

MCOM 4332—Advanced Multimedia News – Spring 2017
Monday/Wednesday 3:00 p.m.- 5:00 p.m. (HPR 274)

Instructor: Lorri Allen **Email:** LorriAllen@uttyler.edu **Phone:** (903) 566-6120
Twitter: @LorriAllenTV **Office:** UC 3111A **Office Hours:** M, W 1:30-2:30 or by appointment

The next generation of media is here. You need the most current skills available. Whether you plan to work at a newspaper, television station, radio station, website or in public relations, you need to be able to write and produce for multiple platforms.

Today, journalists and strategic communicators are asked to produce compelling and important stories using digital and social media. This course is designed to provide knowledge and skills to produce multimedia content to be consumed on social media platforms. You will apply journalistic standards and ethics to produce stories and newscasts throughout the semester.

You *will* improve your **critical thinking, communication** and **deadline** skills.

STUDENT LEARNING OUTCOMES

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

1. Write correctly and clearly using the formats and styles appropriate for public relations/integrated communication or multimedia journalism for the audiences and purposes required. (Competency: Writing/Storytelling)
 - Analyze writing practices, strategies and procedures for multiple forms of news production.
 - Demonstrate an understanding of digital medium requirements through written assignments, including research, scripts and projects.
2. Understand and apply theories in the use and presentation of images and information using tools and technologies appropriate to public relations/integrated communication or multimedia journalism. (Competency: Mediated Presentation)
 - Demonstrate an understanding of and proficiency with the skills needed to make practical producing decisions.
3. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism. (Analysis & Systematic Inquiry)
4. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism. (Analysis & Systematic Inquiry)

REQUIRED READING:

Susan C. Green, Mark J. Lodato, Carol B. Schwalbe, and B. William Silcock
News Now, Visual Storytelling in the Digital Age. Upper Saddle River: Pearson,
2012 **ISBN-13:** 978-0205695911 **ISBN-10:** 0205695914

Handouts, documentaries, articles provided on Blackboard or in class

Suggested Reading:

- Dotson, Bob (2000). *Make It Memorable: Writing and Packaging TV News with Style*. Chicago: Bonus Books.
- Tompkins, Al (2012). *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*. Washington, DC: CQ Press.

REQUIRED MEDIA CONSUMPTION:

Immerse yourself in mass media, especially TV and radio news programs as well as news websites. Look at YouTube, Facebook, Twitter and other social media.

Here are suggested sources:

Viewing: *PBS NewsHour*, CNN's *Anderson Cooper 360*, *60 Minutes*, local newscasts, CBS Morning News

Online: Politico.com, bbc.com, TexasTribune.org,
<https://www.propublica.org> Poynter.org

Listening: NPR

WHAT TO KNOW ABOUT THIS CLASS:

Attendance: Attendance is mandatory. I treat our class like a business. We're partners, and I expect you to show up as you expect me to show up. Attendance and participation are part of your grade.

- You are responsible for turning in all assignments by deadline and for following instructions on how to turn assignments in. You are also responsible for lecture materials, announcements and assignments made during any absence. But don't be absent.
- If you are 10 minutes late or leave early, you may be considered absent.
- No make-up tests will be allowed.
- Students late to class on test/quiz days may not be allowed to take the exam if students have already completed the exam and left the room.
- Work does not qualify as an excused absence.
- If you are sick, you must provide a doctor's note to receive an excused absence.
- If a close family member dies, bring in the obituary or funeral program to receive an excused absence. Close relatives are *your* siblings, parents, child or grandparents.
- Your grade will drop a letter for every unexcused absence.

Assignment Policy:

- Unless otherwise specified, assignments are due before or at the start of class. You will get specifics in your rubrics.
- Assignments and due dates may change at the instructor's discretion with fair notice and always to your benefit.
- You must complete all assignments to pass the course. This does not mean, however, that merely completing all assignments guarantees a passing grade.
- NO LATE ASSIGNMENTS will be accepted.

Classroom Courtesies:

- No cellphone, tablet or other device use during lectures unless the assignment specifically calls for it. No calls, no texts, no status update checks. If I see you using a device when you're not supposed to be, I will take it. This also means the Macs. Turn them off during lectures.
- No eating in the lab. Water in a bottle is allowed.
- Talk, debate, ask questions and challenge but stay on topic.

Access to Technology:

- I use Blackboard to communicate. Check Blackboard regularly.
- My email policy: on weekdays, I will do my best to answer you in 24 hours. On weekends, I will do my best to answer you in 48 hours.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- 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.

PLAGIARISM WILL NOT BE TOLERATED. This 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.utt Tyler.edu/judicialaffairs/scholasticdishonesty.php>

GRADING: Here are details on how you'll be graded: (1,000 points possible)

- **Class attendance and participation** (100 points): You are expected to be at all classes. You get 100 points for that *if you also participate in discussions and remain engaged*. Because we are a small lab class, your presence especially matters. You are still subject to University Policies

regarding attendance. Excessive absences will not be tolerated in this class or university.

- **Four reporting/producing exercises** (50 points each for 200 total): There will be four assignments designed to develop your multimedia journalism skills. These are listed on your syllabus in **bold**.
- **Multimedia Project** (200 points): You will come up with an idea *approved by me* for a semester-long project. As we have practiced in the intro to multimedia class, the multimedia package is a journalistic package that combines text, audio, images, video, data visualizations, animation and other elements to tell one or several related stories.
- **Two tests** (100 points each): Each exam will test your comprehension of reading and in-class discussions up to the point of the test.
- **Producer** (100 points): This role is so important to the newscast, you will be graded on how you perform the tasks required the week you are assigned to it.
- **Reporter** (100 points): The week that you are the reporter, you will have several duties.
- **Quizzes and Newscast Participation** (10 points each for 100 total): Five quizzes to ensure that you are keeping up with current events, class discussions and reading. Five times you will (when you're not reporter or producer) be graded on how you contribute as a team member for the newscast.

Extra Credit: You will have the opportunity to earn extra credit.

Grades are based on the overall points available for you to earn.

A: 900-1,000 **B:** 800-899 **C:** 700-799 **D:** 600-699 **F:** 0- 599

Grading: Each assignment will have specific criteria, but the following applies to all assignments:

- **Clean copy (and writing on multimedia) is important.** Your grade for each assignment will be reduced depending on how many grammar, spelling, punctuation and AP Style errors you have.
- **Facts are important.** Your grade for each assignment will be reduced depending on how many errors of fact you have: Two or more errors results in a zero for the assignment.
- **Names are important.** If you misspell a name (including mine!) once in this class, you get a warning... Twice, a zero for the assignment. Third time, your final letter grade drops one level.

TENTATIVE* TIMETABLE

| Date | General Topic | Read, Watch | Assignment(s) Due |
|-----------------------------------|---|--------------------------------------|--|
| Week 1 1/18 | Course Introduction; Need-to-Know Jargon; Rundowns | Start watching news! | Student Data Sheet; Get your card |
| Week 2 1/23 1/25 | Multimedia Storytelling Quiz 1, Guest lecturer: Mark Allen on Shooting and Editing | p.2; 7-20; 22; 26-35 Chapter 6 | |
| Week 3 1/30 2/1 | Guest Lecturer: Daniel Pierce on Producing Quiz 2, More on Producing | Chapter 8 p.124; 126-144 | Newscast Reverse Rundown + Critique |
| Week 4 2/6 2/8 | Interviewing Quiz 3, Watch Interviews, Switcher tests, Reporting | Chapter 5 Chapter 3 | Interview |
| Week 5 2/13 2/15 | Anchoring, Standups Quiz 4, Writing/Producing for Web | Chapter 9 Chapter 10 | Practice Package |
| Week 6 2/20 2/22 | Legalities and Ethics Quiz 5, Diversity | Chapters 11-12 Chapter 13 | Web project |
| Week 7 2/27 3/1 | Review Test 1 | | Multimedia pitch Test 1 |
| Week 8 3/6 3/8 | Newscast Prep Newscast 1 | Chapter 4 | |
| Week 10 3/13-15 | SPRING BREAK! Be careful, have fun! | | |
| Week 11 3/20 3/22 | Newscast Prep Newscast 2 | Chapter 14 | |

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|--------------------------------|---|--|---------------------------|
| Week 12 3/27 3/28 | Newscast Prep NO CLASS | | |
| Week 13 4/3 4/5 | Newscast 3 Newscast Prep | | |
| Week 14 4/10 4/12 | Newscast 5 Newscast 6 | | |
| Week 15 4/17 4/19 | Newscast 7 Newscast 8 | | |
| Week 16 4/24 4/26 | Present Multimedia Projects Present projects, review | | Multimedia Project |
| Week 17 5/1 5/2-6 | Study Day Final exam TBD | | |

***This timetable is subject to change**

Note: This is a rigorous, upper level course. In accordance with Bloom's Taxonomy, the assignments and content will increase in difficulty. Therefore, manage your time carefully. The good news is that completing this class will prepare you for a career.

Getting in the groove

As you look for ideas to cover for your assignments or newscasts, know what's going on at the university. For instance, the events listed below in and of themselves might be boring footage, but with research, preparation and creativity, you could have a compelling vo-sot or package. The top two events would also be great opportunities to practice your live tweeting.

6 p.m., Tuesday, Jan. 31, UC Theatre: East Texas Ghost Stories with local author, Mitchel Whittington.

6 p.m., Wednesday, March 29, UC Theatre: Game Theory in Business with Dr. Vivek Pandey, UT Tyler professor.

April 13: 2nd Annual UT Tyler Lyceum, UC.

Said it before, but bears repeating another way

Use of Computers in Class: Do not use the lab computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes or writing letters.

University of Texas at Tyler Policies

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: ***Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.***

Educating students to take their place in the world engenders a serious responsibility for any educational institution. The University in Tyler recognizes that future decisions made by these citizens must be grounded in ethics as well as in academic knowledge if these decisions will protect and benefit society. For these reasons, UT Tyler takes a proactive stand and adopts an Honor code throughout the campus so students may be equipped with an ethical framework for their future.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

Tobacco-Free

All forms of tobacco are banned on the main campus, branch campuses and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco and all other tobacco products. Cessation programs are available to students looking to quit smoking, including counseling, quitlines and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230)

on or before the Census Date of the semester in which the course will be repeated. (For Spring, the Census Date is Jan. 29) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100 percent refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Student Accessibility and Resources

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA), the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources (SAR) office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns, contact the SAR office. For more information or to set up an appointment, visit the SAR office

located in UC 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are asked to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least 2 weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

"Cheating" includes, but is not limited to:

- Copying from another student's test paper;
- Using, during a test, materials not authorized by the person giving the test;
- Failure to comply with instructions given by the person administering the test;
- Possession during a test of materials, which are not authorized by the person giving the test, such as class, notes or specifically designed "crib notes;" The presence of textbooks constitutes a violation if the person administering the test has specifically prohibited them;
- Using, buying, stealing, transporting or soliciting in whole or part the contents of an unadministered test, test key, homework solution or computer program;
- Collaborating with or seeking aid from another student during a test or other assignment without authority;

- Discussing the contents of an examination with another student who will take the examination;
- Divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- Substituting for another person, or permitting another person to substitute for oneself to take a course, a test or any course-related assignment;
- Paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- Falsifying research data, laboratory reports, and/or other academic work offered for credit;
- Taking, keeping, misplacing or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- Misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

“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.

“Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

All written work will be subject to review by SafeAssign™, available on Blackboard.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- UT Tyler Counseling Center (903.566.7254)