

Multimedia Writing

JOU3109C / 3 credits

Summer A/C 2018 – Section 7A41

Instructor: Robert H. Wells

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Contact

The best way to contact me is through the Canvas email system or through my direct email: rhwells@ufl.edu. I usually respond to emails within 24 hours during the work week. I do not check my email on the weekends or after 5 p.m., so for instance, if you send an email on a Friday after 5 p.m. I'm probably not going to respond until Monday.

Course Format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is absolutely essential for you to be an organized, motivated student. The course will be managed through eLearning. You can access the course by logging into eLearning at <http://elearning.ufl.edu>.

Required Texts

- Rich, Carole (2016). *Writing and Reporting News: A Coaching Method*. 8th edition. Cengage Learning.
- Associated Press (AP) Stylebook (2016 edition or newer).

The AP Stylebook is published each year in the spring. Each edition includes new terms, changes in previous rules (such as changing from e-mail to email), and new guidelines for social media use. You may purchase the book in paperback or as an interactive e-book. To purchase the interactive e-book, 2017 edition, go to:

<http://www.apstylebook.com>. The 2016 AP Stylebook can be purchased on amazon.com.

- Other readings and resource materials are included in each module.

Recommended Texts

- Kessler, L. & McDonald, D. (2016). *When Words Collide*. Edition: 9th (You may use an earlier edition.)
- Websites for grammar assistance:
 - Purdue Online Writing Lab (Grammar):
<https://owl.english.purdue.edu/owl/section/1/5/>

- The Associated Press recommends *Webster's New World College Dictionary*. You do not need to buy the dictionary, but use either of these sites for looking up the definitions of words: <http://websters.yourdictionary.com/> or <https://www.merriam-webster.com/>.

Prerequisite Knowledge and Skills

Prerequisite: ENC1102 and one of the following: JOU1001 or JOU1100 or MMC2604 or PUR 3000, with minimum grade of C.

Course Description

Multimedia Writing introduces news and public relations writing and the use of multimedia tools in gathering and disseminating information. Students learn how to use multimedia tools for journalism work, interviewing techniques, AP style and the elements that make a story newsworthy.

Purpose of Course

Multimedia Writing is designed to help you become a more effective communicator and to help you explore different kinds of writing activities that are part of jobs in communications. You will write on deadline, work on your own stories, and publish online – all enabling you to develop your skill set and your portfolio.

Course Goals and Objectives

By the end of this course, students will:

- Write a résumé and cover letter for a specific communications-related internship or job
- Write clearly and accurately
- Write news stories
- Write news-feature stories
- Write a personality profile
- Write news releases
- Conduct interviews in person and via phone and Skype
- Take notes during an interview
- Pitch story ideas
- Create and develop a personal blog
- Take photographs and write captions
- Use social media to create a professional personal brand.
- Use AP style

How This Course Relates to the Student Learning Outcomes in the College of Journalism and Communications

Multimedia Writing provides you with the opportunity to develop and practice skills that are part of the core competencies of all majors in the college – conducting effective research, conducting interviews, writing in different media formats, developing a professional online brand, taking effective photographs, and demonstrating the ability to write with correct grammar and word use and using AP style.

Teaching Philosophy

This course was designed to encourage you to actively engage with the material by taking notes during the videos and readings. You will need to demonstrate communications skills that will help you practice for the kind of internship and job activities you may have to do and create content for your portfolio.

Instructional Methods

The course is designed to include a variety of approaches. Each module includes at least one video lecture. In some modules, guest speakers join us for lectures, and in some modules, we go on location, such as to the Innovation News Center and the Career Resource Center. Each module includes reading assignments and activities, such as a practice writing assignment or a quiz. Each module also includes a major writing assignment, some of which must be completed on deadline. Some of these major assignments can become part of your professional portfolio. The deadline assignments are similar to the kind of task you might be given as part of a job or internship application process.

POLICIES

Deadlines

You are responsible for completing numerous assignments throughout the semester. Do not let yourself fall behind! Deadlines are critical for communications professionals. You are expected to submit all assignments on time. Deadlines are given in Eastern Standard Time.

Late assignments will only be accepted in cases of documented emergencies and technical issues, on a case-by-case basis. Any request to make-up an assignment due to technical issues MUST be accompanied by the ticket number received from UF's e-learning Support Services or UF's HUB Office when the problem was reported to them. The ticket number will document the time and date of the problem. **You MUST email me, the instructor, within 24 hours of the technical difficulty or emergency if you wish to request a make-up.**

You are responsible for checking to see whether your work has been submitted to Canvas. After you submit your work, information about your submission will appear. "I thought I had submitted the assignment," is not an acceptable excuse for missing a deadline.

Assignments that I have approved for late submission will receive either a 10-point deduction or 10 percent deduction (for assignments less than or greater than 100 points) per day late.

Course Technology

You will need reliable **Internet access and a reliable computer with Microsoft Word** (or other word-processing software that can generate a .doc or .docx file). If you do not submit your work through eLearning in the requested format (typically as a Word document), you will receive a zero on the assignment.

Check to see whether you have access to Microsoft Word 2016 through UF Apps:
<https://info.apps.ufl.edu/>.

Submitting work and receiving feedback

You will submit your assignments in eLearning, and I will provide feedback meant to encourage you and help you improve. You are future communications professionals, and I have very high standards for your work. You will likely have a lot of errors at first; it's part of learning this style of writing.

Plagiarism and cheating will not be tolerated. Any attempt to represent the work, ideas or writing of someone else as your own is considered plagiarism and will result in failure of the assignment and potentially of the course. Willful and blatant incidents of plagiarism will be handed over to the Office of the Dean to be punished in accordance with University Policy. All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses, and you may not use work created by someone else. When you use information (including images) from any source, you should cite the content appropriately. If you have any questions regarding this policy, ask me! "But I didn't know..." is not an excuse.

Notifications

I will communicate regularly with the class and with you individually as needed. It is important that you log into Canvas daily to check for new announcements as well as check your Canvas email and review the feedback I have provided on your work. You may set up alerts to forward messages directly to your UF email address. To adjust your notification settings in Canvas, [follow these guidelines](#).

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

Not sure of netiquette guidelines? Review guidelines here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

GETTING HELP

For issues with technical difficulties for eLearning in Canvas, please contact the UF Help Desk (A.K.A. UF's Hub and E-learning Support Services) at:

Email: helpdesk@ufl.edu (or) learning-support@ufl.edu

Phone: (352) 392-HELP (4357)

FAQs for Students: <https://kb.helpdesk.ufl.edu/FAQs/E-Learning>

Any request to make up an assignment due to technical issues **MUST** be accompanied by the ticket number received from UF's e-learning Support Service or UF's HUB when the problem was reported to them. The ticket number will document the time and date of the problem. **You MUST email me within 24 hours of the technical difficulty or emergency if you wish to request a make-up.**

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course, please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES

Your grade in the course is based on completing the module activities. For most modules, you will take a quiz or have a practice activity based on the reading assignments and the video lectures.

Each module includes a major assignment. Such assignments include writing a news story based on information you receive, listening to an interview and writing a news release, and creating your own blog. **Some of the module assignments will be completed on a timed deadline. Once you start the assignment, you will have a certain amount of time to complete it.**

The assignment for each module will be explained in that module, and you will receive a rubric for the assignment. **Use the rubric as a personal checklist as you complete the task.** Please ask questions if you need clarification on the assignment or how you will be graded.

Accuracy is a key component in each writing assignment. Accuracy of facts and careful editing of your own work are important qualities to set you apart from other writers. To help encourage careful editing of your own work, each written assignment will be evaluated on correctness of grammar and word use. **Beginning with Module 3, part of your grade will be based on correct use of AP style. Beginning with Module 4, points will be deducted for each fact error you make. Examples of fact errors include incorrect information, misspelling a proper noun and having an incorrect number. Each fact error is -20 points.**

In working on your assignments, be sure to allocate time to carefully proofread your work. Some strategies to assist you in editing your work include:

- Reading your work aloud.
- Reading your work backwards (last line on the last page to first line on the first page) to catch misspellings/typos.
- Highlighting each proper noun and number to remind you to check each for accuracy.
- When you use a comma, ask yourself what the rule is for the comma's use to make sure a comma, in fact, is needed.

Grading Scale (continued on next page)

A	95 – 100	B -	80 – 82	D+	67 – 69
A -	90 – 94	C+	77 – 79	D	63 – 66
B+	87 – 89	C	73 – 76	D -	60 – 62
B	83 – 86	C -	70 – 72	E	59 and below

COURSE SCHEDULE

Module	Week(s)	Topic	Assignment
Start Here; Module 1 and Module 2	Mon. May 14 –Sun. May 20 Purchase textbooks now if you haven't already. You'll need "Writing and Reporting News" for the Module 2 quiz.	Introductions and Writing Résumé and Cover Letter Watch: <ul style="list-style-type: none"> • Welcome to Multimedia Writing by Dr. Julie Dodd (9:16) • Introduction to the Professional Teaching and Advising Hub (PATH) with Dr. Julie Dodd (1:26) • How to be a Successful Online Student by Dr. Mike Weigold (6:07) 	Introduce yourself; Résumé and cover letter for communications-related internship or job Due by 11:59 p.m. Sunday, May 20: 1. Syllabus Quiz 2. Discussion Board: Introductions 3. Module 2 Quiz 4. Module 2 Assignment: Résumé and Cover Letter

		<ul style="list-style-type: none"> • Resources Available for Communications Students Dr. Katrice Graham (2:54) • Preparing for Internship and Job Opportunities .(4:51) - Dr. Julie Dodd • Career Resource Center with Nadene Reynolds (2:00) • Strategies for writing cover letters (14:14) . • Strategies for writing your résumé (13:52) • Job Interview TipsLinks to an external site. with Nadene Reynolds (6:09) • Wienermobile interview . (15:04) <p>Read:</p> <ul style="list-style-type: none"> • “The benefits of Multimedia Writing with UF J School Alum Ashlie Handy” by Sarah Coleman • “Media Jobs and Internships” – Chapter 22 in Writing and Reporting News textbook • “Frequently Asked Questions for Writing Résumés and Cover Letters” • Sample internship announcement– Social Media Intern for Diane von Furstenberg • 8 Tips for Successful Use of 	
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		<p>Skype for Job Interviews .– interview with Antionette Rollins</p> <ul style="list-style-type: none"> • “Writing the Basic Business Letter” –Purdue’s Online Writing Lab • CJC-Cover-Letter-Preparation-Handout-2016.pdf • CRC Journalism-and-Communications-Resume-Handout.pdf • CRC Transferable-skills-by-Action-Verb.pdf 	
3	Mon. May 21 – Sun. May 27	<p>Writing Hard-News Stories</p> <p>Read:</p> <ul style="list-style-type: none"> • “The Basic News Story” – Chapter 2 in Writing and Reporting News • “Leads and Nut Graphs” (the first section of the chapter on writing hard-news stories) – Chapter 7 in Writing and Reporting News • In Chapter 12 (“Online Journalism”) in Writing and Reporting News, read section “Headlines, Summary Blurbs, and Briefs” to familiarize yourself with how to write headlines. • FAQ about Writing Police Stories (Word doc) • “Police beat reporter for The Alligator offers tips for covering the police beat” 	<p>Write news story based on information provided Due by 11:59 p.m. Sunday, May 27:</p> <ol style="list-style-type: none"> 1. Module 3 Quiz 2. Module 3 Quiz: AP Style 3. Module 3 Practice News Story 4. Module 3 Timed Assignment: News Story on a Deadline

		<ul style="list-style-type: none"> • “Editing Crime Stories” • “10 questions to help you write better headlines” <p>Watch:</p> <ul style="list-style-type: none"> • “Writing News Stories .” (6:27) – Dr. Julie Dodd / From the Innovation News Center • “Using AP Style: Part 1 .” (10:40) – Dr. Rich Shumate (Have your AP Stylebook or AP Stylebook app for reference), pdf 	
4	Mon. May 28 – Sun. June 3	<p>Writing News-Feature Stories</p> <p>Read:</p> <ul style="list-style-type: none"> • “Leads and Nut Graphs (the second section of the chapter on writing soft leads) – Chapter 7 in Writing and Reporting News • Read “Story Organization” – Chapter 8 in Writing and Reporting News • Read FAQ about Writing News-Feature Stories • Read sample news-feature stories <ul style="list-style-type: none"> ○ A Cat's 200-Mile Trek Home Leaves Scientists Guessing . (<i>The New York Times</i> article) ○ Holly, Lost Cat, Travels 190 Miles Home to Owners . (HuffPost 	<p>Write feature story based on information provided</p> <p>Due by 11:59 p.m. Sunday, June 3:</p> <ol style="list-style-type: none"> 1. Module 4 Quiz 2. Module 4 Quiz: AP Style 3. Module 4: News Feature Practice Story 4. Module 4: News-Feature story on Deadline 5. Module 5 Assignment: Personal Profile Focus

		<p>article)</p> <ul style="list-style-type: none"> ○ Semi full of bulls crashes on I-75 <p>Watch:</p> <ul style="list-style-type: none"> • Writing News-Feature Stories . (9:13) • AP Style: Part 2 . (7:49), pdf 	
5	Mon. June 4 – Sun. June 10	<p>Interviewing & Writing Personality Profile</p> <p>Read:</p> <ul style="list-style-type: none"> • Read "Interviewing Techniques" -- Chapter 5 in Writing and Reporting News • “How to Write a Profile Feature Article • Frequently Asked Questions about Writing Personality Profile Stories • Sample Student Profiles <ul style="list-style-type: none"> ○ “Frog collection provides bond between daughter and father” by Jamie Marie Lowe ○ “Student rescues abandoned animals, volunteers at humane society” by Carlotta Krause <p>Watch:</p> <ul style="list-style-type: none"> • Writing Personality Profiles (8:35), pdf • The Basics of Conducting Interviews (12:59), pdf 	<p>Write personality profile</p> <p>Due by 11:59 p.m. Sunday, June 10:</p> <ol style="list-style-type: none"> 1. Module 5 Assignment: Practice Profile Story 2. Module 5: Profile Story of Classmate

		<ul style="list-style-type: none"> • Interviewing workshop with Julie Dodd and Nikki Karimipour (33:30) 	
6	Mon. June 11– Sun. June 17	<p>Blogging Part 1</p> <p>Read:</p> <ul style="list-style-type: none"> • "Social Media" - Chapter 3 in Writing and Reporting News textbook • Setting Up Your WordPress Blog • Frequently Asked Questions about Blogging <p>Student Blogs</p> <ul style="list-style-type: none"> • Nickel & Dime- Alex Shepherd • • She's the First UF.- Keiran Sheridan • • Small Food Big Culture- Liane Wan <p>Optional Readings</p> <ul style="list-style-type: none"> • Lynda.com tutorials. – WordPress Essential Training (follow link to sign in page; sign in link on middle right of the page) <ul style="list-style-type: none"> ◦ WordPress Essential Training. with Morten Rand-Hendriksen • Understanding Posts • What is the Difference between Categories and Tags • Using Categories and Tags • Publishing and Scheduling Posts <ul style="list-style-type: none"> • WordPress tutorials <p>Watch:</p>	<p>Set up blog and begin blogging</p> <p><u>Due by 12 p.m. Wednesday, June 13:</u></p> <p>1. Module 6: Blog Pitch</p> <p><u>Due by 11:59 p.m. Sunday, June 17:</u></p> <p>2. Module 6: WordPress Blog Part 1</p>

		<ul style="list-style-type: none"> • Creating Your Own Blog . (10:50) – Dr. Julie Dodd + former students • Tips for Writing 7 Kinds of Blog Posts . – Dr. Julie Dodd (7:52), pdf 	
7	Mon. June 18 – Sun. June 24	<p>Taking Effective Photos</p> <p>Read:</p> <ul style="list-style-type: none"> • 10 helpful tips for writing good captions – Kristen Grace • Frequently Asked Questions about Photography <p>Watch:</p> <ul style="list-style-type: none"> • Photography: Improving Your Skills as a Photographer and Visual Storyteller : Dr. Julie Dodd (9:22) • Strategies for making storytelling photographs ” – Kristen Grace (8:03) <ul style="list-style-type: none"> ○ This video includes discussion of the requirements for the photographs you must take for this module. • Writing captions that add to your photographs . – Kristen Grace (13:50) <ul style="list-style-type: none"> ○ As you watch this video, have the “10 Helpful Tips for Writing Good Captions” handout for reference. <p>Supplemental Resources</p> <ul style="list-style-type: none"> • Lynda.com photography 	<p>Take photos based on assigned topics and write captions</p> <p>Due by 11:59 p.m. Sunday, June 24:</p> <ol style="list-style-type: none"> 1. Module 7 Assignment: Photography 2. Continue Posting to Your Blog

		<p>training – Take advantage of the free online tutorials to learn more about photography.</p> <ul style="list-style-type: none"> • 40 tips on taking good photos . by Lisa Clarke • How to take good pictures with your phone: 17 tips & tricks to try by Lindsay Kolowich 	
	June 25 – June 29	Summer Break	
8	Mon. July 2 – Sun. July 8	<p>Writing News-Feature Stories with Multiple Sources Part One</p> <p>Watch:</p> <ul style="list-style-type: none"> • Writing a Story Based on Interviews (9:40) – Dr. Julie Dodd, pdf <p>Read:</p> <ul style="list-style-type: none"> • Textbook reading: Chapter 8, Story Organization • Frequently Asked Questions about Using Interviews for Writing a Story 	<p>Write a news-feature story about an event based on interviews you listen to. Determine a story focus and pitch your EHST story (Due in Mod. 10)</p> <p>Due by 11:59 p.m. Sunday, July 8:</p> <ol style="list-style-type: none"> 1. Module 8 Quiz 2. Module 8 Assignment: Practice News-Feature Story 3. Module 8 Assignment: Writing a Story Based on Interviews 4. Module 10: EHST (Environmental, Health, Science, or Technology) Story Pitch 5. Continue Posting to Your Blog
9	Mon. July 9– Sun. July 15	<p>Writing News-Feature Stories with Multiple Sources Part Two</p> <p>Read:</p> <ul style="list-style-type: none"> • Story Organization – Chapter 8 • Story Forms – Chapter 9 • Interviewing a source: Rules 	<p>Write an environmental story based on interviews you listen to</p> <p>Due by 11:59 p.m. Sunday, July 15:</p> <ol style="list-style-type: none"> 1. Module 9 Quiz 2. Module 9: Writing for a Deadline

		<p>of the road; talking with officials and experts .</p> <ul style="list-style-type: none"> • Frequently Asked Questions about Interviewing Sources <p>Watch:</p> <ul style="list-style-type: none"> • Improving Your Interviewing Ability: Applying Your Communications Skills (7:57), pdf <p>Supplemental Resources</p> <ul style="list-style-type: none"> • AP Style Guide 	3. Continue Posting to Your Blog
10	<p>Mon. July 16 – Sun. July 22</p> <p>EHST story due by 11:59 p.m. Sunday, July 22</p> <p>Note: The EHST story (and all your news stories for that matter) should show multiple sides of the story and NOT be biased. Save your bias for the PR assignments where you are promoting something.</p>	<p>Writing an Environmental, Health, Science or Technology Story</p> <p>Read:</p> <ul style="list-style-type: none"> • Student examples of EHST stories • EHST Directions • Textbook reading: Chapter 1, Changing Concepts of News - Read the section titled "Qualities of News" and the section titled "Hard News and Features." <p>Watch:</p> <ul style="list-style-type: none"> • Applying What You Have Learned to Your Own Reporting . by Dr. Julie Dodd (22:03) • Writing a News Story . by Amanda Kastrinos (6:23) • Finding News Story Ideas and Pitching Story Ideas - Dr. Julie Dodd interviews Prof. Bridget Grogan (10:36) 	<p>Conduct interviews and write an EHST story with publication potential</p> <p>Due by 11:59 p.m. Sunday, July 22:</p> <ol style="list-style-type: none"> 1. Module 10 Assignment: Reporting and Writing Your Own Story (This is where you will write your EHST assignment) 2. Continue Posting to Your Blog

11	Mon. July 23 – Sun. July 29	<p>Writing a News Releases</p> <p>Read:</p> <ul style="list-style-type: none"> • Public Relations Writing – Chap. 13 • “8 Tips for Writing a Great Press Release” . by Zach Cutler • Frequently Asked Questions about Writing for Public Relations • News Release Format Example • Visit Universal Orlando Resort’s Media Site . <ul style="list-style-type: none"> ○ Download the Press Kit and look through contents. ○ • School doctors diversity photo by Associated Press <p>Watch:</p> <ul style="list-style-type: none"> • Writing for Public Relations – Dr. Julie Dodd (19:30) 	<p>Write a news release based on information you receive</p> <p>Due by 11:59 p.m. Sunday, July 29:</p> <ol style="list-style-type: none"> 1. Module 11 Quiz 2. Module 11 Assignment: Practice News Release 3. Module 11 Assignment: News Release on a Deadline 4. Continue Posting to Your Blog
12	Mon. July 30 – Sun. Aug. 5	<p>Writing a News Release for a Client</p> <p>Read:</p> <ul style="list-style-type: none"> • “Using Social Media as a Public Relations Tool” by Karen Dooley <p>Watch:</p> <ul style="list-style-type: none"> • Writing for a Client: Recognizing the Impact of Web and Social Media . (8:43), pdf - Dr. Julie Dodd • "From inside the Wiernemobile: An interview with Jennifer Chow about 	<p>Write a news release following a client’s specifications</p> <p>Due by 11:59 p.m. Sunday, Aug. 5:</p> <ol style="list-style-type: none"> 1. Module 12 Assignment: News Release for a Client 2. Continue Posting to Your Blog

		communications skills in public relations. - Dr. Julie Dodd (15:04)	
13	Mon. Aug. 6 – Fri. Aug. 10	<p> Blogging Part 2</p> <p> Watch:</p> <ul style="list-style-type: none"> • Congratulations on Completing the Course (6:59) – Dr. Julie Dodd • Blogging Testimonial by Sarah Conde (2:09) 	<p> Demonstrate your blogging skills based on maintaining a blog since Module 6</p> <p> Due by 11:59 p.m. Friday, Aug. 10:</p> <p> 1. Submit Module 13: WordPress Blog Part 2 (Final Blog Review)</p>

Important Dates ([See Summer 2018 Dates and Deadlines](#))

Classes begin: May 14

Withdrawal from all courses with no fee liability: May 15

Drop deadline (W assigned): August 3

Classes End: August 10

Final Grades Available: August 15

Disclaimer

The course calendar may be adjusted during the semester, and any adjustments will be communicated through Canvas.