

Section 2: Wed 8 a.m. to 9:50 a.m. and Fri 8 a.m. to 10:50 a.m. / Room: Melville Library-Newsroom Upstairs

Purpose of this course: This course is designed to take the reporting and writing skills you already have and apply them to online media. You'll be learning some of the broad concepts of online journalism, as well as practical skills to give you a base of knowledge in multimedia that you can use in your job hunt.

The class will consist of one day of lecture per week and one hands-on lab day, though not all weeks follow that format.

Along the way you'll have several projects that build your fluency online journalism, culminating in a final project that combines video and several of the skills learned in the earlier projects. (Prerequisites for this course: JRN 210, 211)

Office Hours: Friday 11:00 am to Noon and by appointment, please call or email and I will arrange for a time when we both can meet. My phone is 516-473-3782. **It's best to make an appointment.**

Required Reading: *JournalismNext* by Mark Briggs You can purchase it from the University Bookstore or Amazon.com for \$21.95. In addition, you should be reading several websites daily including but not limited to:

- Daily reading of NYtimes.com, CNN.com, NPR.org, Newsday.com and Huffingtonpost.com (Stay up to date with online news, it changes extremely fast these days!)
- Twitter/Facebook/RSS feeds of your favorite news organizations. Take note to what type of stories they are posting and how they are doing it to appeal to different audiences.
- The class blog; <http://mediawiseonline.wordpress.com>
- Handouts and other various web links provided throughout classes

Classwork: The class will consist of lectures, demonstrations, in-class lab time and critiques for each assignment.

Intended outcomes

- Understand the challenges and major skills of writing for online versus traditional publications, including the use of live and continuous updating, effective blogging and micro blogging and maximizing audience through Search Engine Optimization.
- Learn to use social media as a reporting tool and to build audience for their work.
- Learn to develop layers of interactivity to add value to stories.
- Appreciate unique questions of journalistic judgment on the web, including the use of links and other third-party citizen and community content.
- Understand the difference between shooting and producing web video vs. broadcast.
- Develop knowledge of Photoshop and Final Cut Pro X to produce an audio slide show and multimedia story.

Materials:

- DVDs to hand in assignments
- A small three-ring binder and notebook
- (5) 11x14 Envelopes to submit your homework
- Memory Card (Sandisk or Lexar SD class 10) for photos/video (recommend, not required)

Requirements:

Students will be required to attend all class lectures and attend scheduled lab times. Assignments are due at the beginning of each class, not at the end. All projects must be submitted in an 11x14 envelope with the following:

- A self-evaluation: Explain the challenges or your experience taking these images (1-2 paragraphs typed - include on the CD/DVD and print it out)
- The photos for each project in two folders - RAW (Your entire shoot) and SELECTS (the ones you've selected, toned, captioned and color corrected). For video or slideshow projects, include an H.264 exported MOV file from final cut. For any written parts (turn-in forms, written stories) include a Word document.

On the envelope, please write these:

- Your Name
- Project Name
- Your Phone Number/Email
- Date

Late project policy - Deadlines are expected to be met. If you don't produce images in a timely fashion in the real world you hold up production and possibly lose your job. **Late projects will lose one letter grade** unless you have a documented, valid excuse. I will not accept projects later than one week after deadline unless you discuss it with me and we come to an agreement. Deadline dates and other details about your projects will be given to you on project assignment sheets in class.

Attendance:

Attendance will be taken at the beginning of each class session, students are expected to attend all classes including scheduled lab sessions and critiques. Responsibility, dependability, motivation and organizational skills are all attributes you will need to succeed in this industry. Therefore regular attendance and participation are vital to your success in this.

I recognize that we all sometimes experience the unexpected - cars that won't start, bad weather, a run-away dog and etc. If circumstances prevent your attending class, the instructor must be informed by phone or email on or before the day of class or within 24 hours afterward. You can call me on my cell at 516-473-3782. If you miss class you are responsible for the materials missed. I urge you to contact me either through e-mail or on the phone if you miss class - you are responsible to be prepared for the next class.

The policy of the School of Journalism is as follows: For classes that meet more than once a week, two unexcused absences are permitted. A third or fourth such absence results in a 1/3-grade drop per absence. Five can result in an F. Consistent tardiness will result in a reduced final grade.

Disruptive Behavior

"Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty members are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn."

Student Expectations:

- Come to class prepared. Read the assigned material. Prior reading will enhance your understanding of the class discussions/demonstrations. Participate in class.
- **Identifying yourself:** When reporting, students are obligated to make clear to sources that they are working on stories that may be published or broadcast. Students should not tell a source: "Don't worry, this is just for a class." A reporter's sources must understand that information and quotes provided can appear in print or online or be broadcast.
- This is a web journalism class which will combine shooting photographs, gathering audio/video and collecting factual information for committing journalism on multiple platforms. These stories require effort and planning. Commit to the time, find the stories.
- **Email/Blackboard:** All university email communications use your primary campus address (firstname.lastname@stonybrook.edu). If you are not using that address, you will not receive any university email, including Blackboard. There is a Blackboard account for this course. Check daily for announcements. Failure to check e-mail will not be accepted as an excuse for missing announcements or assignment changes. If you have not done so already, you must set up a Blackboard account. Please verify your email address on Blackboard. For help, call 631-632-9602.
- No cell phones. No texting. No inappropriate or disruptive behavior in class
- Schedule a help session with me if you have any trouble understanding any concepts.

Grading:

The emphasis is on the student's grasp of each assignment. There will be no midterm or final exam. You will be graded on your participation in class and on projects. For the breakdown of what each project is worth, see Grading Breakdown on page 5.

Here are the criteria for letter grades:

"A" work is superior; dramatically surpasses minimum requirements

"B" work is good; exceeds minimum requirements

"C" work meets minimum requirements

"D" work is poor; does not meet minimum requirements

"F" work is not acceptable or not turned in

Important: Only semester grades of C or above count for credit toward the journalism major/minor. Any student earning a below a C who intends to continue in the journalism program must retake the class and will not be able to continue in other journalism skills classes.

Homework assignments are judged as follows. The points are averaged and make up a portion of the semester grade.

Superior (4 points): dramatically surpasses the requirements, well written demonstrates additional insights or research

Good (3 points): exceeds requirements, written clearly and logically

Satisfactory (2 points): meets requirements, expresses ideas in a manner that can be understood

Poor (1 point): does not meet requirements, confusing or unclear, sloppy

Failing (0 points): unacceptable or not turned in

Accuracy:

Accuracy is fundamental in journalism. Mistakes damage your credibility. Mistakes damage your news organization. Accuracy errors in your work will hurt your grade. On major projects, I will take off a full letter grade for each one. Homework will get a "0." Fix any mistakes you make after they are pointed out. Others will be seeing your work.

Academic Integrity:

Any form of fabrication, plagiarism, cheating or other ethical offense will be reported to the Academic Judiciary Committee and can result in a failing grade for the course, dismissal from the journalism program or expulsion from the university.

Here is the University's statement on academic dishonesty:

"Plagiarism is the use of others' words and/or ideas without clearly acknowledging their source. As students, you are learning about other people's ideas in your course texts, your instructors' lectures, in-class discussions, and when doing your own research. When you incorporate those words and ideas into your own work, it is of the utmost importance that you give credit where it is due. Plagiarism, intentional or unintentional, is considered academic dishonesty and all instances will be reported to the Academic Judiciary. To avoid plagiarism, you must give the original author credit whenever you use another person's ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally quotations of another person's actual spoken or written words; or a close paraphrasing of another person's spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required."

For further information on academic integrity and the policies regarding academic dishonesty, go to Academic Judiciary at www.stonybrook.edu/uaa/academicjudiciary

Examples of cheating include:

Using sources for stories or assignments that are known to the student. Journalism students **must not use** friends, family members, roommates, classmates or business associates – anyone they know – as subjects. If you believe an exemption is warranted, you must receive prior approval from your instructor in writing.

Multiple submissions of the same work.

Cheating in any form on an exam or assignment.

Unpermitted collaboration on work.

Falsifying any document, including excuse notes.

Making up sources, quotes, facts or references.

Sources: Students will provide contact information for all sources in a story, no matter what the platform. This list includes names, telephone numbers and email addresses. Instructors will make random checks to verify sources and information. An assignment without a full list of sources will not be accepted.

Copyright: Copyright is the exclusive legal right of a creator or owner to reproduce, publish, adapt, sell or distribute his or her original work of authorship. It covers literary, dramatic, musical, artistic and other intellectual works. The published or broadcast work of student journalists, just like any other author, is protected by copyright. The School of Journalism diligently protects its own copyrighted materials and respects the copyrights of others. The SOJ expects students to abide by all SUNY, Stony Brook University and SOJ copyright policies. When in doubt about the use of any materials created by a third party, always consult with your instructor.

Press Pass: All majors and minors in reporting courses will be issued an SOJ Press Pass. These cards are intended to identify student reporters to sources and authorities and to facilitate their movements around campus. Students will sign for the cards, on forms to be provided, agreeing to comply with the rules or forfeit the card. They will be worn or carried and displayed at all SOJ assignments.

Student Services: If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Disability Support Services,

ECC (Educational Communications Center) Building, Room 128, (631) 632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential. <https://web.stonybrook.edu/newfaculty/StudentResources/Pages/DisabilitySupportServices.aspx>.

Equipment:

You may use the journalism drive to store your work, but I recommend having your own portable hard drive so you can have a copy with you for your portfolio. All equipment (video cameras, still cameras, etc.) you need for your assignments is available to borrow from the newsroom. You may check them out during newsroom hours without reservation, but will need to reserve equipment **24 hours in advance** if you want to keep it overnight or for the weekend. The form is located at this link: https://journalism.cc.stonybrook.edu/?page_id=1957

Food & Drink:

Food and drink are banned in the Newsroom

**Grading
Breakdown:**

- **Participation/Effort: 10%**
Participating in class is vital; so is improvement. You should be progressing steadily upward throughout the semester.
- **Homework blog posts: 10%**
Homework is graded on a 0-4 scale, so you will need to make sure you put effort in to receive a good grade here. Posts must be unique- repeating a subject of a post already on the blog from another student gets no credit, so check before you post. Proper blog formatting is worth 2 pts. (tagging, headline writing, linking, photos, grammar and spelling) and content is worth 2 pts. Accuracy errors result in a zero.
- **Assignment 1- Photo Scavenger Hunt: 10%**
You'll be graded on the quality of the photos - focus, composition, subject (are there interesting people doing interesting things?), relation to words. Deadline: **Friday, September 5, 2014**
- **Assignment 2- Photos & Story: 15%**
You will be required to attend and cover an event that would typically be covered by a newspaper website in one day. You will be graded equally on the quality of the written piece (500-800 words) and photos. Deadline: **Friday, September 19**
- **Assignment 3- Audio Slideshow: 25%**
An audio slideshow based around an interesting business or person. Profile the business or person using photos and audio. Deadlines: **Friday, October 17** (1st version) and **Friday, October 24** (final version)
- **Assignment 4- Video & Story: 30%**
A video and written story (1000 words) profile of an interesting person or business. Deadlines: Wednesday **November 12** (1st Written draft) **Friday, November 14** (1st Video version), and **Friday, December 5** (final version)

Blogging:

The class blog <http://mediawiseonline.wordpress.com> Bookmark it!

Consider the class blog “Grand Central Station.” Most of our class discussion will take place here, and all of your homework and major projects will be posted here (and not blackboard).

Posting:

You will be graded on the homework assignments on a 0-4 scale. Make sure you provide links and screenshots of the things you are posting about. Tag posts appropriately. Write in a web-appropriate fashion in AP style. Failure to adhere to best blogging practices will result in a lower grade. Posts must be unique - repeating a subject of a post already on the blog from another student gets no credit, so check before you post. Proper blog formatting is worth 2 pts. (tagging, headline writing, linking, photos, grammar and spelling) and content is worth 2 pts. Accuracy errors result in a zero.

See the calendar for assignments. Posts must be in the “Homework” category or they won’t show up.

Posts and drafts are due by **7 a.m. the day of class**. Late homework will not receive any credit.

Blog comments:

In addition to homework posts, **you are encouraged to comment and engage your peers on the blog**. The blog is in place to facilitate discussion, and that can’t happen unless you are talking to each other. Comments should go beyond “I like it,” or they’re not really useful. Keep the comments relevant and civil.

Don’t feel that the blog is just limited to what you’re required to post. On the right, there’s a box of class related links. If you find something you’d like to share, feel free to post it on the blog.

Schedule and assignments are subject to change. Keep an eye on the blog and your e-mail for notifications.

Course Calendar and Homework Assignments

Week 1

Wednesday, August 27, 2014

Introduction. A look at the syllabus and requirements. Talking about the basics of blogging. How to post to the class blog. Looking at the tools you will be using for your assignments. The anatomy of a blog post.

Friday, August 29, 2014

Photo workshop day 1: Basic SLR camera handling. Importing photos and using Adobe Bridge.

Due: Pages 37-62 of Briggs text. Complete and post to blog the assignment under "Evaluate other blogs" heading on page 62. (Just the first part under the heading, you don't have to create your own blog.)

Week 2

Wednesday, September 3, 2014

Photo workshop day 2: Effective caption-writing. Basic Photoshop skills and learning raw photo processing. Time in class to look at your scavenger hunt photos thus far and work with the Professor. Don't forget they are due Friday.

Friday, September 5, 2014

DUE: Assignment 1 – Scavenger hunt posted to blog with a sentence or two about each photo and how you got it and the thought process behind it (all photos for the scavenger hunt must be shot this semester). For a grade, turn in on a DVD in class (Only selects to the blog, DVD will have full shoot).

Week 3

Wednesday, September 10, 2014

The art of the interview: Approach, land and navigate.

DUE: Find two events for Assignment 2 and post the details (time, date, place, info and Web link) to the class blog. Tell people about the event and make sure it's ones you'd do yourself - since you will be doing just that.

Friday, September 12, 2014

Photo ethics.

Due: Pages 137-170 of Briggs text. & Find and share on the class blog a story with a compelling photos. Discussing Assignment 2.

Week 4

Wednesday, September 17, 2014

Mobile journalism - using tablets, cell phones and apps in the service of journalism. Tips and best practices to prepare you for your mobile journalism assignment later in the semester. Read @TaraKConry on Twitter to prepare for our guest speaker.

Friday, September 19, 2014

Web editors as gatekeepers, news decision making. Online commenting.

Guest Speaker: Newsday Community Journalist Tara Conry on mobile and community journalism.

DUE: **Assignment 2 on CD/DVD in class and posted to blog.**

Week 5

Wednesday, September 24, 2014

Social Media Basics - What is it? How to use it and how to misuse it.

Friday, September 26, 2014

Crowdsourcing and microblogging - breaking news online and following it up in the digital age. Backing up work. Online research. The hidden Google. Finding original source material on the web.

DUE: Read pages 63-112 of Briggs text. Possible pop quiz!

Week 6

Wednesday, October 1, 2014

Introduction to audio slideshows. Learning to use the industry-standard Zoom H2 audio recorders.

Friday, October 3, 2014

Interviewing each other. Editing audio in Garage Band

DUE: Read pages 177-196 of Briggs text. Find and post to the class blog an example of a good audio slideshow (stills and audio piece) and share your thoughts on what worked and what didn't in the piece.

Week 7

Wednesday, October 8, 2014

Introduction to Final Cut Pro for slideshows. Working with still photographs and audio to produce audio slideshows using Final Cut Pro. Due: Bring unedited audio & photos for 30 second in class process piece

Friday, October 10, 2014

Final Cut Pro slideshow lab using photos and audio provided in class.

DUE (By the end of class): 1 minute audio slideshow piece. Show me in Final Cut, this will count as a homework assignment grade.

Week 8

Wednesday, October 15, 2014

Time in class to work on your audio slideshow. You must have audio/photos for Assignment 3 to work with on this day. Otherwise, you will receive a zero for 1 homework assignment. (You must have at least 40 photos and/or 5 minutes of raw interview)

Friday, October 17, 2014

DUE: First versions of Assignment 3 posted to the blog. In-class critique day for these versions of assignment 3

Week 9

Wednesday, October 22, 2014

Guest Speaker Thomas Ferrara--Newsday Assistant photography editor: Working in the daily grind while still producing personal published projects.

Friday, October 24, 2014

DUE: **Assignment 3 on CD/DVD and posted to the blog.** Video workshop – What makes video on the Web different from broadcast? Basic shooting tips.

Week 10

Wednesday, October 29, 2014

Capturing footage from Friday's class and editing video in Final Cut Pro.

DUE: Come to class with a detailed write-up of what you are doing for your final story - who are the sources and what have they already told you? What kind of shots will you shoot for the video? What will you write about for your story? How can you translate this to the web

Friday, October 31, 2014

Editing for video in Final Cut Pro. Practice using clips provided to you to produce a short news piece.

Week 11

Wednesday, November 5, 2014

Editing video continued. Work on your own piece if you have already shot it.

Friday, November 7, 2014

Looking at long-form video, and how it works and doesn't on the Web. How you can do it, and when you should and shouldn't.

Week 12

Wednesday, November 12, 2014

Editing video continued plus editing written story.

DUE: First version of written story for Assignment 4 due bring printed copy to class

Friday, November 14, 2014

In-class critique day for rough draft of Assignment 4.

DUE: First version videos of Assignment 4 due posted to blog.

Week 13

Wednesday, November 19, 2014

Building an online presence by creating portfolios: Using WordPress to showcase your work. Bring your current resume to class or a list of jobs/achievements.

Friday, November 21, 2014

Time to finish work on assignment 4 in class. You must have some assignment 4 footage to work with on this day. Otherwise, you will receive a zero for 1 homework assignment.

Week 14

Wednesday, November 26, 2014

NO CLASS Thanksgiving Break (Cannot borrow equipment; Newsroom access with card only.

Friday, November 28, 2014

NO CLASS Thanksgiving Break (Cannot borrow equipment; Newsroom access with card only.

Week 15

Wednesday, December 3, 2014

Internships, how to advance in the future and where to go now with your web journalism skills.

Friday, December 5, 2014

Perfecting your multimedia skills and pulling it all together

DUE: ***Assignment 4 posted to the blog and on CD/DVD in class. Plus, don't forget one last blog post: Final thoughts. What advice would you give a student journalist just entering JRN 320, and what are your thoughts about online journalism before and after the class?***

Assignment turn-in form

Please turn in an electronic version of this form on the CD/DVD with your final version project and a hard copy printout in the envelope.

Name:

Project #:

Topic:

1. What were some of the challenges you faced on this assignment?

2. What were the things you thought went well?

3. What were the things you thought you could improve?

4. What grade would you give yourself for effort and why?

5. Not factoring in effort, what grade would you give the work and why?

6. Please list the names, titles, phone numbers, and email addresses of all sources used in this story:

*****Don't forget to label you cd/dvd with your name on it!*****