Loyola University Chicago
SPRING 2015
CMUN 208-202 Technology For Journalists
MONDAYS 7 p.m. - 9:45 p.m.

Instructor: Julianne Hill
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(I will try my best to answer promptly but please allow up to 24 hours for a response to e-mail. Remember to include your name on your subject line. Please use your Loyola e-mail account when sending e-mails.)

Office: *Lewis Towers*
Office Hours: By appointment

COURSE DESCRIPTION

This course is designed to teach you the fundamentals of technology used in today's newsrooms while practicing your journalistic skills. You will learn the basics in blog writing, social media, photography, and audio and video production. The goal is to offer you a sampling of different platforms to help you choose the best way to tell your stories. You will produce well-planned, well-written, and well-edited stories across platforms. These stories can help you brand yourself as a legitimate source of journalism.

TEXT AND OTHER MATERIALS

Three-ring notebook for handouts
Associated Press Stylebook 2012 or more recent.
Flash Drive/External Hard Drive (**32g minimum to handle media files**)
Additional Readings/Listening/Viewing will be provided over the semester
Earbuds/headphones—bring to each class
Cell phone with audio/video capabilities could be helpful but not mandatory
Personal laptop could also be helpful, but not mandatory.
Additional readings, videos or audio stories related to current events or guest speakers that will be posted on sakai and/or emailed the week before they are due.

For photo, audio and video assignments, you may use your own equipment, including the recorder or camera on your cell phone or tablet. If you don't have your own gear—don't worry. You can borrow Loyola's gear -- Kodak Zi8 and Zi12 -- from the Owl Lab in SOC 004. Checkouts are handled by Andi Pacheo (apacheco@luc.edu Phone: 312-915-8830)

For some projects, you will be able to download free copies of software onto your own laptops. Again, don't worry if you don't have one. The digital media labs will have everything you'll need. You can work there.

Some of these technologies may be new to you and you might run into snags. You will be given links of online sources for tutorials. It will be *up to you to troubleshoot the best you can*. If you need extra help with gear or software, your next step would be to go to the Owl Lab or Loyola's Digital Media Services.

GRADING:
100-95   A   94-90 A-
89-87 B+   86-83 B   82-80 B-
79-77 C+   76-74 C   73-70 C-
69-67 D+   66-65 D   Below 65 F

Note: Students must earn a minimum of a 1.67 in order to have a course count toward their major. If they must repeat the course, they do not earn credit hours, but may improve upon their former grade.

WEIGHT OF PROJECTS
Story Ideas   100 points
Blog/Twitter   175 (75 at midterm, and additional 100 at final)
Slide show   100
Audio piece   100
Video piece   125
Presentations   50
In-class work, Participation   50
Final project   <u>300</u>
                    1,000 points

HOW PROJECT GRADES ARE DETERMINED

Each assignment will have specific instructions. Remember, technology is a vehicle for storytelling, but using sound journalistic practices remains the priority.

In general, grades will be determined using these guiding criteria:

--Were instructions followed?
--Is content organized in a thoughtful and logical way?
--Is the assignment thoroughly researched and substantive?
--Is it factually accurate? Grades on stories with major factual errors will be dropped by one letter grade.
--Is proper grammar, spelling and editing used? This is especially important for your blog posts. We'll be following AP style in this course. Errors in style, grammar, spelling and fact errors will results in point deductions.
--Have your sources, references and links been identified?

EXPECTATIONS

The School of Communications aims to prepare you for a career in journalism. These rules are made to create good habits for your career.

Class participation: Contributing to class discussions, presenting your work and asking questions of guest speakers all factor into your class participation grade. To get the most points, you will often contribute to class discussion, provide meaningful insight and demonstrate in-depth knowledge from readings. Note that you cannot accrue participation points for unexcused absences. **Less engagement = less points.**

Professionalism: You are expected to treat time devoted to this class as if it were your job. Be on time. Be ready to work. Pay attention. Do not leave before class is dismissed. Do not text, play games, use social networks, watch unrelated videos or use any technologies other than for our course work. Do not be disruptive. If you have a problem you need to discuss, approach me privately, just as you would your boss. You are expected to maintain a professional demeanor in the classroom, at interviews and online.

Class decorum: For this course you'll likely be using your laptop/cell phone/tablet to conduct research, complete in-class assignments and take notes. Using technology for purposes unrelated to class will result in a lower class participation grade. (And, yes, I know. I've said this a few times.)

Attendance: This class moves quickly. ***It is vital for you to attend all classes***. ***No absence*** will be excused unless it is because of the death of a loved one, your own serious illness or injury, a religious observation or that you will be attending an event as a representative of Loyola (as an athlete, model government rep, etc.). You will be required to present proof for an excused absence. Examples of proof include a notice from the health center, police reports, death notices with dates of loved one, etc. Proof MUST be given no later than your first day back to class. You must alert me at least 24 hours before class of any absence that you want excused. Unexcused absences will lower your participation grade. I will be taking attendance.

Sources: You must use first and last name of your sources and their title in all articles. Please alert your sources that your work and their interviews will appear online. You cannot interview any family member of friends for your stories in this class. There are no exceptions.

Deadlines: You must complete all assignments in this course. Skipping an assignment isn't an option. Often we will start work on graded projects in class, but by no means will it be enough time to finish. You must allow ample time to complete assignments on your own.

For most assignments, your work will be posted on your blog by 11:59 pm the day before class—Sunday night for us. For each 24 hours you are late, 10% of possible points will be deducted. I will be checking times that these posts are turned in. You may be called on in class to show your work. If it is still uploading, during class, you will get a zero on the project.

- **Extensions.** Most of these projects have long lead times. Extensions will be rare. However, production glitches happen frequently. Build in time for problems. Back up everything—all the time. HINT: Each time you back up a piece, put the date and time you're saving it in its name.
- **Tech problems.** If you are having a problem, visit Loyola's tech staff. If it affects your ability to hit a deadline, let me know as soon as possible. Please provide documentation.
- **Returning gear.** Respect the Owl Lab's hours and return policy.
- **Interviewing.** All interviewing will take place outside of class time. Learning to manage your time is a vital life skill.

Extra credit: There may be guest speakers in this class. With each speaker comes the possibility for *one* student to earn 5 points of extra credit by writing and presenting a 1-minute introduction. Interested people will put their names in a hat and I will choose one for each speaker. A student can earn extra credit only once. *Note:* If you are on scholarship, please be mindful of the grade you have earned throughout the semester. There are no other extra credit opportunities at the end of the semester.

Bits of business:

- Put your name on your work.
- If your work is turned in as an emailed doc file, name it this way. YOURLASTNAME_NAME OF ASSIGNMENT.
- **For papers that must be turned in,** put your name on your paper.
- Number pages. *Staple* pages.

Plagiarism Statement: Please see attached document.

SPECIAL NEEDS

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

IMPORTANT NOTE: While some of these technologies may be new to you, *it is up to you as the student to troubleshoot your way through any difficulties*. The SOC has many resources available to you, including Owl staff and online resources. If you require additional assistance using any equipment or software, please contact Andi Pacheco apacheco@luc.edu X56808, Owl Lab 004).

THE COURSE
(*Subject to change*)

Jan. 12
Week 1
Introductions, course overview, syllabus, equipment and paperwork. What is a story. What is a beat. How to find sources.

HOMEWORK ASSIGNED: Choose a beat. Have eight story ideas and eight sources for your beat. Due **Saturday Jan. 24 by 9 a.m**.

Jan. 19
Week 2**—*no class. Martin Luther King Day***

Jan. 26
Week 3
HOMEWORK DUE: Choose a beat. Have eight story ideas and eight sources for your beat. Due **Saturday Jan. 24 by 9 a.m.**

Discuss Beat selection and story ideas; interviewing basics. Twitter and Blog accounts. Reviewing blogs. Ethics in using technology to tell stories.

HOMEWORK ASSIGNED: Follow 50 people/news sources related to your beat. Bring 3 questions for potential guest speaker. First of weekly blog post and tweets related to your beat us due 11:59 p.m. night before class. (Only exception is spring break.)

Feb. 2
Week 4
HOMEWORK DUE: Follow 50 people/news sources related to your beat. Bring 3 questions for potential guest speaker. First of weekly blog post and tweets related to your beat due 11:59 p.m. night before class.

Telling stories with photographs. Caption writing. Slideshow. Potential guest speaker.

HOMEWORK ASSIGNED: Blog/tweet. Shoot images for Slideshow homework, and bring to class.

Feb. 9
Week 5
HOMEWORK DUE: Blog/tweet. Images for Slideshow homework, and bring to class.

Photo ethics. Work on slideshows with your images.

HOMEWORK ASSIGNED: Finish and upload slideshow and text to your blog by 11:59 p.m. night before class. Bring questions for potential guest speaker.

Feb. 16
Week 6
HOMEWORK DUE: Slideshow finished and posted. Questions for potential guest.

Writing for broadcast. Audio recording and editing. Potential guest speaker.

HOMEWORK ASSIGNED: Blog/tweet. Start audio story assignment. Record interviews before class, write script.

Feb. 23
Week 7
HOMEWORK DUE: Blog/tweet. Interviews recorded, script written, all brought to class.

GoogleMaps, Storify. Voiceover training. Editing your audio story.

HOMEWORK ASSIGNED: Finish and upload audio story and text to your blog by March 8 11:59 p.m. (night before next class). Questions for potential guest speaker.

March 2
Week 8**: SPRING BREAK**
NOTE: No blog post due on March 2, but note that your audio story is due March 8.

March 9
Week 9
HOMEWORK DUE: Audio story and text to your blog by March 8 11:59 p.m. (night before class). Questions for potential guest speaker.

Charts in Excel. LinkedIn for Journalists. Potential guest speaker.

HOMEWORK ASSIGNED: Blog/tweet. Clean up your blogs for first grade.

March 16
Week 10
HOMEWORK DUE: Blog/tweet. Pitch for video story. *Note that I will be grading your first set of blog posts*

What makes a good video. Practice shooting video. Video story meetings.

HOMEWORK ASSIGNED: Blog/ tweet. Start video assignment. Email me a pitch for video story before class March 23. Shoot your video interviews by March 30 and bring raw materials to that class with an outline/script for your story.

March 23
Week 11
HOMEWORK DUE: Blog/tweet. Pitch for video story emailed to me before class.

Man on the Street.

HOMEWORK ASSIGNED: Blog/tweet. Video shot for assignment, script/outline.

March 30
Week 12
HOMEWORK DUE: Video interviews finished. Bring raw materials to class. Have an outline/script for your story.

Reporting a story for different media. Video editing. Start editing your video in class.

HOMEWORK ASSIGNED: Video posted on your blog by Sunday 11:59 p.m. Bring 5 questions an interviewer should ask you. Start thinking about your final project.

April 6
Week 13
HOMEWORK DUE: Video story posted. 5 questions you should be asked.

TV studio.

HOMEWORK ASSIGNED: Blog/tweet. Pitch your final project by **Friday April 10 at 9 a.m.** Bring a final outline and research, any rough drafts to class. Questions for potential guest.

April 13
Week 14
HOMEWORK DUE: Blog/tweet. Questions for guest. Pitch your final project. Bring and outline research materials, rough drafts.

Individual meetings on final projects. Potential guest.

HOMEWORK ASSIGNED Rough draft of print. All video/stills/audio should be shot and editing started. Bring to next class. NO BLOG OR TWEET DUE

April 20
Week 15
HOMEWORK DUE: NO BLOG OR TWEET DUE Rough draft of print story, other elements
of final project. All video/stills/audio should be shot and editing started.

Work on final project. I will consult with each of you on your work to date.

HOMEWORK ASSIGNED:
Finish final projects, prepare it as a presentation. Post by Monday April 27 at noon. No
extensions.

April 27

Final presentations
Note that this will be held in _Room 222 of SOC._

HOMEWORK DUE: UPLOAD YOUR FINAL PROJECT BY **MONDAY AT NOON.** Bring snacks.