ADVANCED MULTIMEDIA NEWS
MCOM 4332, Spring 2022
2 p.m. to 4 p.m. Mondays and Wednesdays, CAS 102

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Office Hours: 10 a.m. to 11 a.m. Tuesday, Wednesday, and Thursday and by appointment. (I welcome and encourage office visits.)

DESCRIPTION

Students report stories for broadcast and digital news platforms. Emphasis is on identifying, writing, shooting, editing, producing, packaging and presenting news. To solve the real-world problems/challenges of news outlets, students must use critical thinking, analysis/systematic inquiry and writing/storytelling skills; and apply knowledge of mediated presentation, ethics and professional journalistic standards.

- To **define problems**, students consider news value, deadlines, available resources and strengths of broadcast and digital platforms as part of the process of deciding which stories are deserving of being reported as news.
- To **identify strategies/evaluate solutions**, students identify the best ways and on which platforms to report the story.
- To **propose solutions**, students submit a pitch/story treatment in which they evaluate the news worthiness of the story; articulate the purpose and goals of the story; and identify sources and information that will be used.
- To **implement solutions**, students do whatever is required -- contacting sources, interviewing, writing, shooting, editing -- to tell a complete story by deadline.
- To **evaluate outcomes**, instructor and students offer feedback about stories and tasks as part of the learning process.

LEARNING OUTCOMES

By the end of this course, you should be able to:

Competency: Writing/Storytelling

- Develop news stories for different media.
- Use formats and styles appropriate for integrated communication or multimedia journalism for the audiences and purposes required.
- Analyze writing practices, strategies and procedures for news production.
- Demonstrate an understanding of news production requirements through written assignments, including research, scripts and projects.

Competency: Analysis and Systematic Inquiry

- Conduct research and evaluate information by methods appropriate to public relations/integrated communication or multimedia journalism professions.
- Analyze writing and broadcast strategies and procedures for multiple forms of news production.
- Apply the First Amendment and other legal principles to integrated communication and multimedia journalism.

- Apply professional ethical principles and issues integrated communication and multimedia journalism.
- Demonstrate an understanding of the strengths and weaknesses of reporting news on different media platforms.
- Analyzing and develop the content of news stories.

Competency: Mediated Presentation

- Apply theories in the use and presentation of images and information using tools and technologies appropriate for integrated communication or mediated journalism.
- Demonstrate an understanding and proficiency of skills needed to make practical news gathering and producing decisions.
- Demonstrate skills using appropriate software and hardware for creating multimedia stories.

Competency: Media Literacy

- Demonstrate the ability to identify different types of media and messages media put out to the public.
- Demonstrate the ability to analyze, evaluate and create media in different forms.
- Demonstrate the ability to identify and evaluate techniques and impacts of media messages on individuals and society.

Competency: Grammar, Spelling, Punctuation

- Demonstrate the ability to use words correctly and proper grammar.
- Demonstrate the ability to produce messages that are clear, error free, complete and concise.
- Apply techniques used to edit and proofread forms of multi-media journalism.

REQUIRED TEXTBOOK

- **Associated Press Stylebook**. New York: Associated Press. Also available online at apstylebook.org(Links to an external site.) (Links to an external site.). No older than 2019 edition.
- Select readings assigned in class and posted in Canvas over the course of this semester.

RECOMMENDED MEDIA CONSUMPTION

Immerse yourself in mass media to get the most out of this class. Read newspapers and magazines in print and online. Watch news programs and listen to NPR and a podcast. Examine press releases and advertising campaigns. Look at YouTube, Facebook and other social media in the context of this class.

Other recommendations:

- Clark, Roy Peter. (2006) Writing Tools, 50 Essential Strategies for Every Writer.
- Strunk Jr., W., & White, E.B. The Elements of Style (4th Ed.), New York: Longman.
- Watch local and national newscasts. Many broadcasts are now on YouTube.
- Listen to NPR and other radio news outlets.
- Listen to a podcast.

WHAT TO KNOW ABOUT THIS CLASS

Basic Requirements

- This class uses equipment found in CAS 102. You must follow requirements involved in checking equipment out and in and the use of equipment in the lab that cannot be checked out. A schedule is posted showing when CAS 102 is used as a classroom and when it is available to students.
- Some assignments require you to leave campus. The class requires you to complete job shadowing at KYTX CBS 19 in Tyler.
- You will need a reliable computer with a good internet connection. Other types of equipment are in CAS 102.
- You will need a Sandisk memory card. 32GB will be large enough.

Communication

If you have a question, concern or just want to talk about something related to class, call or send me a text at 903-617-8196. I will get back to you as soon as possible. Tell me your name, which of my classes you take and why you are contacting me.

- You can also send me an email through Canvas or Outlook.
- Check the Announcements tab of Canvas regularly.
- If there is any reason that you cannot turn in work on time (such as becoming sick), you must contact me.

Attendance

- Attendance: All classes are mandatory. Attendance and participation are a part of your grade. Each unexcused absence is a 5-point deduction from a 100-point starting point.
- Students who anticipate being absent due to university-sponsored activities should inform me at least one week before the absence.
- The University of Texas at Tyler recognizes many things that constitute an excused absence. For a list of these policies click here. (Links to an external site.) (Links to an external site.)
- Work is NOT an excused absence.
- Missing class to fulfill requirements in other classes is not an excused absence.
- If you are sick, do not come to class. Let me know what is going on. All I ask that you are honest with me.
- Keep up with university's COVID-19 policy. It could change and the change could affect attendance.

Special considerations

CAS 102 has some small workspaces in which more than one person often has to occupy. The university requests -- but cannot force -- students to wear a face covering. The CDC and other health agencies recommend the wearing of face covering as part of a strategy to slow the spread of COVID 19 and other transmittable illnesses.

Assignment policy

- You are responsible for turning in assignments by deadline. Those who do not turn an assignment in on deadline will receive a substantial deduction on the assignment. Each deadline will be clearly posted in Canvas.
- Each assignment comes with rubric and instructions on how the assignment will be graded.
- Those who miss an assignment because of an unexcused absence likely will not be allowed to make up the assignment.

Classroom Courtesies

- Do not use your cellphone, tablet or other device use during class unless the assignment specifically calls for the use. Violation of this policy may result in loss of the device until after class.
- No eating or drinking is allowed in any of the MCOM labs.
- When taking part in a classroom discussion, be respectful of others. Debating and challenging of points are welcome, but personal attacks, verbal bullying, and slurs are not only unwelcome but also subject to disciplinary action.

Academic Honesty

The University's academy honesty policies apply. You, and only you, must do the work that you submit. Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

Go here for more: http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.phpLinks to an external site.

Plagiarism

Plagiarism includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Go here for more: http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php (Links to an external site.) (Links to an external site.)

ASSIGNMENTS AND POINT VALUES

Each assignment has a posted value assigned to it in Canvas. Each assignment also includes an explanation of the purpose of the assignment as well as information on how the grade is determined. If there is confusion on how to carry out the assignment, call or text me at **903-617-8196** BEFORE you do the assignment.

Writing for Broadcast

Rewrite it for Broadcast - 20 pts.

Write An Audio News Script - 150 pts.

170 pts. -- about 7% of total

Podcasts

4 Podcasts - 50 pts each

200 pts. -- about 8% of total

The Audio News Report

Record Your Audio Script - 50 pts.

KVUT Audio - 200 pts.

KVUT Print - 50 pts.

Analyzing Audio News - 30 pts.

Audio News Report - 200 pts.

Audio Print Version - 50

580 pts. - 23% of total

Shooting Video

Shot Sequencing - 100 pts.

Different Shots - 50 pts.

Jargon of video news - 40 pts.

190 points - about 8% of total

The Video News Report

Video Package - 200 pts.

Video Package print version - 100 pts.

Video Package evaluation - 20 pts.

News Briefing video - 200 pts.

News Briefing print version - 100

620 pts. - 25% of total

Capstone Project

Proposal - 50 pts.

Video Report - 200 pts.

Print Version - 100 pts.

Self Evaluation - 20 pts.

370 pts. - 15% of total

Job shadowing

Job shadowing vlog - 300 pts.

Working at the station - 50 pts.

CBS Mandatory attendance - 20 pts.

370 pts. -15% total

GRADING SCALE

Your final grade is determined by the points you have acquired as a percentage to the total points available.

- A: 90-100%
- B: 80-89%
- C: 70-79% D: 60-69%

- F: 59% and below

Check Canvas frequently for the status of your grade. My goal is to always post grades within three days after an assignment is due.

LATE WORK AND MAKEUP EXAMS

There will be a deduction for work that it is turned in late -- typically 50%. All assignments will have a due date that is posted. Work and exams can be made up when you contact me in advance, especially in cases of a illness and emergencies.

ATTENDANCE POLICY

You are expected to come to class each time the class meets. You will receive a 5-pt. deduction for each time you miss class.

GRADED COURSE REQUIREMENTS INFORMATION

The **capstone project** has four parts:

- Pitching, Planning story (proposing a story idea in consideration of news value) -- 30 pts
- Creating a news package (shooting and editing) -- 100 pts.
- Writing a related print story (writing a print story with photos version of the story) -- 50 pts.
- Self-evaluation of project -- 20 pts.

Quizzes

- Quizzes are designed to show mastery of content covered in class and readings.

Projects

- Projects include doing television news reports in the form of either a VOSOT or package and radio news reports along with printed versions of each report. Projects are evaluated on quality of audio (video), script/narration and the ability to present a cohesive news report in the required format.

Podcasts

- Podcasts are evaluated on audio quality, the effectiveness of the host in working with a guest, and quality of the podcast.

Job Shadowing

- Students must complete at least four hours of job shadowing at CBS19 and write a report about their experience.

More detailed information on each assignment will be provided in class.

CALENDAR

Census Date: The census date for the spring 2022 semester is January 23. This is the final date for many enrollment-related actions, including adding new courses, changing sections, or dropping courses without incurring grades of "W" or "Q". Census is also the second drop for non-payment date each academic session. See the Office of the Registrar website for additional details.

Final exam: There is no final exam given for this course.

Week by Week: Here is the week-by-week rundown of what will be covered. Sometimes circumstances and scheduling require changes. Any changes will be announced through Announcements in Canvas.

Unit I: WRITING FOR BROADCAST

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

Weeks of Jan. 9

- Class: Overview of class
- Class: Equipment use training
- Class: Writing for broadcast Instruction
- Class: Introduction to podcasting
- Rewrite it for Broadcast - due Jan. 13, 11:59 p.m.
- Write an Audio News Script - due Jan. 13, 11:59 p.m.

UNIT II: THE AUDIO NEWS REPORT

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

Week of Jan. 16

Jan. 16: MLK holiday, no class

Jan. 18: Class: Assign KVUT; Visit KVUT

Jan. 20: Recording of audio news cast due 11:59 p.m.

Jan. 21: Podcast 1 due 11:59 p.m.

Week of Jan. 23

Jan. 23: Class: KVUT workday

Jan. 23: Class: Play radio script readings

Jan. 25: Class: Assign radio news report

Jan. 25: KVUT audio story due 11:59 p.m.

Jan. 27: KVUT written story due 11:50 p.m.

Jan. 28: Podcast 2 due 11:59 p.m.

Week of Jan. 30

Jan. 30: Class: Audio news report workday

Jan. 30: Analyzing an audio news report due 11:59 p.m.

Feb.1: Class: Audio report class presentation day

Feb. 2: Audio news report due 11:59 p.m.

Feb. 4: Audio Story Print version due: 11:59 p.m.

Feb. 4. Podcast 3 due 11:59 p.m.

UNIT III: GETTING THE VIDEO

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

Week of Feb. 6

Feb. 6: Jargon of Video News due 11:59 p.m.

Feb. 6: Class: Introducing different types of shots and shots sequencing

Feb. 8: Class: Shots and sequencing workday

Feb. 8: Shot variety due 11:59 p.m.

Feb. 11. Podcast 3 due 11:59 p.m.

Feb. 13

Feb. 13: Class: Sequencing presentation

Feb. 14: Sequencing video due 11:59 p.m.

UNIT IV: VOSOTS, PACKAGES

Competencies: Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

Feb. 15 and week of Feb. 20

Feb. 15: Class: Introduction to VOSOTS and Packages

Feb. 20 Class: Package workday

Feb. 22: Package presentation day.

Feb. 23: Package due 11:59 p.m.

Feb. 24: Package print story due 11:59 p.m.

Week of Feb. 27

Feb. 27: Class: Intro to Capstone Project; preparation for news briefing

March 1: Class: Filming news briefing

Week of March 6

March 6: Class: News briefing work day

March 6: Capstone story proposal due 11:59 p.m.

March 8: Class: News briefing presentations

March 9: News briefing video story due 11:59 p.m.

March 11: News briefing print story due 11:59 p.m.

Week of March 13 - Spring Break

UNITS V & VI: CAPSTONE AND JOB SHADOWING

Week of March 20

March 20: Class: CBS 19 Panel

March 20: Class: discuss job shadowing assignment

March 22: Tour CBS 19

Weeks of March 27 and April 3

Work on Capstone Project/Job Shadowing

Week of March 10

March 10: Class: Capstone presentations

March 12: Class: Capstone work day

March 12: Capstone due 11:59 p.m.

March 14: Capstone print story due 11:59 p.m.

March 15: Capstone evaluation due 11:59 p.m.

Week of March 17

 March 17: Class: Presentations of job shadowing vlogs

March 19: Last day to accept any work