JOU 4950: APPLIED JOURNALISM
Section 3G04 • Spring 2020 • Weimer Room 1092

10:40 a.m.-11:30 a.m. • Period 4 • Thursdays Jan. 9 to April 16

Additional Requirement:
30-minute monthly meeting with capstone manager by appointment

Capstone Manager: Joanna Hernandez, MPA
Lecturer; Director of Inclusion and Diversity
UF College of Journalism and Communications
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OFFICE HOURS
Mondays 9-11:30 a.m.; Wednesdays 9-11:30 a.m.; Thursdays 2-3:30 p.m.

— Drop by anytime; but preference goes to people who make
  appointments. —
— Emailing me at least 24 hours in advance ensures the time
  is yours. —
— If you need to meet at other times, we can make other
  arrangements. —

COURSE DESCRIPTION

THIS CAPSTONE COURSE aims to prepare students for professional-
caliber reporting, writing and production of multimedia
storytelling suitable for publication in various
traditional/digital outlets.

YOU ARE EXPECTED to produce senior-level, high-quality work with
depth and critical thinking. In exchange, you will receive
feedback that will improve and strengthen your work in new and
creative ways.

YOU WILL ASSUME THE ROLE of a professional journalist, and this
class will be conducted through a series of seminars and heavily
coached team projects. Over the course of the three sprints
created during the semester, teams comprised of no more than
three students (each student bringing a diverse skillset that
complements other team members) will work together to emulate the
professional media work environment.

AS THE CAPSTONE MANAGER, I will work along with you — and
possibly your coach — to ensure that you are progressing through
the projects and receiving the feedback required to produce
professional-caliber, publishable acts of journalism.

COURSE OBJECTIVES

• Students, working in teams, gain hands-on experience
  in multimedia journalism.
Students experiment with tools and best practices in written, visual and audio storytelling; and learn to collaborate with journalists with different strengths than their own.

- Students learn best practices for producing digital-journalism stories.
- Students will be able to use appropriate multimedia reporting and production tools.

**COURSE OUTCOMES: PROJECTS**

1. Students in this course will each work within teams to produce projects to be completed during the semester.
2. Each project is a story or journalistic resource produced for an external audience.
3. Each team determines the project concept, goals and timelines within context of syllabus deadlines.

**COURSE TEXT AND READINGS**

WEB READINGS AND ARTICLES, as selected by the capstone manager, will be emailed and updated on the Canvas learning system throughout the semester.

ACCESS TO TRAINING materials on Lynda.com (available through UF).

**EQUIPMENT AND SUPPLIES**

STUDENTS ARE EXPECTED to own basic digital audio, photo and video equipment as well as a MacBook Pro with necessary software installed. Specific requirements are posted here: [https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/](https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/)

**EMAIL POLICY**

SEND EMAIL through the Canvas system or directly to the capstone manager at jhernandez@jou.ufl.edu. Make sure the Subject Line includes JOU 4950 and one or two words reflecting your inquiry; the message itself need to be as specific as possible and end with your first and last name.

**YOUR PROJECT TEAMS and TEAM LEADERS**

DURING THE COURSE of the semester, you may be reassigned to different teams., which will be formed based on the following:

1. The capstone manager assigns students to teams based on their skillsets.
2. If your team elects to have a coach, the coach will appoint the team leader; otherwise, the capstone manager will make the appointments. Each student will be a team leader for several weeks once per semester.

3. The team leader assigns tasks and coordinates the work. Fair division of labor is desired, but also, the project must meet deadlines. The team leader is not expected to do work that others neglect but is expected to keep records of what went right, went wrong and why.

**NOTEWORTHY:** If you prefer working on an individual project, LET ME KNOW.

**ATTENDANCE POLICY**

THIS CLASS MEETS once a week over 15 weeks – in addition, each student is required to meet with the capstone manager once a month for at least 30 minutes outside of class. You are expected to attend every session for the entire semester. Schedule yourself accordingly, don’t be late and don’t leave early.

YOUR ABSENCE OR interruption of your peers’ learning process with late arrivals or early departures could lower your grade.

IF YOU MUST MISS CLASS, let me know as soon as you know; I may ask for documentation. Three tardies/early departures equal one unexcused absence. **Two unexcused absences lowers your grade** one letter point. You must wait for my “good night” – an indication that class is over – before packing up to leave.

**COURSE SCHEDULE/TEAM PROJECT SPRINTS**

Jan. 9 - Introduction to JOU 4950  
Jan. 16 - Sprint 1: Pitching Project - Narrowing down ideas into projects; conducting research as evidence; Team Leaders Assigned  
Jan. 23 - Sprint 1  
Jan. 30 - Sprint 1  
Feb. 6 - End of Sprint 1: Story Analysis (Pitch) Due  
Feb. 13 - Sprint 2: Story Drafting - Research and reporting for content gathering and documentation; Team Leaders Assigned  
Feb. 20 - Sprint 2  
Feb. 27 - Sprint 2  
March 5 - Spring Break - No Class  
March 12 - End of Sprint 2: 800-Word Story Due  
March 19 - Sprint 3: Production - Continue reporting and content gathering; produce multimedia digital package. Team Leaders Assigned  
March 26 - Sprint 3  
April 2 - Sprint 3  
April 9 - End of Sprint 3
April 16 In-Class Project Presentation

- This course schedule is subject to change at the discretion of the instructor. -

During each project sprint, the teams will meet with and without their capstone manager to develop and execute their act of journalism. These meetings shall include the following: pitch session, story draft meeting, story refinement meeting, pre-completion meeting and a post-mortem on the project. Each project sprint will require additional time for the group to meet without the capstone manager to plan and execute. Deadlines will be set accordingly.

At the launch of each sprint, a full-course meeting will be held to convene the teams for a wide-group sprint launch and recap seminar.

We will also schedule sit-down, face-to-face editing sessions of your drafts.

GRADING

Grading includes taking into account feedback from team leaders and team members. The capstone manager and students will work together to develop additional rubrics based on expectations and goals for each project.

Grading Rubric:

5% – Seminar Participation, Attendance, Punctuality
15% – Monthly Office Meet Up
20% – Sprints Participation
25% – Team Leader Reports
   15% - three one-page weekly report
   10% - one two-page sprint report
40% – Final Project Package
   10% Multimedia component
   10% Written component
   10% Presentation
   10% Participation

WORDS OF CAUTION

- Missed deadlines could result in automatic failure of the assignment/project.
- Errors in proper nouns or facts 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 (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.

**THE WORD ON 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—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, **TELL ME**.

**YOUR CONDUCT AS A STUDENT**

Familiarize yourself with the following:

**UF Academic Honesty:** https://catalog.ufl.edu/UGRD/student-responsibilities/

**UF Honor Code:** https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

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.

ACCOMMODATION FOR DISABILITIES

Let me know immediately—informally and then with a formal letter from the proper authorities—if you have a life issue that would hinder your work in this course. We will do our best to help you. Students requesting accommodation must register with the Disability Resource Center https://www.dso.ufl.edu/drc/.

STUDENT HEALTH AND WELLNESS

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 911.

COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, typically in the last two or three weeks of the semester. Summary results are available to you and the public.

ACADEMIC RESOURCES

- E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu or reach the website.
- For career advice and planning, or even help selecting a major or minor, contact the Career Resource Center in the Reitz Union, 392-1601.
- For help in finding resources, ask a UF librarian through Library Support.
- General study skills and tutoring available from the Teaching Center, Broward Hall, 392-2010 or 392-6420.
- Have a complaint? See the UF Complaints Policy for links and directions.
EXAMPLES OF STELLAR WORK
EXPLOITING THE TOOLS OF DIGITAL JOURNALISM

• The 1619 Project

• Black Hawk Down: An American War Story The Original 1997 Newspaper Series Online
  http://inquirer.philly.com/packages/somalia/sitemap.asp

• Gladiator: Aaron Hernandez and Football Inc. (Podcast) Boston Globe Spotlight team
  https://apps.bostonglobe.com/spotlight/gladiator/

• The Facebook Dilemma (longform video) Frontline
  https://www.pbs.org/wgbh/frontline/film/facebook-dilemma/

• 42 On-Air Journalists Talk Working in the Age of Fake News

• Perversion of Justice https://hrld.us/2rcqDpB

• Seven Days Of Heroin: This Is What An Epidemic Looks Like
  http://bit.ly/2FDv6vk – Pulitzer Citation:
  https://www.pulitzer.org/winners/staff-cincinnati-enquirer

• Nuclear Negligence
  https://awards.journalists.org/entries/nuclear-negligence/

• Dangerous Deliveries: Is Texas Doing Enough to Stop Moms From Dying?
  https://awards.journalists.org/entries/texas-tribune-dangerous-deliveries/

• Lost Mothers https://awards.journalists.org/entries/lost-mothers/

• She Says https://awards.journalists.org/entries/she-says/

• Gerda https://films.radiowest.org/featured-series/gerda

• Hacking Democracy https://awards.journalists.org/entries/hacking-democracy/

• The Deported https://awards.journalists.org/entries/the-deported-life-beyond-the-border/
• All Work. No play. https://awards.journalists.org/entries/all-work-no-pay/


• We Are Witnesses: https://www.themarshallproject.org/witnesses

• Rattled: Oregon’s Concussion Discussion http://www.invw.org/series/rattledinoregon/

• WASTED MEDICINE: Squandered Health Care Dollars https://www.propublica.org/series/wasted-medicine
  About: Marshall Allen Unearths Waste in Health Care

• Can the Ivory-Billed Woodpecker Be Found in Cuba? https://www.audubon.org/magazine/may-june-2016/can-ivory-billed-woodpecker-be-found-cuba


• “Meet the Glasscos: Lesbian foster parents in the Bible Belt”

• “Targeted: A family and the quest to stop the next school

• Nirvana’s “Nevermind”: The 1991 album that gave rise to a rock
  genre and captured the spirit of a new generation.

• The Force Report: Five years. 72,607 documents. Every local
  police department in N.J.  http://force.nj.com/