

**Multimedia Writing (JOU 3109c)**  
**Fall Semester 2015 - Lecture Syllabus**  
**Twitter - #jou3109**

Welcome to Multimedia Writing. The course is designed to help you develop professional writing skills and practice writing on deadline. This course will provide instruction and practice in writing to help you prepare for upper-level courses in this college. The course covers traditional media writing and also includes new media practice. If you are a major in this college, you must earn no lower than a "C" in the course to successfully complete the course and move on to Reporting (JOU 3101).

	<b>Lecturer</b>	<b>Lecture Assistant</b>
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Office hours:	T – 7 <sup>th</sup> , R 3 <sup>rd</sup> & 7 <sup>th</sup>	T – 7 <sup>th</sup> , R – 7 <sup>th</sup>
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Lecture meets in 1064 Weimer on Tuesdays and Thursdays, 6<sup>th</sup> period (12:50 to 1:40 p.m.).

Mr. Shumate and I will be available in the auditorium before and after lecture for quick questions. We also hold office hours and can arrange a time to meet if our office hours don't work for you. Email us to set up an appointment or to answer a quick question. Your lab instructor will provide you with contact information and the time and location for office hours.

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**Prerequisites for course:**

You must have completed the required six hours of English credit, typically ENC 1101 and ENC 1102. This requirement may be fulfilled through Advanced Placement exam scores, dual enrollment or IB courses. If you began as a student in the Florida university system as of Summer B 2011 or later, you should have completed Introduction to Journalism (JOU 1100), Mass Media and You (MMC 2604), or Principles of Public Relations (PUR 3000). You must complete Writing Mechanics (JOU 2005) before you can enroll in Reporting (JOU 3101).

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**Textbooks and Materials**

The three required textbooks are a curcial part of the course. Please purchase the three required textbooks or make arrangements to share the books with classmates in a way that lets you take all three books with you to every lab for reference. **Please complete the assigned readings by the due dates, as those readings connect with assignments you are doing in lab. Don't wait until a quiz or exam to do the readings.**

- **Required:** *The Associated Press Stylebook and Briefing on Media Law 2015*. New York: Associated Press.

[I'd recommend the 2015 edition because every new edition includes new editing decisions. Editing with an older edition could impact your grade. The bookstores often place the AP Stylebook in the section for JOU 3101. You may want to purchase the online version that is used as an app.]

- **Required:** Rich, Carole (2016). *Writing and Reporting News: A Coaching Method* (8th ed.). Belmont, Calif.: Thomson-Wadsworth. This edition has significant changes from the previous edition.
- **Recommended:** Kessler, Lauren & McDonald, Duncan (2012). *When Words Collide* (8<sup>th</sup> ed.). Belmont, Calif.: Thomson-Wadsworth. [You may use an earlier edition.]

[You may use either print or digital versions of the books. You have the option of purchasing or renting the books from the UF bookstore or the publisher -- <http://www.cengage.com>. You also can explore other options for renting the books or purchasing digital versions.]

### **Other Materials**

- Flash memory drive (jump drive) for transporting drafts of assignments to lab – required
  - Reporter’s notepad or small notebook for interview notes
  - Camera or smartphone that can take 5 megapixel photos
  - Audio recorder or smartphone that has an audio recorder function
  - Virus checking program for your personal computer
  - You will need to bring your laptop or smartphone (with Internet capability) to some lectures. I’ll announce in advance when you need to bring those. You will be using the lab computers, not your own laptop, for working on assignments in lab.
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### **Your Objectives for the Course**

- To learn terms and concepts used in the media industry.
  - To discuss factors that impact media writing and media careers, including media law and ethics, economic issues, audiences, social media, traditional media standards and new media.
  - To write in a variety of media formats for a designated audience: news story, feature story, profile, news release, blog, Twitter, business memo, and business email.
  - To edit your own work, using correct spelling and grammar and following AP style.
  - To take photographs for class assignments that follow photojournalism principles.
  - To prepare photos for Web delivery.
  - To work with an editor (your lab instructor) to meet writing guidelines and deadlines.
  - To create a portfolio of your media work (from the class and published clips) and participate in a mock job interview. (optional assignment)
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### **Course blog – <http://multimediamwritinguf.wordpress.com>**

The course blog is the site for all course information (such as handouts, announcements). We will use Sakai only to post lecture quiz and exam scores. You can subscribe to the course blog to receive updates through your email. What's Happening is the one page of the blog that is password protected. You will receive the password in lecture. **Password =**

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### **Creating a Good Learning Environment**

Let’s work together to have a good learning experience.

I will:

- Start and end lectures on time.
- Make every lecture relevant to learning media skills, preparing for a specific lab, or helping you learn about media careers.
- Use a variety of approaches to help make class more interesting for all of us.
- Provide you with information prior to the quizzes and exams concerning test format and specific areas to review. I will announce each quiz at least one lecture in advance.
- Work with the lab instructors to make sure that all labs have comparable instruction and use the same grading criteria.

Please do your part by:

- Attending all lectures.
- Not letting technology distract you and others from focusing on class. You will need a laptop or smartphone in lecture some days. I will make an announcement in advance and post that on the course blog. Otherwise, the general rule is that you are not to use your laptop or smartphone during class unless you have discussed with me why you need computer/online access during class. This policy is based on previous student computer/phone use. Students may be on task initially but stray -- texting, checking Facebook or surfing the Web. Please turn off and store your cellphone, laptop,

tablet or iPod/MP3 player, and take off and store any wireless watches.

- Being seated by the start of class. If an emergency situation makes you late, please enter the auditorium quietly and do not walk in front of me to get to a seat.
- Being prepared to stay in class for the full 50 minutes. Leaving early is disruptive to the rest of us. If a special situation (like a doctor's appointment) requires that you leave class early, please sit near an exit.
- Not bringing food, drink and tobacco products into the auditorium. If you need to have something to drink, please have your beverage in a secure-top container.
- Not visiting with classmates during class. Your conversations are distracting to those seated around you and to me.
- Being active learners — listening, taking notes, and participating in class activities and discussions.
- Asking good questions. I'm glad to answer questions during lecture, or I can talk with you individually before or after lecture or during office hours. In the media business, you would ask a colleague or check the resources you have before asking a routine question of your supervisor. So practice that now by asking a classmate or checking the syllabi and the course blog before asking questions about due dates or what was covered in a lecture you missed.
- Not bringing guests (individuals not registered for the course) to class without obtaining prior permission from me.

Your lab instructor will talk with you about expectations for lab.

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### Seeking Assistance

The lab instructors and I want to help you be successful in this course. If you need individual assistance beyond the help you receive in lab, it is your responsibility to meet with your lab instructor or me during office hours or set up an appointment for another time. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of a problem — whether the problem is low grades in lab or an illness.

### Resources

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>
- **Communication Coaching Center** (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- **PATH Office** – Houses academic advising staff, Study Abroad, and the Knight Division for Scholarships, Career Services and Multicultural Affairs. (1060 Weimer)
- **Career Resource Center** – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>
- **SNAP** – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/> You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

**Computer Expectations – You should be able to:**

- Send and receive email – Please check your UF email at least once a day. Be sure you have an email address that is appropriate to use with business correspondence.
- Create documents with Word – You should be able to use a computer for word processing — creating a file, saving and printing. Your lab instructor will provide instructions for the lab's computer system.
- Conduct Web searches -- For several assignments, you will need to be able to find appropriate websites to collect information. We will be doing some Web activities during lecture, so you will need to bring a laptop, tablet or smartphone. I'll announce in advance when you need to bring those to lecture.
- Download and print PDF files – Downloading PDF files will require Adobe Acrobat Reader, which is included in many software suites and may be downloaded free from the Internet.
- Prepare photos for the Web – You will be expected to download photos you've taken to your computer and save them as jpg files. You will use the lab computers to prepare your photos in Photoshop.

Note: In lab, you are expected to use the lab computers and not your own laptop. Having everyone working on the same computer system facilitates printing and troubleshooting. Please check to make sure you don't have any holds on your UF account because that will prevent you from being able to print in lab.

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**Lecture Portion of the Course**

**Attendance** - You are urged to attend each week's two lectures. Lectures and the assigned readings provide you with information you need to be prepared for the weekly labs. Some lab assignments are based on in-lecture activities. The lab instructors and I have found a correlation between lecture attendance and lab performance.

**Absences** – If you realize that you are going to miss lecture, contact a classmate prior to lecture to ask him/her to take notes for you. If you are absent from a lecture and did not make prior arrangements with a classmate, check “What’s Happening” on the course blog and then talk with a classmate to determine what you missed. **You are responsible** for getting notes from a classmate for any lecture you miss. Please don't ask Mr. Shumate, your lab instructor or me what you missed. If you miss a lecture that is the basis of a lab assignment, such as an in-lecture interview, you must get notes or a sound file of the interview from a classmate. Be aware that using another's notes for an article may not be as effective as hearing the interview and taking your own notes. In a media career, using someone else's notes and not collecting the information yourself could lead to you being fired.

**Grade for lecture portion of course** - The lecture grade counts 25 percent of your overall grade in the course. Your grade is based on the average of:

- **Average of in-lecture quizzes** (100 points)

Your quiz average will be based on **your top three scores of four announced quizzes**.

I will announce each quiz at least one lecture in advance and will explain the content for the quiz. I will **not** post the dates of the quizzes on the course blog or tell you individually. If you miss lecture and want to know if a quiz is scheduled for the next lecture, check with a classmate. Quizzes are to encourage you to regularly attend lecture and to keep up with the assigned readings. If you miss a quiz, that quiz grade will be your dropped quiz. No make-up quizzes will be given unless you miss two quizzes due to excused absences.

- **Exam One** (100 points)
- **Exam Two** (100 points)

Each exam will have 50-item multiple-choice items and will be held during the 50-minute lecture time (see dates on timeline). Prior to the exam, I will provide a memo listing topics/issues that will be covered on the exam. No make-up exams will be given unless you have an approved excuse and contact me prior to the exam. We will NOT have an exam during Finals Week.

Beginning with Quiz 2, 10 points will be deducted from your quiz or exam grade if you do NOT correctly complete the Scantron form – filling in and bubbling in your name (last name and first and middle initial), UF ID, and the section code you’ll be provided.

**Posting of lecture grades** – We will use Canvas for posting of lecture quiz and exam grades. It is your responsibility to check your e-Learning account to learn your score and to keep a record of your scores. If you think your posted grade is incorrect, you must notify Mr. Shumate so the grade can be checked.

**Going over exams** - We will not go over exam or quiz answers during lecture. If you want to go over an exam, you may do so for one week following the posting of the grades. See Mr. Shumate during his office hours.

### **Lab Portion of the Course**

Your performance in lab is the majority of your grade in the course. You must attend the lab in which you are enrolled. No lab grades will be dropped or curved.

One of my goals as the instructor and lab coordinator is to make sure the labs are comparable. The lab instructors and I meet to discuss lab assignments and grading. We agree on the amount of time for deadline writing assignments so that students in each lab have the same time. All instructors use the same grading standards. Your grade on each writing assignment will consist of the points earned for content minus the points deducted for errors and mechanics. See your lab syllabus for specific information about the grading of lab assignments and for lab policies and procedures.

**You will find the expectations in JOU 3109 for accuracy in spelling, grammar and facts to be much more demanding than in your previous writing courses. You may find that you will need to review or learn grammar rules and that you will need to develop improved proofreading strategies.** We will spend some time in lecture and lab discussing grammar rules. However, you are expected to know basics rules of grammar (i.e., parts of speech, rules for use of comma). If your grammar skills are not adequate for the demands of this course, you must take the responsibility to work on your grammar skills. Check the Resources link on the course blog or meet with your lab instructor.

### **Extra-Credit Opportunities**

You will have the opportunity to earn up to 70 points of extra credit that will be added to the grand total of your lab points. The extra-credit assignments must be completed by the announced deadlines.

1. Completing “Cleaning Your Copy” (except for the Style section). This is a self-paced online course offered on NewsU -- <http://www.newsu.org/>. Set up a free NewsU account. When you have completed the course, a course report to your lab instructor prior to Lab 3 (5 points).  
<http://www.newsu.org/courses/cleaning-your-copy-grammar-style-more>
2. Practice writing assignments that will be collected in lecture (3 x 5 points = 15 points).
3. Publishing your story on an environmental, health, science or technology topic that is the assignment for Lab 9 (up to 25 points).
4. Taking a photo and writing a caption to accompany your EHST story (up to 5 points).
5. Portfolio and mock job interview with your lab instructor (up to 20 points).

**Grading Scale** (for lab assignments and the course overall). Note that we do not assign minus grades.

A	90-100	C+	77-79	D	60-66
B+	87-89	C	70-76	E	59 and below
B	80-86	D+	67-69		

### **Formula for calculating your overall grade in the course**

+ Lecture grade [Exam One + Exam Two + quiz average / divided by 3]  
+ Lab grade (Labs 2-14 + Twitter grade + extra credit / 1400) multiplied by 3  
**Total divided by 4 = overall grade**

Scores of .5 or higher are rounded to the next whole number. For example, 86.5 becomes 87.

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### **Taking Your Own Notes**

In a media career, whether in journalism or public relations, you will attend meetings where you must listen carefully, identify key points and take notes. Taking notes in lecture can provide practice. One of the goals for you in this course is to become more effective in taking notes. For many of you, a new skill will be taking notes to collect word-for-word direct quotes. Taking notes, especially in interviews and working with clients, may be supported by the use of an audio recorder. Most cellphones have an audio recording function. You also should be in lecture to take your own notes. A classmate's notes or commercially produced notes do not replace being in lecture and doing your own listening, thinking and note taking.

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### **Academic Honesty Guidelines**

Academic honesty is an important dimension of your performance as a student, and those same issues of honesty in doing your own work are at the core of ethical performance as a media professional. You must do your own work and properly attribute the ideas and work of others. We will discuss ethical and honesty considerations throughout the semester as we introduce different media forms (i.e., reporting, photography, blogging).

If you are unsure about how to appropriately cite information from a website in a story you write or you have another question about some other potential academic/media honesty issue, ask your lab instructor or me. If you are aware of a climate — in lecture or lab — that promotes academic dishonesty, please notify me, your lab instructor or contact the Office of Student Affairs (352-392-1261).

As a student at the University of Florida, you have agreed to comply with the University Honor Code. I encourage you to review the information posted online that explains what academic dishonesty violations are, how to avoid those, and what the penalties are for those found guilty of violations. <http://www.dso.ufl.edu/sccr/honorcode.php>

In JOU 3109, if you are found to have committed an academic honesty violation in lecture or lab, **you will receive a zero for the assignment, and your violation will be reported to the Dean of Students office.**

Academic honest violations include:

- Receiving or giving help during a quiz or exam.
- Using someone else's material as your own – including copying another student's lab assignment or using material from another source (such as a news story or blog) without appropriate attribution.
- Making up quotes or information (i.e., fabrication).
- Using quotes or information without appropriate attribution. (That can include using quotes from a source in another publication without attributing to that publication.)
- Using friends, family members, colleagues from organizations you belong to, or work colleagues as sources in stories you write.
- Using someone else's photos for assignments that require you to take your own photos.
- Taking photos of people you know for photos that are used to accompany your news or feature stories.

If you have a previous academic honesty violation, your JOU 3109 violation will be ruled on by Student Conflict and Resolution. You can read about issues related to academic dishonesty in the College of Journalism and Communications at <http://www.jou.ufl.edu/academic/jou/honesty/>

Help us promote academic honesty by protecting your own work. Do not share your lab assignments

with other students. During lab, please tear up any drafts that you throw away in lab. At the end of lab, be sure to delete any digital files from the desktop or scratch drive.

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**Course and instructor evaluations** - UF reminds you that you are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. The lab instructors and I will appreciate your feedback at the end of the semester. We will provide time in lab to complete the evaluations.

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### **JOU 3109 – Lecture and Lab Timeline**

- Please complete the readings in conjunction with the date listed in the syllabus. The chapters are in *Writing and Reporting the News*.
- Adjustments may be made in the schedule based on speaker availability, but the two exam dates will not be changed. Any changes will be announced in advance and posted on the course blog.
- Your Twitter grade will be based on creating a professional Twitter account (25 points) and on live tweeting during three of five specific lectures (25 points x 3 = 75 points). I will announce in advance which lectures will be the basis of the live tweeting. You will be asked to print out the tweets to give your lab instructor in lab following the live-tweeting event.

**Lab 1 Tuesday, Jan. 5 – Friday, Jan. 9** / Timed writing assignment  
(Students in Monday labs will have the opportunity to complete this assignment as homework and email to your lab instructor for grading feedback.)

**T Jan. 5 Introduction to course**

**R Jan. 7 Applying for internships and jobs -- writing résumés and cover letters**

**Watch two YouTube videos (each is 15 minutes):**

**Résumés -- <https://www.youtube.com/watch?v=IigCe7zscs>**

**Cover letters -- <https://www.youtube.com/watch?v=zKzNVwRo7nE>**

Chap. 22 – Media Jobs and Internships

Bring a typed copy of your résumé to lecture.

**Lab 2 Monday, Jan. 11 – Friday, Jan. 18** / Résumé & cover letter for communications-related position

**T Jan. 12 Preparing for a career in communications & starting now with managing your online persona**

\* Chap. 1 – Changing Concepts of News

\* “Defining the Future of Public Relations” – Jarone Ashkenazi

<http://www.fastcompany.com/3036158/the-future-of-work/defining-the-future-of-public-relations>

\* Creating a Professional Twitter Account: Tips on Expanding your Professional Network & Impressing Employers – Lauren Kline

<http://atlantablog.foundationcenter.org/2012/07/creating-a-professional-twitter-tips-on-expanding-your-professional-network-impressing-employers-.html>

**R Jan. 14 A cornerstone for communications writing: Writing hard news  
Workshop: Using Associated Press Style**

**Monday, Jan. 18 – UF closed for Martin Luther King Jr. Day**

**Lab 3 Tuesday, Jan. 19 – Monday, Jan. 25** / News story on deadline

**Lab rotation changes for rest of the semester, with Tuesday becoming the first day for a lab and Monday becoming the last day of a lab rotation.**

**T Jan. 19 Workshop: Writing and editing a news story**  
Chap. 2 – The Basic News Story  
Chap. 7 – Leads and Nut Graphs (read section on summary leads)  
Bring two copies of the extra-credit news story (assignment posted on blog)

**R Jan. 21 Writing for today's news delivery – Web, print and mobile**  
**Workshop: Using Associated Press Style**  
Chap. 12 – Online Journalism

**Lab 4 Tuesday, Jan. 26 – Monday, Feb. 1 / Writing news stories on deadline**

**T Jan. 26 Workshop: Using Quotes and Paraphrases**  
**Developing a blog to be part of your professional portfolio**  
Chap. 4 – Social Media

**R Jan. 28 Workshop: Writing news features**  
Chap. 7 – Leads and Nut Graphs (from p. 134)

**Lab 5 Tuesday, Feb. 2 – Monday, Feb. 8 / News-feature writing on deadline.**  
Homework: Proposal for your own blog, memo to provide focus for profile on you

**T Feb. 2 Strategies for effective interviewing and notetaking**  
Chap. 6 – Interviewing Techniques

**R Feb. 4 Writing personality profiles**  
Chap. 17 – Profiles and Obituaries (read to p. 356)  
Read sample profiles posted on course blog

**Lab 6 Tuesday, Feb. 9 – Monday, Feb. 15 / Interview classmate & write profile on deadline**

**T Feb. 9 Preparing for independent reporting**  
Handouts for Lab 7 and Lab 9 story assignments

**R Feb. 11 In-lecture interview with sources for Lab 7 story**  
**Guest: Allison Vitt – Outreach and Communications Director,**  
**UF Office of Sustainability**

**Lab 7 Tuesday, Feb. 16 – Monday, Feb. 22 / Reporting and writing a story with in-lecture expert as source.**

**T Feb. 16 Photography and cutlines as an important part of storytelling**  
**Guest: Kristen Grace, photographer for Florida Museum of Natural History**

**R Feb. 18 Preparing to report and write on a topic with an environmental,**  
**health, science or technology (EHST) focus**  
Chap. 5 – Sources and Online Research  
Chap. 8 – Story Organization

**Lab 8 Tuesday, Feb. 23-Friday, Feb. 26 and Monday, March 7 / Photography. Present your pitch for your EHST story for Lab 9.**

**T Feb. 23 Student panel: Advice on getting published and planning for courses and internships**

**R Feb. 25 Exam One – Bring pencil and picture ID**

**Lab 9 Tuesday, March 8 – Monday, March 14 / Story with environmental, health, science or technology (EHST) angle**

**T March 8 Challenges for reporters: Interviewing, story focus, getting published**

**R March 10 Introduction to public relations  
Chap. 13 – Public Relations Writing**

**Lab 10 Tuesday, March 15 – Monday, March 21 / Write news release - info provided**

**T March 15 Workshop: Writing a news release  
Bring two copies of the practice news release (assignment posted on blog)**

**R March 17 Public relations combining traditional practices and social media  
“Using Social Media as a Public Relations Tool” – Chapter will be posted on course blog**

**Lab 11 Tuesday, March 22 – Monday, March 28 / Provide public relations coverage for event**

**T March 22 Interviewing strategies for media-related internships and jobs  
Guest: Nadene Reynolds, Senior Assistant Director for Career Development, Career Resource Center**

**R March 24 In-lecture client for Lab 12 news release**

**Lab 12 Tuesday, March 29 – Monday, April 4 / Write a news release for our client.**

**T March 29 Developing a portfolio – print and online**

**R March 31 Legal and Ethical Issues and Diversity in the Media – Part 1  
Chap. 14 – Media Law  
Chap. 15 – Media Ethics  
Chap. 16 – Multicultural Sensitivity**

**Lab 13 Tuesday, April 5 – Monday April 11 / Blog due; Portfolio interview**

**T April 5 Broadcasting: Collecting content and telling the story  
Guest: Prof. Bridget Grogan, WUFT News Assistant Director  
Chap. 11 – Broadcast News Writing**

**R April 7 Legal and Ethical Issues and Diversity in the Media – Part 2  
Chap. 14 – Media Law  
Chap. 15 – Media Ethics  
Chap. 16 – Multicultural Sensitivity**

**Lab 14 Tuesday, April 12 – Monday, April 18 / News story on deadline**

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| <b>T</b> | <b>April 12</b> | <b>Writers' Workshop: Deadline news writing</b><br>Bring two copies of the practice news story (assignment posted on blog) |
| <b>R</b> | <b>April 14</b> | <b>Exam Two – Bring picture ID and pencil</b>  |
| <b>T</b> | <b>April 19</b> | <b>Tips for success in Reporting and beyond</b>  |
| <b>R</b> | <b>April 21</b> | <b>No Classes -- Reading Day / No exam during Finals Week</b>  |