in full, will receive no credit for the assignment. A second offense will result in failure of the course. Plagiarism – from the Latin word for "kidnap" – involves using another's work without giving proper credit, whether done accidentally or on purpose. This includes not only words and ideas, but also graphs, artwork, music, maps, statistics, diagrams, scientific data, software, films, videos, and the like. Plagiarism is plagiarism whether the material is from published or unpublished sources. It does not matter whether ideas are stolen, bought, downloaded from the Internet, or written for the student by someone else – it is still plagiarism. Even if only bits and pieces of other sources are used, or outside sources reworded, they must still be cited. To avoid problems, students should cite all sources and check with the instructor before submitting an assignment or project. Students are always responsible for any plagiarism in their work.

REASONABLE ACCOMMODATION STATEMENT:

If you need disability related accommodation for this class, such as a note taker, test-taking services, special furniture, etc., please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to the instructor as soon as possible. You may also speak with the instructor privately during office hours about your accommodations. If you have not received authorization from DRD, it is recommended that you contact them directly.

TENTATIVE SCHEDULE:

Week 1 – Week 2:	Course introduction: What is Multimedia Journalism? Journalism Ethics and best practices
Week 2 – Week 3:	Text: Writing for social media and online
Week 4 – Week 6:	Audio reporting: radio and podcasting
Week 7 – Week 9:	Visual journalism: Photography
Week 10 – Week 12:	Visual journalism continued: Video
Week 13 – Week 15:	Finals Projects
Week 16:	Group Presentations of final projects