

JOU 4201: News Center Practicum

Summer C 2016

Innovation News Center Labs: Monday-Friday, periods 2-6
(9:30-4:45—day determinate upon course section)

Lecture: Periodic Tuesdays, period E1, Pugh 120 (all sections)

**Time subject to change*

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Teaching Assistants:

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Steve Waters: castrol5023@gmail.com; Mon, Wed & Fri

Pitch Coach:

Professor Michael Foley: mfoley@jou.ufl.edu | 352-392-0410

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 content tailored to our media outlets' audiences. Many days you will be working in both capacities throughout your shifts.

The INC is a professional newsroom for WUFT and WRUF stations and websites. These are not 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. 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. On any given day you could be editing a story for wuft.org, running out the door to chase breaking news, recording it for radio (WUFT-FM/NPR) or explaining it on live TV (WUFT-TV/PBS).

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 five daily stories that are pitched at the daily story meeting (9:30 a.m. in the INC conference room on second floor of newsroom) and published for a general adult audience on WUFT.org. You will also produce one non-daily enterprise/multimedia story, also publishable for a general adult audience on WUFT.org
 - Function effectively as a web and social media producer in a live newsroom: publish content on various social media platforms, monitor local, regional and state social media channels 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.
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Section Leaders

There are two teaching assistants (Ms. Castro and Mr. Waters) who will handle the sections of the course. You will also be working in collaboration with students and news managers from our radio and TV platforms.

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 and Canvas for details) or a point-and-shoot camera and an audio recorder. If you have a DSLR, you may use it for video and/or stills. 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*) **and audio 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 Gainesville and therefore requires reporting away from campus. 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 reporting on and writing breaking news. You will be responsible for publishing editorial content from WUFT News' radio, TV and web onto social media platforms including Facebook, Twitter, Snapchat and Instagram. In addition to publishing our content, you will 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 meeting (9:30 a.m.), pitch your daily story, report and write your story on deadline to be published by the end of your shift. You will at times be assigned a different story

than your pitch, depending on the news of the day. 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. newscast on Florida's 5, WUFT- TV (PBS) and 89.1, WUFT- FM (NPR).

Class Rotation

Each section will be split in half by random assignment to be placed into the Orange or Blue group. *(Posted in Canvas)*

1. Those in the Orange group will spend the first lab (after orientation) of the semester as content creators. Content creators **MUST** have a pitch or pitches for the daily story conference at 9:30.

2. Those in the Blue group will start the semester (after orientation) as Web producers.

3. Everyone will rotate each week throughout the semester.

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

Lab shifts start May 9.

	ORANGE GROUP	BLUE GROUP
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	ORANGE GROUP					BLUE GROUP				
Week Of	Mon	Tue	Wed	Thur	Fri	Mon	Tue	Wed	Thur	Fri
	Lab	Lab	Lab	Lab	Lab	Lab	Lab	Lab	Lab	Lab
	Story 1	Story 1	Story 1	Story	Story 1	Edit 1	Edit 1	Edit 1	Edit 1	Edit 1
MAY 23	Edit 1	Edit 1	Edit 1	Edit 1	Edit 1	Story 1	Story 1	Story 1	Story 1	Story 1
MAY 30	HLDY	Story 2	Story 2	Story 2	Story 2	Edit 2	Edit 2	Edit 2	Edit 2	Edit 2
JUNE 6	Edit 2	Edit 2	Edit 2	Edit 2	Edit 2	Story 2	Story 2	Story 2	Story 2	Story 2
JUNE 13	Story 3	Story 3	Story 3	Story 3	Story 3	Edit 3	Edit 3	Edit 3	Edit 3	Edit 3
JUNE 20	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
JUNE 27	Story 4	Story 4	Story 4	Story 4	Story 4	Edit 4	Edit 4	Edit 4	Edit 4	Edit 4
JULY 4	HLDY	Edit 4	Edit 4	Edit 4	Edit 4	Story 4	Story 4	Story 4	Story 4	Story 4
JULY 11	Story 5	Story 5	Story 5	Story 5	Story 5	Edit 5	Edit 5	Edit 5	Edit 5	Edit 5
JULY 18	Edit 5	Edit 5	Edit 5	Edit 5	Edit 5	Story 5	Story 5	Story 5	Story 5	Story 5
JULY 25	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
AUGUST 1										

Makeup Shifts

If your regularly scheduled shift falls on a UF holiday (Memorial Day – May 30) or Independence Day (July 4) you will need to schedule a makeup shift on one of the OPEN dates on the calendar.

**Again, you are required to complete five reporting shifts and five editing shifts.*

Extra Credit Shifts

You may sign up for ONE extra credit shift on one of the green open dates. These shifts occur on dates during which either no

one is scheduled or UF is out for a holiday, but the INC is open and volunteer Web producers and reporters are needed.

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The extra credit shifts are worth **up to 3** percentage points added on to your final grade.

Sign up by contacting your lab instructor.

Lecture Schedule

Because of the intense nature of the labs, we will not be meeting weekly for our lectures. We will meet the first Tuesday (May 10) and will call additional gatherings as needed during the semester. We will announce additional meetings by Thursday the week prior via notice on Canvas.

Date	What We're Covering	Where?
May 10:	Course Introduction & Pitching	E1 in Pugh 120

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%

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 your lab instructor 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 are probably 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 can 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 and presenting themselves as professional reporters.

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. 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

Daily Stories

You will pitch and produce a minimum of five daily stories to be written during your story creator lab shifts.

Each story...

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- 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 nutgraf, 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.** 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. **We almost never approve event stories**, as they are no longer timely by the time we edit and publish them. Breaking news, such as a fire at Best Buy, is handled within the INC's breaking news desk. If you are interested in covering breaking news, please alert your lab instructor and news manager. Breaking news will be and must be covered in real time.
3. **Aimed at adults.** Your audience is a middle-aged adult, not students. See the WUFT News intranet for information about our audience.

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4. **Interesting.** Produce stories likely to generate audience engagement online and within the social media sphere for WUFT News.

Ex. — 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 taken by you.

✚ 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

You will consult with your lab instructor and pitch your story idea

via the [story pitch form on the newsroom intranet](#): Each story pitch must answer 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?

Your story pitch will automatically be uploaded into our [daily story budget Google Doc](#) **AS WELL AS** our Slack #pitch channel. You will receive feedback from news managers and your lab instructor in the Slack #pitch channel. You **MUST** monitor these forms and channels. **More explanation on Slack during orientation*

Use the feedback you will get from your instructor and news managers to shape your story or pursue another. It is often easier to pitch a story idea in a face-to-face conversation. **(You still need to submit your pitch)** 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 at the end of your shift. A late story will significantly affect your grade. **Do your pre-reporting before your shift so that you make your deadline.**

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(s) 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**

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 a 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. See also: <http://training.npr.org/category/visual/>
- Suggests good apps for Android and Apple smartphones.
- 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.
- 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

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.

These must be uploaded at the end of your lab shift. Add the url to your published story to the assignment once it publishes. **If you do not upload your assessment before the assignment closes on Canvas, you will not receive credit.** If the assignment closes before your story is published, you can add the url in the comments section.

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

Category	Criteria	Points
Pitch	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	20

	the daily news in and around north central Florida to discuss and pitch for possible assignment.	
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 	30

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 	30
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	<p>short sentences; descriptive</p> <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

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 five shifts in the INC.

Instruction

Video tutorials for how to do your job as a Web producer are on

the WUFT News intranet. You will take quizzes on these tutorials the during your first lab shift. I will also be posting additional information on editing and Web producing throughout the semester. It is your responsibility to read the provided information.

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

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 the 9:30 meeting) 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, except with using them for stories.
- 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.

These must be uploaded at the end of your lab shift. If you do not upload your assessment before the assignment

do not upload your assessment before the assignment closes on Canvas, you will not receive credit.

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

Category	Explanation	Points
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, 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	25

	attitude. Show initiative	
Headlines and Captions	Write FIVE social media-friendly, NPR-style headlines for each story with no more than 10 words that emphasize how and why. Captions complement headline and lead.	25

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.

EnterPrise/Multimedia Story

You will research/write/produce one enterprise story (deeper reporting) or multimedia or alternative story form narrative throughout the semester.

These stories must go beyond the daily. More sources. More

multimedia elements. More reporting. More research. They should explain How and Why and show context within a local, regional and/or national comparison. They should have a minimum of five sources, but could have ten or more. They could be a nat-sound video or radio story for all platforms. They could be a data visualization story or interactive. They could be a documentary photojournalism photo-story. They **MUST** have multiple elements (video, photo, audio, interactives, graphics, Gifs, non-traditional platform i.e. [atavist.com](#) or [verse.com](#)). You will have several weeks to complete the stories. Use the time to show depth in your reporting. They can be spin-offs from your dailies when appropriate.

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. **These must be uploaded by the deadline of the assignment. If you do not upload your assessment before the assignment closes on Canvas, you will not receive credit.**

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
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Depth and Sourcing	Story and sources demonstrate a deeper understanding of the story subject with 5-10 credible sources that explain the how and the why of current issues in the news affecting North Central Florida with local, regional and/or national comparison for context.	60
Multimedia	Story has at least three multimedia assets including, but not limited to, photos, video, audio, writing or graphics.	30
Teamwork	Work collaboratively with other news managers, reporters, producers and other platforms to produce Web content that furthers our editorial	10

	content that further our editorial mission.	
Creativity	Story demonstrates reporter took chances, explored alternative or experimental story forms or pushed the traditional boundaries.	20

Plagiarism and Fabrication: See previous section on plagiarism and fabrication.

Reporter Questions - See previous section on reporter questions.

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.*

