

JOU 4930: Health Media Innovations



Spring 2016

M 12:50-2:45 p.m.

W 12:50-1:40 p.m.

Innovation News Center, Room 3324

Instructors: [Nicki Karimipour](#) & [Tom Burton](#)

Nicki's Office Hours: W 11-12:30 p.m. Weimer 2019

What is The Student Body?

The Student Body is a digital magazine focused on health and wellness for college-age individuals. It was launched in mid-November 2015 by a group of 13 students and two instructors. The Student Body has received social media mentions and press attention from NPR's health blog, The Salt, Men's Health Magazine, Well+Good, and more. The Student Body maintains active social media presence on Facebook, Twitter, Instagram, Pinterest, and YouTube.

Goals

As part of this class, you will:

- Learn the fundamentals of health writing, which includes obtaining and vetting peer-reviewed health studies for inclusion in your articles
- Write articles on a variety of health topics including fitness, nutrition, sleep, beauty, mental health, social health, and more
- Understand and partake in handling the responsibilities associated with operating a digital magazine
- Learn to brainstorm alternative and innovative approaches to story presentation including interactive multimedia, video and first-person essays.
- How to write content with appropriate tone suitable for publication on the Student Body Magazine's website
- How to use social media, multimedia, photography, and other features to engage viewers
- Prepare a digital portfolio showcasing your work over the course of the semester

Class setup

The two-hour block on Mondays will typically be spent in the lab, in a "workshop" style environment in which you will receive time to work on your articles, conduct interviews, obtain feedback from instructors, and engage in peer editing. On Wednesdays, we will be lecturing on innovation media, project reporting, and other in-depth approaches. Due to the changing nature of the magazine and our needs, the course schedule is tentative and subject to change—however, the instructors will provide information about these changes.

Classroom Policies

Attendance is required and expected each week unless you have a documented absence, such as illness, jury duty, university event, etc. If you have an extenuating circumstance, please speak to Nicki beforehand. More than one unexcused absence will result in a 10-point deduction from your overall grade for each absence.

You are permitted to use devices such as phones, tablets and laptops, especially during the lab sessions in which you will receive time to work on articles. However, use of these devices must be related to the course and assignment at hand.

In lieu of a course management site, we will be keeping in touch using a Facebook group (you will receive an invite during first week of class), email, and Google docs, so make sure you have a functional Google account.

Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

Violation of the honor code includes plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations will result in a failing grade, and you will be dismissed from the journalism program and reported to the Honor Court. See the Department of Journalism web site for specific outline of honor code violations.

Evaluation & Grading Scale

- Evaluation of written articles (includes how well you adhered to deadlines, breadth of your research, quality of writing—how well you addressed all of the questions in the assignment sheet) up to 600 points
- Participation (includes attendance, speaking in class, providing ideas, peer editing, working with instructors & peers) up to 200 points
- Evaluation of your work as aggregator up to 100 points
- Midterm portfolio up to 50 points
- End of term portfolio & self-evaluation up to 50 points

(Maximum score out of 1,000 points)

1,000-950 A; 949-899 A-; 898-848 B+; 847-797 B; 796-746 B-; 745-695 C+; C 694-644; C- 643-593; D+ 592-542; D 541-491; D- 490-440; 439-0 E

See the handout for a detailed description of assignments, which includes a general rubric for writing articles. In general, you'll be graded based on quality of writing, breadth of research, adherence to all deadlines, etc.

If you have a question about your grade or progress in the course, please make an appointment with Nicki to discuss.

Course schedule (subject to change based on needs of magazine)

W 1/6 First day of class. Syllabus, student/instructor introductions

M 1/11 Fundamentals of health writing. Bring five article ideas for next class mtg.

W 1/13 Individual meetings/discuss article ideas; Introduction of aggregation assignment

M 1/18 *Martin Luther King Jr. Day* – no class

W 1/20 Finding credible health research and sources – guest speaker CJC librarian April Hines

M 1/25 Social media/strategic promotion of our brand – Student Body Magazine social media manager Maggie Ameno

W 1/27 Fundamentals of interviewing; identifying sources

M 2/1 Digital vs. print magazines; Class workday – work on article 1

W 2/3 Guest speaker TBA

M 2/8 **Article 1 due; peer editing**

W 2/10 Team involvement – social media, art, freelance; roundtables & alt form content

M 2/15 Photography/multimedia copyright lecture

W 2/17 Class workday – work on article 2

M 2/22 **Article 2 due; peer editing**

W 2/24 Midterm evaluations

M 2/29 & W 3/2 *Spring break – no class*

M 3/7 Guest speaker TBA; Creating an effective portfolio; description of assignment

W 3/9 Staff meeting – content planning

M 3/14 Photo day

W 3/16 Turn in midterm portfolio via email by midnight

M 3/21 Class workday – work on article 3

W 3/23 **Article 3 due; peer editing**

M 3/28 Guest speaker TBA

W 3/30 Article updates – individual meetings

M 4/4 How to create a strong digital writing portfolio

W 4/6 Class workday – work on article 4

M 4/11 **Article 4 due; peer editing**

W 4/13 Long-term content maintenance planning/pros & cons of aggregation; discussing continued involvement

M 4/18 Portfolio workday; deadline for all “loose ends” to be tied up

W 4/20 Course evaluations; Last day of class & End-of-semester party; Portfolios due via email by midnight