

# MULTIMEDIA

## WRITING

SPRING 2017 | Lecture T&R, Period 6 | Weimer Hall

Instructor

**Ms. Andrea Hall**

Email

✉ [andreaehall@ufl.edu](mailto:andreaehall@ufl.edu)  
(Don't forget the "e." I would prefer if you email through Canvas)

☎ Phone

**(352) 392 -**

Office

**Weimer Hall 2040**

Office Hours

**T 7th period**

**R 7th & 8th period**

**I will also be available before and after class in the lecture room and by appointment.**

**Your lab instructor will provide his or her contact information and time and location for office hours.**

Grading scale

**A**

100 - 90

**B+**

89 - 87

**B**

86 - 80

**C+**

79 - 77

**C**

76 - 70

**D+**

69 - 67

**D**

66 - 60

**E**

59 and below

### About this class:

Welcome to Multimedia Writing! This course is designed to help you develop professional writing skills across communication fields and media platforms. This will include learning to write using proper AP style and on tight deadlines. This course will prepare you for upper-level courses in this college through providing instruction and practice in writing styles. If you are a major in this college, you must earn no lower than a "C" in the course in order to move on to Reporting (JOU 3101).

### 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).

### Textbooks & Materials:

There are two required and one recommended textbooks for this course. Please purchase the textbooks or make arrangements to share the books with classmates in a way that allows you to bring them to every lab for reference. You will be expected to complete the assigned readings by the due dates in order to be prepared for the assignments you are doing in lab. Don't wait until the quiz or exam to do the readings. Note: You may use either print or digital versions of the books. They are available from the UF bookstore or publisher - cengage.com - for rent or purchase. .



### Required Texts:

*Writing and Reporting News: A Coaching Method*

Author: Carole Rich

Edition: 8th (2016)

This edition has significant changes from the previous, so please get this one.

ISBN:



*The Associated Press Stylebook and Briefing on Media Law 2016*. New York: Associated Press

[The 2016 edition is recommended 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. There is also an online version you can purchase that is used as an app.]

### Recommended Text:

*When Words Collide*

Author: Kessler, Lauren & McDonald, Duncan (2012)

Edition: 8th (You may use an earlier edition.)

## Other Required Materials:

- **Flash memory drive** (jump drive) for storing and transporting assignments
- **Reporter's notepad or small notebook** for interview notes
- **Camera or smartphone** that can take 5 megapixel photos
- **Audio recorder** or smartphone with 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 will need to bring those.

## Course Objectives:

- To learn terms and concepts used in the media industry
- To discuss the changing landscape of the news industry and its impact on media writing and media careers, including media law and ethics, economic issues, audiences, social media, traditional media standards and new media
- To write for a variety of media platforms: news story, feature story, profile, news release, blog, Twitter, business memo and email
- To edit your own work, using correct spelling/grammar and following AP style
- To take photos that follow basic photojournalism principles & upload them
- To work with an editor (lab instructor) to meet writing guidelines & deadlines
- To create a portfolio of your media work (from the class & published clips and prepare for jobs/internships through a mock interview

## Lecture Expectations:

**Attendance:** You are encouraged to attend the **two lectures** each week. The course is designed around having the lectures and assigned readings prepare you with the information you need for the weekly labs. Some lab assignments are based on in-lecture activities. Please also be prepared to be **on-time** and stay for the **entire 50 minutes**. Should you need to leave early for a special situation (such as a doctor's appt) please sit near an exit.

In addition to physically attending, you are expected to mentally attend. Please do not let technology distract you. Other than days when we use technology in the classroom for in-class activities, the general rule is **you are not allowed to use your laptop or smartphone** during the class unless you have discussed with me why you need computer or online access during class. Being an active learner also includes **listening, taking notes, participating** in class activities and discussions and **asking good questions**.

**Absences:** If you know you are going to miss a lecture, contact a classmate prior to the lecture to have him/her take notes for you. If you are unexpectedly absent a lecture and did not make arrangements ahead of time, talk with a classmate to see what you have missed. You are responsible for getting notes from a classmate for missed lecture. Do not ask me or your lab instructor what you missed (or if you missed "anything important"). 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. Remember, using someone else's notes may not be as effective as hearing the interview for yourself and taking notes. In a media career, using someone else's notes and not collecting the information yourself can lead to inaccuracies or even being fired.

## Food and Drink Policy:

Please refrain from eating during the class. If you need to have something to drink, only secure-top drinks will be allowed in the classroom. These include water bottles and soda with twist tops. No Starbucks or similar coffee or open-lid cups will be allowed.

## The Fine Print

### Special Assistance:

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

### Counseling and Mental Health Services

College can be overwhelming, and the university provides many resources. Below is the contact information for some of those services: Counseling and Mental Health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx> UF Police Department: 392-1111 or call 9-1-1 for emergencies

### Division of Student Affairs

Contact this office if you need to miss class because of an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. 352-392-1261, <http://www.ufsa.ufl.edu/>

### Other resources:

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. <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.

### Online Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## Academic integrity:

UF students are bound by The Honor Pledge, which states:

*"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."*

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."*

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Please read it here if you have any concerns about a project or assignment you are working on or turning in: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Academic honesty goes beyond the classroom and into the workplace. As media professionals, you will face similar issues. In stories you should take your own notes and properly attribute ideas and work of others, whether it be an interviewee or another news source. Will will discuss media ethics during the semester as we introduce different media forms.

If you are unsure of how to appropriately cite information from a website in a story you write, which includes images in addition to text, ask me or your lab instructor.

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.

## Computer Expectations:

You should be able to:

- Send and receive email - Please check your UF email at least once a day and have an email address that is appropriate to use with business correspondence.
- Create documents with Word. This includes creating a file, saving and printing. Your lab instructor will provide instructions for the lab's computers. To edit your own work, using correct spelling/grammar and following AP style
- Conduct web searches - For several assignments you will need to be able to find appropriate websites to collect information.
- Download and print PDF files - You may need to download 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 the photos you've take to your computers and save them as jpg files. You will use the lab computers to prepare your photos in Photoshop.

Note: Some labs will be in a traditional computer lab and others in a laptop lab.

Laptop lab sections will have students bring their personal laptop. Your lab instructor will let you know your lab style. 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.

## Taking Your Own Notes:

An important skill to master in a media career, whether that is journalism, public relation or advertising, is notetaking. You will attend meetings, where you will need to listen carefully to identify the key points from a source or a client and take note of them. Taking notes in lecture provides practice and allows you to develop your style for note-taking that is both efficient and accurate. While many of you may be use to taking notes, one of the newer skills you may face will be taking notes for collecting word-for-word direct quotes. Taking notes, especially in interviews and working with clients, may be supported by the use of an audio recorder. You are living in an age where most cell phones have an audio recording function and most of you take them everywhere. You should be in lecture to take your own notes. A classmate's notes or ones provided by the meeting coordinator in the professional world do not replace your own listening, thinking and understanding of information.

# MW EVALUATION

**Grade for Lecture** The lecture grade counts for 25% 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 is based on **your best three out of four announced quizzes**. Quizzes will be announced at least one lecture prior to the quiz and the content for the quiz will be explained. If you miss a lecture, please ask a classmate if a quiz was announced. I will not answer individual questions about whether or not there is an upcoming quiz. Quizzes are to encourage you to keep up with readings and attend lecture regularly. If you miss a quiz, that will be your dropped quiz. No make-up quizzes will be given unless you miss two and have excused absences for both.

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

## 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).

## 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.

## Classmate Assistance

If I miss a day, I will contact

---

he/she prefers to be contacted by

Email | Phone Call/Text | Facebook | Other

---

## Gotcha Points!

If you find an error/grammar issue on a lecture slide and are the first to email me, I will give you 2 points toward your exam. Everyone needs a good editor, and I get 200 of you!  
#everypointcounts

Each exam will have 50 multiple-choice items/questions and will be given during the 50-minute lecture. Prior to the exam, you will be given a memo listing topics/issues to 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 - appropriately filling in and bubbling your name (last name, first and middle initial), UF ID, and test version, the section code you'll be provided.

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

**Going over exam**, We will not go over exam or quiz answers during lectures. You are responsible for coming to my office hours to go over an exam. You may do this for one week following the posting of the grades.

**Grade for Lab** The lab grade counts for 75% of your overall grade in the course. Attending and performing well in the lab is mandatory for your success. 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 that the labs are comparable. I meet with the lab instructors to discuss the lab assignments and grading. We agree on the amount of time for the deadline writing assignments, so all students across the labs have the same time to complete the assignment. 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.

## Formula for calculating your overall grade in the course

Lecture grade (Exam One + Exam Two + quiz average / 300) x 75  
+ Lab grade (Labs 2-14 + Twitter grade + extra credit / 1400) x 25

---

**Overall grade**

# MW SCHEDULE

Please complete the readings by 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 Canvas

## Lab 1 Monday, Jan 2 - Friday, Jan. 6 / Timed Writing Assignment

- R Jan. 5 Introduction to course  
Applying for internships and jobs -- writing résumés and cover letters  
Before going to lab week 2:  
Watch two YouTube videos (each is 15 minutes):  
Résumés -- [https://www.youtube.com/watch?v=\\_ligCe7zscs](https://www.youtube.com/watch?v=_ligCe7zscs)  
Cover letters -- <https://www.youtube.com/watch?v=zKzNVwRo7nE>  
Chap. 22 – Media Jobs and Internships

## Lab 2 Monday, Jan. 9 - Friday, Jan. 13 / Resume & Cover Letter for media-related position

- T Jan. 10 Change and disruptive change in the communications field and implications for those going into the field  
\* Chap. 1 – Changing Concepts of News  
\* “Newspapers and Thinking the Unthinkable” – Clay Shirky  
<https://edge.org/conversation/newspapers-and-thinking-the-unthinkable>  
\* “Defining the Future of Public Relations” – Jarone Ashkenazi  
<http://www.fastcompany.com/3036158/the-future-of-work/defining-the-future-of-public-relations>
- R Jan. 12 A cornerstone for media writing: Writing hard news  
Workshop: Using Associated Press Style

## Lab 3 Tuesday, Jan. 17 - Monday, Jan. 23 / News Story on Deadline

*\*No lab Monday due to MLK Day. For rest of semester, Tuesdays become the first day for a lab and Mondays become the last day of lab rotation*

- T Jan. 17 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 Canvas)
- R Jan. 19 Writing for today’s news delivery – Web, print and mobile  
Workshop: Using Associated Press Style  
Chap. 12 – Online Journalism

## Lab 4 Tuesday, Jan. 24 - Monday, Jan. 30 / Writing News Story on Deadline

- T Jan. 24 Workshop: Using Quotes and Paraphrases  
Developing a blog to be part of your professional portfolio  
Chap. 3 – Social Media  
Chap. 12 – Online Journalism
- R Jan. 26 Guest speaker: Social Media (Twitter Day - practice run)  
Workshop: Notetaking and live tweeting

**Lab 5 Tuesday, Jan. 31 - Monday, Feb. 6 / News-feature Writing on Deadline**

*Homework: Proposal for your own blog, memo to provide focus for profile on you*

T Jan. 31 Writing personality profiles  
Strategies for effective interviewing and notetaking  
Chap. 17 - Profiles and Obituaries  
Chap. 5 - Interviewing Techniques

R Feb. 2 Preparing for independent reporting  
Writing news features

**Lab 6 Tuesday, Feb. 7 - Monday, Feb. 13 / Interview Classmate & Write Profile on Deadline**

T Feb. 7 In-lecture interview with sources for Lab 7 story  
Guest: Allison Vitt, Outreach and Communications Director, UF Office of Sustainability  
Handouts for Lab 7 and Lab 9 story assignments

R Feb. 9 Guest: Journalist TBD (Twitter tweet day #1)

**Lab 7 Tuesday, Feb. 14 - Monday, Feb. 20 / Reporting & Writing Story with In-Lecture Expert/Source**

T Feb. 14 Preparing to report and write on a topic with an environmental, health, science or technology (EHST) focus  
Chap. 4 – Sources and Online Research  
Chap. 8 – Story Organization

R Feb. 16 Photography and cutlines as an important part of storytelling  
Guest: Journalist TBD (Twitter tweet day #2)

**Lab 8 Tuesday, Feb. 21 - Monday, Feb. 27 / Photography. Present your pitch for your EHST story for Lab 9**

T Feb. 21 Student panel: Advice on getting published and planning for courses and internships

R Feb. 23 Exam One – Bring pencil and picture ID

**Lab 9 Tuesday, Feb. 28 - Monday, March 13 / Story with Environmental, health, science or tech angle**

T Feb. 28 Challenges for reporters: Interviewing, story focus, getting published

R March 2 Introduction to public relations  
Chap. 13 – Public Relations Writing

**Labs No labs from Monday, March 6 - Monday, Friday 10 | UF closed March 6 - 10 for Spring Break****Lab 10 Tuesday, March 14 - Monday, March 20 / Write news release - info provided**

T March 14 Workshop: Writing a news release  
Bring two copies of the practice news release (assignment posted on blog)

R March 16 Public relations combining traditional practices and social media  
Guest: TBD (Twitter tweet day #3)

**Lab 11 Tuesday, March 21 - Monday, March 27 / Provide Public Relations Coverage for Event**

T March 21 Interviewing strategies for media-related internships and jobs  
Live tweeting as part of Lab 11 grade  
Guest: Jamie Harsell, Assistant Director for Career and Industry Engagement, Career Resource Center

R March 23 In-lecture client for Lab 12 news release  
Guest: TBD

**Lab 12 Tuesday, March 28 - Monday, April 3 / Write news release for our client**

T March 28 Developing a portfolio – print and online

R March 30 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 4 - Monday, April 10 / Blog & Twitter; Portfolio interview**

T April 4 Broadcasting: Collecting content and telling the story  
Guest: TBD (Twitter tweet day #4)  
Chap. 11 – Broadcast News Writing

R April 6 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 11 - Monday, April 17 / Writing for broadcast**

T April 11 Writers' Workshop: Deadline news writing  
Bring two copies of the practice news story (assignment posted on blog)

R April 13 Tips for getting ready for Reporting (JOU 3101) and media careers

T April 18 Exam Two – Bring picture ID and pencil

R April 20 No Class -- Reading Day / No exam during Finals Week