

JOU 4201: News Center Practicum

Lecture: Periodic Mondays E1-E2 in FLG Spring 2015 (all sections)

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Course Description This is a newsroom experience course that produces and edits journalism in the Innovation News Center (Weimer 2300). Half the semester is spent on developing the skills toward the editing role of a Web producer. The other half is spent producing material tailored to our media outlets' audiences, which is another role of many Web producers in the industry.

The INC is a professional newsroom for WUFT and WRUF stations and websites. These are not just campus stations. They are professional news outlets serving adults in North Central Florida. So for this class, think and act like a professional journalist. In other words, treat this like a job. If you do, you will get better clips, you will better prepare yourself for a job and you'll get a better grade. It also prepares you for working in a professional workplace: office politics, communicating your ideas, garnering attention and interacting with management, etc. So, even if a journalism industry job is not your destination, you'll gain valuable work experience.

Because this is a real newsroom, your workday will vary. One minute you could be editing a story for WUFT.org, and the next you could be running out the door to chase breaking news. One minute you could be turning in a story and the next you could be explaining it on live TV or recording it for radio.

Course Outcomes

By the end of the semester, students will:

- Function effectively as a web editor in a live newsroom (tighten flabby writing, check facts, question assertions, find omissions, ensure fairness and write compelling headlines).
- Produce seven daily stories that are pitched or assigned at a daily story meeting (9:30 a.m. for the morning shift and 1 p.m. for afternoon) publishable for a general adult audience on WUFT.org (Your weakest story/lowest grade will be dropped). You will also produce one non-daily enterprise/multimedia story (not assigned, but pitched), also publishable for a general adult audience on WUFT.org
- Function effectively as a web and social media producer in a live newsroom: push out content on various social media platforms, monitor local, regional and state social media for breaking and developing stories, engage the audience through social media and email newsletters and assist with editing on stories or writing breaking news when necessary.

Section Leaders

There are two teaching assistants (Ms. Weathersbee and Mr. Stone) who will handle majority of the sections of the course. A couple of sections will be managed by the course instructor, Gary Green. You may also be working in collaboration with

students who have editorial leadership roles in the JOU 4202 Advanced Editing course, graduate students and the other news managers who have responsibilities for other platforms. You may determine your direct supervisory instructor via the table below:

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Weathersbee	Green	Weathersbee	Stone	Green
Afternoon	Weathersbee	Stone	Weathersbee	Stone	Weathersbee

Course Intranet

Most details about how to function in the INC – from finding stories to writing headlines – are on the [WUFT News intranet](http://www.wuft.org/newsroom) (<http://www.wuft.org/newsroom>). (The username is *newsroom* and the password is *newsroom*.)

Required Equipment

All you need is a smartphone with recommended apps (see the WUFT News intranet for details) or a point-and-shoot camera and an audio recorder. If you have a DSLR, you may also use it for video and/or still. We have a few that are available for check out from a news manger. **Visual story assets** (*photos, videos, Gifs, infographics, charts, interactives, and the like. We do not accept photos of buildings or signs; we tell stories about people*) **are required for EVERY story submission.**

Required Textbook

Inside Reporting. Harrower, T., 2009. New York, NY: McGraw-Hill. (Majority of reporting/editing questions can be answered with this text. You are expected to have it with you at all times. Before you ask a news manager, look it up.)

Strunk, William, and E. B. White. *The elements of style*. Boston:

Allyn and Bacon, 1999. ISBN 978-0205309023 (Invaluable reference for writing clean, simple prose. You should carry this with you throughout your career. Keep it close for quick references.)

Transportation:

If you don't have a vehicle to get off campus to pursue a story you should consider Zipcar. Zipcar is a car-sharing program that has several vehicles on campus you can rent by the hour for a price that includes gasoline and insurance. UF students can join Zipcar for \$25 (that's half-price), which includes \$35 in driving credit. Uber is also an option as is the bus system. Resourceful journalists find better stories. Don't use not having a car as an excuse. WUFT's audience extends far beyond campus and therefore requires reporting away from campus. Also, go in person for interviews whenever possible. It is difficult to add color and telling details to your story from the newsroom.

Student Roles

The class requires every student to fill two roles: Web producer and Web content creator.

1. **Web producers** work in the INC during the lab section for which they have an INC shift. In the editing module you will be primarily editing incoming stories, copy, audio, photos and video for publication on wuft.org/news from online, TV and radio reporters. You will also assist in aggregating web stories from our wire services including CNN, AP, News Service Florida, Public Radio Exchange, Florida Public Radio, etc..., as well as breaking news. You will be responsible for pushing out editorial content from WUFT News' radio, TV and web onto social media platforms including Facebook, Twitter, Snapchat, Yik Yak (Swamp Juice) and Instagram. In addition to pushing our content, you will also monitor other social media channels germane to our audience to alert the newsroom of developing

stories.

2. Content creators In the daily reporting module you will attend the daily story budget meetings (9:30 a.m. and 1 p.m., although afternoon shifts may attend the larger morning story meeting and get a head start if they are free at that time), pitch your daily story and write your pitched story, a different assigned story or breaking news stories to be completed by the end of your shift. You will frequently be expected to go out on assignment along with our TV and radio students who will also be producing content for our 5 p.m. PBS newscast Florida's 5, WUFT- TV and our NPR affiliate Florida's 89.1, WUFT- FM.

Class Rotation

Each section will be split in half by random assignment to be placed into the PINE or PALM group.

1. Those in the PINE group will spend the first lab of the semester as Web producers.
2. Those in the PALM group will start the semester as content creators.

**These will start the second week after the first lecture. The first week will be orientation.*

3. We will alternate weeks during the semester between Web producer and content creator roles. e.g. if the PINE group is producing the week of Jan. 19, you will be content creators the following week when the PALM group will be serving as Web producers.

Lab shifts start January 5.

	PALM GROUP					PINE GROUP				
Week Of	Mon	Tue	Wed	Thur	Fri	Mon	Tue	Wed	Thur	Fri

Jan. 4		Lab	Lab	Lab	Lab		Lab	Lab	Lab	Lab
Jan. 11	Lab	Story 1	Story 1	Story 1	Story 1	Lab	Edit 1	Edit 1	Edit 1	Edit 1
Jan. 18	(OPEN)	Edit 1	Edit 1	Edit 1	Edit 1	Edit 1	Story 1	Story 1	Story 1	Story 1
Jan. 25	Edit 1	Story 2	Story 2	Story 2	Story 2	Story 1	Edit 2	Edit 2	Edit 2	Edit 2
Feb. 1	Story 2	Edit 2	Edit 2	Edit 2	Edit 2	Edit 2	Story 2	Story 2	Story 2	Story 2
Feb. 8	Edit 2	Story 3	Story 3	Story 3	Story 3	Story 2	Edit 3	Edit 3	Edit 3	Edit 3
Feb.15	Story 3	Edit 3	Edit 3	Edit 3	Edit 3	Edit 3	Story 3	Story 3	Story 3	Story 3
Feb. 22	Edit 3	Story 4	Story 4	Story 4	Story 4	Story 3	Edit 4	Edit 4	Edit 4	Edit 4
Feb. 29	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)
March 7	Story 4	Edit 4	Edit 4	Edit 4	Edit 4	Edit 4	Story 4	Story 4	Story 4	Story 4
March 14	Edit 4	Story 5	Story 5	Story 5	Story 5	Story 4	Edit 5	Edit 5	Edit 5	Edit 5
March 21	Story 5	Edit 5	Edit 5	Edit 5	Edit 5	Edit 5	Story 5	Story 5	Story 5	Story 5
March 28	Edit 5	Story 6	Story 6	Story 6	Story 6	Story 5	Edit 6	Edit 6	Edit 6	Edit 6
April 4	Story 6	Edit 6	Edit 6	Edit 6	Edit 6	Edit 6	Story 6	Story 6	Story 6	Story 6
April 11	Edit 6	Story 7	Story 7	Story 7	Story 7	Story 6	Edit 7	Edit 7	Edit 7	Edit 7
April 18	Story 7	Edit 7	Edit 7	(OPEN)	(OPEN)	Edit 7	Story 7	Story 7	(OPEN)	(OPEN)
April 25	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)	(OPEN)

Makeup Shifts

If your regularly scheduled shift falls on a UF holiday (MLK – January 18) or reading days (April 21-22), you will need to schedule a makeup shift on one of the OPEN dates on the calendar.

**Again, you are required to complete seven reporting shifts and seven editing shifts. The lowest score of each will be dropped.*

Extra Credit Shifts

There will be extra credit shifts available, (dates will be marked in green on the shifts schedule to be released). These are open dates in which either no one is scheduled or UF is on a holiday but the INC is open and we need volunteer Web producers and reporters.

Any student can sign up for a shift on one of the green dates as extra credit worth **up to 3** percentage points, as long as space is

available. Because of the size of the class, no student can sign up for more than 1 extra-credit shift. Sign up by contacting Gary Green at ggreen@jou.ufl.edu.

Lecture Schedule

Because of the intense nature of the labs, we will not be meeting weekly for our lectures, rather we will schedule the first Monday of each month as a regular meeting and will call additional gatherings as needed during the semester. We will announce additional meetings by Thursday the week prior via notice on Canvas. The planned lecture schedule is below:

Date	What We're Covering	Where?
...	January 11: Course Introduction & Pitching CSE E222 (Comp. Sci. and Eng. Bldg)	
	January 18: <i>NO CLASS – MLK Holiday</i>	
...	January 25: <i>The Art of the Edit – CSE E222</i>	
	February 1: <i>Multimedia Storytelling – CSE E222</i>	
	March 7: <i>Finding Better Stories – CSE E222</i>	
...	April 4: <i>Extending the Newsroom Experience – CSE E222</i>	
	April 18: <i>Course Wrap – CSE E222</i>	

Assignments and Grading

Story creator performance (see section below for details) 40%

Web producer performance (see section below for details) .. 40%

Enterprise Story (see section below below).....	15%
Lecture & Newsroom Intranet Quizzes	5%

Extra Credit

Extra Credit (Hustle Points), up to an additional 3 percentage points on your final average, will be given to students showing exemplary work ethic, dedication, teamwork, integrity and resourcefulness throughout any of the modules. Team leaders and course instructors will be keeping track of extra-credit moments. Advice to all is to get involved, get to know your team leaders and newsroom managers (Yes, this is subjective; so is life). We will employ Supreme Court justice Potter Stewart’s method of characterizing pornography to determine extra credit: “I know it when I see it.” ([Jacobellis v. Ohio, 1964](#)).

Periodically, upon the start of lecture, there will be unannounced quizzes on topics covered during lecture, the syllabus or the best practices of the INC operations that are highlighted or covered on the [INC Intranet](#). You may not make up a quiz if you are absent or tardy. The remaining quizzes will be completed on Canvas during the first few weeks of class, as outlined on Canvas.

Grades will be posted on the course website on Canvas.

Grading Scale

The minimum score to pass this course is a C, or 72.5. Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-). More details on the university’s grading policy can be found in the undergraduate catalog online.

	Percent		Percent		Percent		Percent
		B+	89-87%	C+	79-77%	D+	69-67%
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	93-90%	B-	82-80%	C-	72-70%	D-	62-60%

Attendance

Course requirements for class attendance, make-up exams, assignments and other work are consistent with UF policy. An absence can be accommodated if and only if (a) the absence is covered by UF policy, (b) you call me at least 30 minutes before class begins, and (c) you promptly provide written documentation for the absence.

INC attendance is mandatory. See the Web Producer section for more detail.

CAUTION: This is a professional course. The rules probably are different than those of other courses. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. Missed deadlines result in automatic failure of the assignment/project. Stories with conflicts of interest of the reporter shall also result in automatic failure. Grades on stories can be lowered (e.g. to zero) as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments. Do NOT tell

sources you are working for the *Alligator* or any other publication. Students often find sources are more willing to talk if the students are dressed appropriately.

Sources: One of the best ways to ensure your stories are fair accurate and complete is to gather information from a variety of sources. In selecting potential sources for your stories, keep in mind that we live in a diverse, multicultural world. You should make every effort to have your stories reflect that. Talk to a variety of people from different backgrounds, educational levels, etc. to get a complete story.

Students enrolled in this course should not be used as sources in your stories unless they are involved directly in the story. Friends, roommates, relatives, sorority sisters, fraternity brothers, etc. usually pose a conflict-of-interest threat when used as sources.

Do your own reporting and writing. Plagiarism—including using material from news releases and information gathered from the Internet without attribution (**Hyperlink whenever possible!**)—will result in serious and harsh consequences. Should that be discovered, you will fail the course and be recommended for expulsion from the University. You can find the college's official ethical standards at <http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/>. If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:**Preamble:** In adopting this Honor

Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." *(In this course, everything you complete has an implied acceptance of the honor code.)*

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.

COURSE EXPECTATIONS

Non-Daily Enterprise Stories

You will find (that's what enterprise means; we don't give you assignments) and/or produce one written or multimedia stories. To score points for this course, each story:

- Must be published on WUFT.org. If your story is spiked (not published), you will receive applicable credit for effort put forth. Stories are spiked for a number of reasons including editorial concerns, lack of timeliness, lack of news hook or well defined nutgraph, fact errors and many more. Having your story spiked will significantly affect your grade.
- Cannot involve *just* the UF campus or student life. A story that fails to meet both of those criteria likely will not be published.
- **Publishable Stories** News, features, profiles and investigations work for WUFT News as long as they are:
 1. **Local.** This means distinctly local people doing distinctly local things in north central Florida. For example, a story about what people think about a new TV show is not local while a story about a local person who appeared on the show would be.
 2. **Timely but not breaking.** Thus, a story about places to see live theater in Gainesville is not timely while a story about a new remodeling project at the Hippodrome would be. Breaking news, such as a fire at Best Buy, is handled within the INC's breaking news desk.
 3. **Aimed at adults.** Your audience is a middle-aged adult, not students. See the WUFT News intranet for information about our audience.
 4. **Interesting.** Produce stories likely to generate online clicks or social media links. Write about the city council if it considers whether to allow liquor sales on Sunday. Ignore it if it considers routine changes in the liquor-license policy. In other words, skip boring stuff.
 5. **Original.** Stories must be exclusive to WUFT News and original to this class. You cannot update a story you submitted for a previous class. If you follow up on a story from another news organization, take a different approach

while explicitly crediting the original report.

6. **Multimedia.** Each story must be accompanied by:

- ✚ A photograph, whether taken by you or supplied by a source.
- ✚ A broadcast-quality audio or video clip of 30 to 60 seconds.
- ✚ Gifs, infographics, charts, interactives, and the like.

**If your story does not have a visual asset, it will not have an accompanying “featured image” for the website and consequently, nobody will read it.*

**We do not accept photos of buildings or signs; we tell stories about people with images, video and interviews of people.*

Story Approval

As soon as possible, consult with your lab instructor about your story idea by sending an email that answers these five questions:

1. What is the main idea of the story?
2. Where did you get the idea for the story?
3. Why would people in north central Florida care?
4. Whom, specifically, will you interview?
5. What picture and audio or video do you plan to get?

Use the feedback you will get from your instructor and those on the assignment desk to shape your story or pursue another. It is often easier to pitch a story idea in a face-to-face conversation than via e-mail. You may also find that you are pitching similar stories as other reporters in the course, and depending on the strength of the pitch and how it is communicated, there may be

instances where you see a similar story to what you pitch that have different outcomes in the publishing process ([Double check the pitch sheet via Newsroom Intranet](#)).

Story Length

A story is about 500 to 750 well-chosen words. The word count is less important than is the quality of the story. In other words, a tightly written story of 500 words will receive a better grade than a 750-word story padded with fluff and redundant writing.

Deadline

- Submit all stories as a Word document to submit@wuftnews.com (These will populate into the wuftnews@gmail.com account).
- When submitting your stories, you must include ALL story assets (photos with captions, video or video link from WUFT YouTube account, Gifs, charts, graphs, etc...) in **ONE** email.
- Do not send links to Microsoft One documents or Google Docs (not everyone on the editing desk will have access to open causing problems in the editing process, which could cause your story to get spiked).
- Each story is due *no later* than the exact time your section starts: either 8:30 a.m. or 12:50 p.m. sharp. If the story arrives a minute late, it's late – and a late story will significantly affect your grade.

**We will establish sequential and randomly selected deadlines for the enterprise stories on the first class meeting.*

You may also submit a timely story *prior* to your deadline. The deadline serves as the last possible time to submit a story. We recommend working ahead of schedule so you do not fall into the trap of missing deadlines because a story falls through.

Be Professional

When you are pursuing a story for WUFT News, adopt the persona of a professional journalist.

- Be early for interviews or appointments ([On time is late](#)).
- Dress appropriate to the story, which is usually business casual attire.
- Identify yourself as a reporter for WUFT News (You are working as a professional reporter; not a student. You will likely have greater response from your subject if you do not introduce yourself as a student).
- Represent WUFT News to the outside world as a professional journalist would.
- **Sources** Each publishable story for this class must have *at least* three named sources. You'll find important standards for sources on the WUFT News intranet. You do not need to limit a story to three, and often in reporting you'd want to have six or seven potential voices in your planning to make sure you have the best quotes or backup if a source falls through. At the top of your story, list a telephone number for each source quoted in your story so Web producers can fact-check quotations. Press releases do not count as sources. You may include them, but you need to balance your story with three other sources. Use PIOs sparingly and try for another expert voice whenever possible.
- **Multimedia Standards** The WUFT News intranet:
 - Details the criteria for good photos and for audio or video files.
 - Offers advice and links for tips on how to take better photos and capture audio/video.

- Suggests good apps for Android and Apple smartphones. At the top of your story, include:
- A photo caption that identifies the people in the picture, their first and last names, age(s), where they are from/currently live, what is going on in the photo and photographer credit.
- The name of the person speaking in your audio file or video file. Keep in mind:
- You don't have to take the photograph if the source has a good picture he/she is willing to let you publish and has the legal authority for you to use it (You must include this in your story submission with proper credit for outsourced or user-generated content). If you did not take the photo, you must have permission from the original photographer to use his/her photo. **Google Image searching or taking photos from other media outlets is not permitted (and will be considered plagiarism).** For more options, look here: <http://training.npr.org/category/visual/>
- You can use the INC sound booths to record audio from a telephone interview. Instructions are on the WUFT News intranet.

Plagiarism

Plagiarism is using material without attribution. The solution is attribution, not paraphrasing. Attribute sources (“according to a press release”) and ideas (“reported last week in the Chiefland Citizen”). When in doubt, attribute. Plagiarism can result in a failing grade for the course.

Fabrication

Fabrication is making up stuff, such as quoting sources you didn't interview or inventing sources. Any fabrication will result in

a failing grade for the course.

Story Grading

Published stories will be graded according to the following 100-point rubric:

Category	Criteria	Points
Subject	<ul style="list-style-type: none">• Interesting: Appeals to a significant share of the audience• Sharable: Likely to be spread through social media or email• Timely: Fresh, with a timely news peg• Scope: Covers who, what, when, where, why and how• Sourcing: Full range of views; affected people interviewed	50
Writing	<ul style="list-style-type: none">• Length: Roughly 500 to 750 well-chosen words• Lead: 25 words max; either summarizes story or hooks reader• Concise: Gets right to the point; doesn't waste words• Readable: Smooth flow; active verbs; short sentences; descriptive	30

	<ul style="list-style-type: none"> • Clarity: Precise language without jargon or euphemisms 	
Photo	<ul style="list-style-type: none"> • Photo: Fits story; visually interesting; well composed • Caption: All people named 	20
or Audio/Video	<ul style="list-style-type: none"> • Overall: A single person germane to the story edited to :30 to :60 • Sound: Broadcast-quality (if not, 0 points) • Video: Camera does not move; speaker composed and lit properly 	20

Deductions

- Fact error, such as a misspelled name -50
- Source contact information missing -10
- AP Style errors that impede readability -10
- Fewer than three named sources -100
- Sources have a personal connection to you -100

Seize the Day

This course enables you to create meaningful clips and expand your skill set into radio and TV. Creating great stories can advance your career. So give it your best.

Reporter Questions

Once you submit your story on deadline for editing, you need to

continue monitoring the progress of your story through publication. During the editing process of your story, if the editors have questions about your story (they almost always will and SHOULD) that need answered or addressed for it to be published, they will reach out to you via your preferred method of contact that you submitted the first week of class. You need to get back to them ASAP, preferably within minutes or hours, not days. You will have no more than TWO business days to answer all of the questions or it will be spiked. It is your responsibility to follow your story through publication. If errors are published, please notify the desk IMMEDIATELY to have corrected.

Web Producer

You will work seven shifts in the INC. Your lowest shift grade will be dropped.

Instruction

Video tutorials for how to do your job as a Web producer are on the WUFT News intranet. View them on your own as soon as possible. Your grade presumes you've seen these tutorials.

Attendance

Because the INC is a working newsroom, attendance is mandatory. If you are going to miss an INC shift for any reason – illness, family emergency, military obligation, etc. – you must notify your instructor no later than 30 minutes prior to your shift. If you need to miss a shift due to an emergency or illness, you must schedule a make-up shift with your course instructor. Failure to do so will result in a zero for the shift. Life happens for all of us, often at inconvenient times. We will work with you, but if you take advantage of the situation, it will reflect poorly on you and your grade.

Work Ethic

When you are in the INC, you are working a job. That means you are expected to:

- Arrive early (before either 8:30 a.m. or 12:50 p.m.) ready to work.
- Follow the INC business casual dress code on the WUFT News intranet.
- Work efficiently. Get stuff done; don't dawdle.
- Focus on the job. Put away the cellphone and ignore Facebook.
- Be self-reliant. Use the WUFT News intranet to learn how to do your job.
- Display a positive attitude. Smile and be kind. Don't be a jerk.
- Show initiative. Help others, volunteer to chase a story and collaborate. Remember, many of you will be asking for references from news managers for internships and jobs. Work hard. Be professional and accountable. It will pay dividends.

Web Producer Grading

You will need to upload an electronic self-assessment to each INC web producer shift "assignment" in Canvas. You may find the electronic form in the "Files" tab of the course Canvas site.

The self-assessment will be used along with observation to grade each shift. The 100-point grading rubric is:

Category	Explanation	Points
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Editing	Make the story better by checking facts & verifying source. Find holes and improve clarity while retaining the author's voice. Help rather than hack.	25
Social Media	Disseminate original and aggregated content from our various wire services and member stations on WUFT News social media channels including Twitter, Facebook, Instagram, Yik Yak, Mailchimp daily email newsletter and website. Monitor local, regional and state social media channels for breaking and developing stories.	25
Work Ethic	Arrive on time. Business casual dress. Work efficiently. Give full attention to the job. Be self-reliant. Display positive attitude. Show initiative	20
Headlines and Captions	Write social media-friendly, NPR-style headlines no more than 10 words that emphasize how and why. Captions complement headline and lead.	20
Mechanics	Use software and WordPress tools effectively.	10

Note: Stories that are advanced in the editing process without a proper headline, excerpt, tags, category or featured image will be considered incomplete and result in a 50 point reduction on your shift assessment.

Daily Content Creator

You will work seven shifts in the INC. Your lowest content creator grade will be dropped.

For this module, you will be attending our daily news meetings at 9:30 a.m. and 1 p.m. From there you will be assigned to cover a daily story either by yourself or alongside other radio and/or TV reporters.

These stories are to be reported, written and submitted by the end of your shift. Sometimes they will be breaking news. Other times you might be rewriting a press release or reporting in the field. You will be required to bring story ideas to pitch in the meeting, however, you may be assigned a different story than your pitch.

This module and daily reporting experience is designed to increase your knowledge of local news, improve your efficiency in writing and reporting with daily deadlines, give you the opportunity to work with other reporters from radio and TV to better cross-train everyone working in the INC, and lastly, to assist in getting more of stories that air on radio and TV onto the web within the same news cycle.

Not all of these stories will have three sources. We will still strive to tell both sides the story whenever possible. We will balance our reporting, publish early and often, and update as new news becomes available. These stories may accompany a TV pack from the 5 p.m. newscast or radio feature stories.

These daily quick-turn stories could also serve as a precursor to a longer-form, non-daily enterprise story that gets more into the HOW and WHY, rather than the who, what, when and where.

The same standards apply for daily assigned stories that need Reporters Questions answered before publishing. You need to follow your story all the way through to publication. Daily stories will likely need to be published within the same 24-hour news cycle to remain relevant. If they linger longer than a day in reporter’s questions, they will likely be spiked.

Story Grading

In addition to sending your story and ALL accompanying story assets to submit@wuftnews.com, you will need to upload an electronic self-assessment to each INC story creator shift “assignment” in Canvas. You may find the electronic form in the “Files” tab of the course Canvas site.

The self-assessment will be used along with observation to grade each shift. Stories will be graded according to the following 100-point rubric:

Category	Explanation	Points
Daily news meeting	Attend daily news meeting on time, dressed appropriately and prepared to go out in the field and report (there will be times that you may report from the newsroom, however). Have knowledge of the daily news in and around north central Florida to discuss and pitch for possible assignment.	20
Deadline	Report, write, submit and publish a story for the Web within the shift. Provide social media elements in addition to Web story.	30

Teamwork	Work collaboratively with other news managers, reporters, producers and other platforms to produce Web content that further our editorial mission.	20
Sourcing/accuracy	Write stories for Web using credible sources from all perspectives of the story showing fairness and accuracy.	30

Plagiarism and Fabrication: See page 16

Reporter Questions

Once you submit your story on deadline for editing, you need to continue monitoring the progress of your story through publication. During the editing process of your story, if the editors have questions about your story (they almost always will and SHOULD) that need answered or addressed for it to be published, they will reach out to you via your preferred method of contact that you submitted the first week of class. You need to get back to them ASAP, preferably within minutes or hours, not days. **You will have no more than ONE business day to answer all of the questions or it likely will be spiked.** It is your responsibility to follow your story through publication. If errors are published, please notify the desk IMMEDIATELY to have corrected.

Lastly: Have fun. You chose journalism likely because you enjoy telling stories, talking to people, experiencing the world, exposing the corrupt and holding public officials accountable. The more you embrace this course and the INC, the more fun you will have and better experience you will gain.

[From the late David Carr](#): *Don't work on me for a better grade—work on your work and making the work of those around you better. Show industriousness and seriousness and produce surpassing work if you want an exceptional grade.*