



JOU4930/Section 047E/17893 – Hearst Awards Projects “We are Hearst / #winning” – Fall 2018

- Associate Professor John Freeman jfreeman@jou.ufl.edu * Office: 3070 Weimer Hall
- Meets Wednesdays, period 3 (9:35 – 10:25 a.m.) in Weimer 2050, 3 course credits
- Office hours: Tuesday/Wednesday/Thursday, 10:30 a.m. – 11:30 a.m., or by appointment

Course objectives: For students and faculty to work together with the goal of producing high-quality journalistic work in writing, photography and multimedia that should lead to the College submitting winning entries in the Hearst Intercollegiate Competition, this year or next.

Course format: This is a special topics course, without a textbook or firm week-by-week schedule. Material will be presented as needed. Weekly readings/assignments will be given via email and Canvas. The emphasis will be on studying what makes winning entries as well as the culture of winning. We’ll analyze competitions such as Hearst, Pulitzers and College Football Championships. WWTTD? > “What Would Tim Tebow Do?” Work outside class is essential.

Grading and evaluation: Fifty percent of your course grade is based on participation and two quizzes. Take notes! Do you have ideas and appropriate comments? The other half of the grade is based on the work you make “submission ready” for Hearst. You choose one round to enter, either fall/spring: Develop a portfolio for photo, or write/publish an article for writing, or post an individual multimedia web project. **Everyone** works on a Team MM4 project.

I hope you have a #winning attitude, unlike Michael in this FOR BETTER OR WORSE comic. Become GREAT!

