

Loyola University Chicago
Fall 2016
COMM 208- 201 Reporting Basics II, Room 002
Mondays 4:15-6:45 p.m.

Instructor: Jessica R. Brown

E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail; 48 hours on weekends. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)

Office: SOC 218 **Phone:** 312-915-7726 **Office Hours:** Tuesdays & Wednesdays 2-4 p.m.

COURSE DESCRIPTION

This course is designed to teach students the fundamentals of basic technology used in today's newsrooms to report events and tell stories. Students will learn to apply their news judgment to audio, video, visual technologies, apps and software in order produce well-planned, well written, and well edited stories across platforms. Finally, students will use technology to brand themselves and their content as a legitimate source of journalism. The ultimate goal of this course is to give students a taste of different mediums and technology to help them choose their path within the field of journalism.

TEXT AND OTHER MATERIALS

2014 or later Associated Press Stylebook

Flash Drive/External Hard Drive (4g minimum)

Additional Readings will be provided over the semester: *See Sakai > Resources > Readings*

GRADING: It is your responsibility to keep track of your grades.

100-95	A	94-90	A-	89-87	B+	Projects (30%)	Exam (20%)
86-83	B	82-80	B-	79-77	C+	Participation/Professionalism (10%)	
76-74	C	73-70	C-	69-67	D+	Assignments/Exercises (10%)	
66-65	D	Below 65	F			Final Project (30%)	

NO absence will be excused unless it is because of the death of a loved one or serious illness or injury. You will be required to present proof for an excused absence. Proof **MUST** be given no later than your first day back. You must alert me at least 24 hours before class of any absence that you want excused.

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 your instructor, staff and online resources. If you need to rent equipment, please see Technology Coordinator Andi Pacheco (apacheco@luc.edu; X58830, Owl Lab 004).

IMPORTANT NOTES:

- 1.) PROFESSIONALISM will be assessed on these criteria: being on time for class; not leaving class before it has been adjourned; being disruptive or rude to others; texting; gaming; playing games; using social networks; using technology or devices for purposes other than our course work; being deceptive about absences, missed work, or other course issues. I will make note of any of these issues and adjust this grade accordingly.
- 2.) PARTICIPATION: You are expected to participate in class discussion and be present for training on the various technologies and software used in the course. You may also be asked to lead discussions on current events or topics/issues on your beat.
- 3.) I will make reasonable efforts to allow you to work on some projects in class, but you should not rely on this time to complete course work. You should manage your life around how much time you need to travel, interview, report, edit, etc. You may already know that Technology will fail you at the worst time. Please back up everything and do not wait until the last minute to finalize your work. It is your responsibility to check out equipment in a timely fashion and follow OWL Lab rules.
- 4.) One of the goals of this course is to help you build your online brand as a professional, so make every effort to separate your social media presence from your professional one; and connect all of your professional activities.
- 5.) The technologies and software used in this course may not be ones you are familiar with, but do not avoid using them. This is how you learn. While at the end of the day, you have to meet deadlines, make every effort to learn things that are new or scary to you. When using Adobe products, be sure to **use Creative Cloud 2015**.
- 6.) Because technology changes daily, you will learn how many things journalists need to know and how many ways there are to do a task. Never forget your first goal is storytelling; the vehicle for telling that story is secondary but imperative. Remember that the story can get lost if you don't properly operate the vehicle.
- 7.) Because you are covering a beat, I will expect you to be an authority on that beat and be able to educate both the class about everything relevant to it. Choose a beat that will allow you to execute the assignments below. Don't pick a beat that is too specific, or too broad. For example, cars would be too broad; and Divvy too specific.
- 8.) Your projects will be published on YouTube, your blog and Hubbub, and your sources should be aware of this. All work done for this course is designed for real-world application.
- 9.) Because projects have long lead times, it is rare that you would be given an extension for any reason. Since most projects are turned in electronically, you may not be excused from meeting deadlines, even on an excused absence. On-deadline work may not be made up later.

THE COURSE (Subject to change): Project details follow course schedule

Aug. 29: Introductions; Review; Ethics; Beats

Course overview, equipment and paperwork; Journalism v. Blogs/AP Style; Covering Beats; Writing practice; Ethics in using technology to tell stories

ASSIGNMENT Sept. 12: Beat selection

Sept. 5: Labor Day, No class

Sakai > Readings > Project 1: Blog

Sept. 12: Content Management Systems CMS; Photography

Online blog style; Picture-taking Techniques

DUE: Beat selection

PROJECT 1: Blogs (ongoing); first post due Sept. 19 by end of class*

ASSIGNMENT: Sources and story ideas due Sept. 19; Published blog

Sept. 19: Photography and Photoshop

Readings > Project 2: Photo Essay

Writing captions; How to edit images in Photoshop

*DUE: Sources and story ideas; **Published blog with first post***

ASSIGNMENT (In-class): Refine blog template, title, about section, maps & polls, first post

PROJECT 2: Photos due Sept. 26; Photo Essay due Oct. 3

Sept. 26: Shooting video; Person-on-the-Street

How to shoot video; Interviewing; Organizing photos

Guest Speaker: *ASSIGNMENT: Person on the Street*

DUE: Photos for Project 2

Oct. 3: Photo essay; Video news story; "Public Speaking"

Readings > Project 3: Video Package

Producing and writing a video package; Vocal delivery

PROJECT 3: Raw video due Oct. 17; Video package due Oct. 24

DUE: PROJECT 2 (uploaded to blog)

Oct. 10: Fall Break, No Class

Oct 17: Video editing

Editing with Premiere Pro

DUE: Raw video for Project 3;

PROJECT 4: Meet in Studio on Oct. 31: Scripts/Photos due by 3 p.m. Friday Oct. 28

Oct. 24: Audacity and Reporting for Radio

Audio news stories

DUE: PROJECT 3 (uploaded to blog)

PROJECT 5: Audio clips due Nov. 7; package due Nov. 14

*** **OCT. 28: DUE PHOTOS AND SCRIPTS FOR PROJECT 4: by 3 to my luc.box account*****

Oct. 31: In-studio work

DUE: PROJECT 4: Meet in the studio and go directly to your stations. No food or drink!

Nov. 7: Audio Editing

Audio editing; *DUE: Audio clips*

FINAL PROJECT: Multi-media feature, due Dec. 12/ budget due Nov. 21/draft due Dec. 5

Nov. 14: Graphics

Graphics and Alternative Storytelling Forms (<http://piktochart.com>)

DUE: PROJECT 5 (uploaded to blog)

Nov. 21: Coding 101

HTML 5 and CSS basics

DUE: final project budget/plan

Nov. 28: Exam

See Sakai for details – due at end of class

Dec. 5: Final project draft

DUE: Final project draft

Dec. 12: Finals 4:15-6:15 p.m.

FINAL PROJECT DUE

PROJECTS AND ASSIGNMENTS: Details and Due dates (subject to change)

ALL projects MUST be posted to your blog and may count as your blog post for that week.

Ongoing - PROJECT 1 (12 weeks): NEWS BLOG: 120 points

You will be required to create a blog, using either WordPress, Wix or Weebly. You will post all of your content, both written and multimedia to the site. You MUST update your site with content by **2 p.m. each Monday, except for your first post, which is due by the end of class on Sept. 19.** The final post is your final project and is due at the start of class Dec. 12. You must provide me with the link to your site. Remember this site will be public, so you should treat it professionally and eventually use it as part of your digital portfolio. The best blog posts will have:

- SEO headlines
- Links within the body of the posts
- Photo or video
- Proper credits and captions for images/graphics
- Posts can be just an image or video, but you must have a lead or brief of 100-150 words.
- Text-based posts should be short: 200-300 words
- Follow AP style, grammar, spelling and punctuation in body copy

*** I recommend that you create a **Twitter** account associated with your blog. One of your goals in this course is to brand yourself and your work professionally online. You should consider your blog, your portfolio and layer as much social media to it as you can.*

You should post **Sept. 19-Dec. 12 (excluding fall break)**. Posts are due by 2 p.m. each Monday.

Sept. 19 – Source list and Story ideas: 100 points

For this assignment, you must provide me with a list of **six people** you can use as sources on your beat, and **four story ideas** from your beat. Your sources MUST include the person's full name, title and contact information; the story ideas MUST be written as news leads, including the 5 Ws, and if it is an event you need to provide a fact box with Who, What, When, Where, (and cost if applicable) in addition to the leads. **You do not need to actually speak to sources; just list them.**

Please follow the format provided to you in class (typed in Times New Roman, 12 pt.)

Sept. 26 and Oct. 3 -PROJECT 2: PHOTO ESSAY; 100 points

You will be required to complete a documentary slide show with 10 photographs that you take specifically for this course and the specific assignment. If you violate this rule you will at best fail this project and at worst fail the course. Your essay may highlight an event or issue on your beat; it should NOT profile a person, but it can profile a place/business.

Oct. 17 and 24 - PROJECT 3: VIDEO NEWS PACKAGE; 100 points

You will be required to complete a **90 second OR 2-minute** news story on an event happening on your beat. Your news story must have at least two interviews. See Sakai for more details.

Oct. 28 and Oct. 31 - PROJECT 4: IN-STUDIO PUNDIT PACKAGE; 100 points

You will be required to complete a **2-minute** on-camera commentary based on an issue on your beat. You should strive for some level of humor, cleverness or wittiness in your delivery. You will have to create 3 over-the-shoulder (OTS) images for your commentary as well as select a moving background from videoblocks.com. Your background should be neutral so to not compete with, or distract from your OTS. Also, do not wear green on this day as we will be using the green screen.

Nov. 7 and 14 - PROJECT 5: RADIO NEWS PACKAGE; 100 points

You will be required to complete a **90 second-to-2-minute** news or feature story for radio broadcast. Your piece will have to include at least two sound bites from interview subjects. You may cover an event or feature a person or place as your story. Use SoundCloud to upload your audio file.

Nov. 28 - Exam: ON-DEADLINE REPORTING; 100 points

You will have only class time to complete a reporting assignment that will be given at the start of class.

Dec. 12 - FINAL PROJECT: MULTI-MEDIA PACKAGE; points TBD

You will be required to complete a 3-5-minute multi-media package. This project will combine much of the technology you have learned over the semester, including photography and/or video, and a short print component and graphics. You should consider this an in-depth feature story. Additional information about this project will come once it is formally assigned.

**ALWAYS READ THE ASSIGNMENT INFORMATION ON SAKAI AS THERE MAY BE
MORE DETAILS OR ADJUSTMENTS TO REQUIREMENTS. GRADES WILL BE
POSTED TO THE ASSIGNMENT ON SAKAI (EVEN IF WE DON'T USE
SAKAI TO TURN IN THE ASSIGNMENT)**