<u>JOU 4950 (13863) APPLIED JOURNALISM</u>
<u>Section 4E65 • Fall 2023</u>
University of Florida College of Journalism and Communications
11:45-12:35 p.m. • Period 5
Tuesdays • Aug. 29 to Dec. 5
No Class Tuesday Nov. 21

CLASS LOCATION
Weimer Hall G030

INSTRUCTORS
Professor Joanna Hernandez, MPA
Lecturer; CJC Director of Inclusion
jhernandez@jou.ufl.edu

Professor Jessica Marsh
jmarsh@ufl.edu

OFFICE HOURS
In-Person
10:30-11:30 a.m. & 12:45-1:45 p.m. Tuesdays @ Weimer 3046

On Zoom
By Appointment
—Please make appointments at least 24 hours in advance via Canvas email—

COURSE DESCRIPTION
THIS IS A CAPSTONE course. Its purpose is to showcase your journalism skills. Professional-caliber journalism work produced by you is expected. This fall 2023 semester, the focus is on showcasing your reporting and content-creation skills.

IN TEAMS MADE up of three to four members, you'll produce a multimedia storytelling package reporting on topics for the UF STEM Translational Communication Center for possible publication on its website. Please note that every team member will serve as team leader at least once.

WE ARE NOT talking about fluff. We want senior-level, high-quality journalistic work with depth and critical thinking. You'll get feedback to improve and strengthen your work in new, creative ways.

THIS SEMESTER is divided into three sprints. Through all sprints, teams meet regularly with the professor both on Zoom and in person.

SPRINT 1 BEGINS with team formation and a focus on idea generation, research, reporting, sourcing, pitching — you'll also take an AP Style Quiz in Week 4.

SPRINT 2 STARTS with the midterm — your team's pitch presentation on how you'll approach your assigned topic. Then team multimedia

production takes center stage as reporting, sourcing and conducting other field work continues.

FINAL PROJECTS are delivered in Sprint 3.

WE WILL WORK to ensure that you are progressing through the project and getting feedback to produce professional-caliber, publishable acts of journalism.

INCLUSIVE CLASS ENVIRONMENT

REPORTERS TELL STORIES of a community and all individuals who make up a given community. These stories serve, help and inform everyone.

TO BEST CARRY OUT these ideals, it's best to be respectful, inclusive and exhibit an understanding for all people. These expectations during field work will also be carried into this classroom.

OUR DIFFERENCES SERVE as a strength we embrace as we discuss relevant story ideas, developing contacts within a community or even storytelling techniques. Exposure to different perspectives, values, ideals and experiences make us all better, more compassionate and understanding journalists. We all learn best and maximize our outcomes when we feel comfortable.

PLEASE LET US KNOW what we can do to ensure you feel respected and welcomed in our space.

COURSE OBJECTIVES
— Students gain refresher in multimedia reporting and production tools.
— Students working in teams get hands-on multimedia experience.
— Students practice best practices in written, visual and audio storytelling.
— Students collaborate with journalists of different strengths than their own.
— Students produce digital- and multiplatform-journalism stories.

COURSE OUTCOMES: PROJECTS
1. Teams comprised of no more than four classmates produce publishable works — however, publication is not a requirment to pass this course.
2. Each project is a story or journalistic resource produced for an external audience.
3. Each team determines goals and timelines within context of syllabus deadlines.

EXPECTATIONS: FINAL PROJECT
Final Project Elements include:

2

1. A deeply reported written story of 800 or more words that includes hyperlinks, evidence of research and multiple originally reported interviews.
2. Multimedia components include:
— At least one video (2.5 minutes maximum);
— Multiple photos;
— Two audio sound bites no longer than a minute each;
— An interactive component, utilizing maps and data visualation;
— Quotes from at least three sources who are real live people.

COURSE TEXT, READINGS and RESOURCES

WEB READINGS AND ARTICLES, will be posted on Canvas by the instructors.

APRIL HINES is our Journalism Department guide at the UF George A. Smathers Libraries. You will meet her when she comes to our class on Sept.12. Below is a link to her homepage, where there are multiple research tools and resources:

https://guides.uflib.ufl.edu/journalism

EQUIPMENT AND SUPPLIES

ALL JOU 4950 STUDENTS this semester are granted limited permission to check out gear for celllphone reporting from the G020 Equipment Room. But you must follow all established student/course access policies.

THESE POLICIES ARE provided in two documents — 2023 Gear PickUp:Return Loading ZonePolicy and 2023 JOU 4950 GearPolicy — that we will go over on the first day of class; your signature is required on the gear policy document in order to take out equipment. These documents are available for you to read in Canvas in "Files" in a folder called "Equipment Gear Policy." This folder will also contain the document that contains your signature once you have signed it.

OTHERWISE, STUDENTS ARE expected to own basic digital audio, photo and video equipment as well as a laptop with necessary software installed. Specific requirements can be found at this link:

https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/

HOWEVER, IF YOUR need for equipment is crucial (for example, your lack of access to equipment is harming the project), please speak with the professors about this. We want your success and will work with you to overcome any technological difficulty.

EMAIL POLICY

IMPORTANT TIP: **Write "JOU 4950"** and a few words that describes the essence of your message **on the Subject Line**. Why? We scan our emails regularly for "JOU 4950." You are our priority, but like you we are busy folks, and sometimes we need to prioritize whose email gets answered first. Emails without "JOU 4950" in the subject line might not be considered a high priority at first glance.

TEAMS and TEAM LEADERS

1. Once formed in Week 2, teams meet outside of class at least weekly.
2. Each student will be a team leader at least once per semester.
3. The team leader assigns tasks and coordinates the work. They also write reports, worth 20% of their final grade. Fair division of labor is desired, and projects must meet deadlines.
4. Team leaders are not expected to do work others neglect but is expected to keep records of what went right, went wrong and why.
5. Teams meet up on Zoom with the professor three times over the semester, once in September, October and November — team leaders set up these meetings.

ATTENDANCE POLICY

THIS CLASS IS scheduled to meet once a week for 50 minutes over 15 weeks — and whether we meet in person or on Zoom, your attendance is mandatory.

IF YOU MUST miss class, remember to email us at least half an hour before class starts to let us know — or else, you will receive a zero for that session. **Two unexcused absences lowers your grade** one letter point.
PLEASE, WE **DON'T NEED EXCUSE NOTES**. We will never ask for one (except in a really extreme case).

BUT WE DO want you to give us a heads up if you are not going to attend class. When you email us at least half an hour before class that you are not going to be in attendance, it becomes "excused" — up to three absenses. If you don't email us ahead of time, your absence receives a zero. Check out the way absences are being recorded:

1. First absence, 100% excused
2. Second absence, 80%
3. Third absence, 60%
4. Fourth and subsequent absences, 0% plus one letter-grade drop

PLEASE NOTE THAT in addition to our once-a-week class that this course requires many hours of work on your part outside of class in teams.

IN ADDITION, TEAMS meet on Zoom with the professor for 30 minutes three times over the semester, as mentioned above. These team meetings are worth 15% of your grade. If you miss the team meeting, you must schedule a one-on-one session with the professor or receive a zero for not making up the missed session.

YOUR ABSENCE OR INTERRUPTION of your peers' learning process with late arrivals or early departures could lower your grade. Schedule yourself accordingly — don't be late and don't leave early.

PROFESSIONAL VALUES AND COMPETENCIES:
ACEJMC Objectives

University of Florida's College of Journalism and Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The ACEJMC has identified several core values and competencies that journalism and mass communication students ought to possess upon graduation:

• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
• Demonstrate an understanding of gender, race, ethnicity, sexual orientation andother forms of diversity in domestic society in relation to mass communications.
• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
• Understand concepts and apply theories in the use/presentation of images and information.
• Think critically, creatively and independently.
• Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

JOU 4950 Fall 2023 COURSE SCHEDULE
— This course schedule is subject to change at the discretion of the instructors. —

Week 1 — AUG 29
IN-PERSON — Welcome, Introductions, Semester Review

SPRINT 1
Week 2 — SEP 5
IN-PERSON — Guest speaker: Dr. Ben Johnson, STEM Translational Communication Center; how to approach the pitch

Week 3 — SEP 12
IN-PERSON — Research Refresher with April Hines

Week 4 — SEP 19
ON ZOOM — Brainstorming

Week 5 - SEP 26
IN-PERSON — Cellphone Reporting with Kalisha Whitman

<u>**SPRINT 2**</u>
Week 6 - OCT 3 — MIDTERM
ON ZOOM — Pitch Presentation (PowerPoint)

Week 7 - OCT 10
TEAM 1, MEETS IN-PERSON — Team project discussion

Week 9 - OCT 24
TEAM 2, MEETS IN-PERSON — Team project discussion

Week 10 - OCT 31
TEAM 3, MEETS IN-PERSON — Team project discussion

Week 11 - NOV 7
TEAM 4, MEETS IN-PERSON — Team project discussion

Week 12 — NOV 14
TEAM 5, MEETS IN-PERSON — Team project discussion

SPRINT 3
Week 13 — NOV 21
HOLIDAY WEEK — NO CLASS
Professors available for consultation on Zoom during regular class time

Week 14 — NOV 28
ON ZOOM — Final Project Presentation

Week 15 - DEC 5 (Last Day of Class)
ON ZOOM — Final Project Presentation

GRADING
GRADING INCLUDES taking into account feedback we receive from team leaders and team members. The instructor and students can work together to develop additional rubrics based on expectations and goals for each project.

Grading Rubric
10% — Seminar Participation, Homework, Attendance, Punctuality
15% — Three Team Meet Ups With Professor
15% – MIDTERM: Pitch Presentation
10% — AP Style Quiz
20% — Team Leader Reports
30% — FINAL Project Package with Presentation

Grading Scale

Grades are rounded to the nearest whole point: 89.4 rounds down to 89 (B+), while 89.5 rounds up to 90 (A-).

A   100-94
A- < 94-90
B+ < 90-87
B   < 87-84
B- < 84-80
C+ < 80-77
C   < 77-74
C- < 74-70
D+ < 70-67
D   < 67-64
D- < 64-60
E   < 60

ZOOM PROFESSIONALISM

Please be mindful of maintaining a professional appearance and conduct when our class meets online. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

You are expected to have your camera on during Zoom sessions. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor's discretion. Note that lectures might be recorded for educational purposes. If you have extenuating circumstances or concerns about Zoom attendance, please see let us know.

Virtual backgrounds

You are encouraged to use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings.

MASK-RELATED PRACTICES

• There may be times when we meet in person when I feel more comfortable wearing a mask. You are welcome to wear one, too.
• Use your best judgment on physical distancing, particularly when indoors.
• If you are experiencing any illness symptoms (click here for guidance from the CDC on symptoms of coronavirus), DON'T COME TO CLASS. But please email us and let us know of your impending absence; then rest and know we want you to get better — and see you the following week. REMEMBER: Absence is no excuse for not getting the work done on time.
• Check out the university attendance and illness policies for more information.

RECORDED MATERIALS

If any of our class sessions are recorded, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. As in all

courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

WORDS OF CAUTION
- o Missed deadlines could result in failure of the assignment/project.
- o Errors in facts can result in failure of the assignment/project.
- o Stories in which reporters have conflicts of interest shall result in automatic failure.
- o Grades can be lowered to zero if students misrepresent themselves or act unprofessionally while committing the act of journalism.

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 University expulsion. Get educated on plagiarism here:

https://guides.uflib.ufl.edu/copyright/plagiarism

If you have **even the smallest doubt or are confused** about this or anything else in the course, **ASK YOUR INSTRUCTOR FOR CLARITY.**

YOUR CONDUCT AS A STUDENT
Academic Dishonesty
Academic dishonesty of any kind is not tolerated in this course. It will be reported to the student's department chair AND to the university's Dean of Students — and ***it will result in a failing grade* for this course**. A formal report of the offense will be filed with the university's Dean of Students.

Academic dishonesty includes, but is not limited to:
- Using any work done by another person *or automated system, such as an AI text generator,* and submitting it for a class assignment, quiz or exam.
- Submitting work you did for another class or course.
- Copying and pasting text written by another person *or automated system* without use of quotation marks AND complete attribution, including a URL (online) or page number (print).
- Paraphrasing text written by others, such that it constitutes de facto plagiarism (e.g. word substitutions).
- Sharing answers to exams or quizzes online or with anyone.

A Note About ChatGPT and Similar AI Systems
If the instructor suspects that a student used an AI system to generate text used in a written assignment or any type of project, the student will be subject to an oral examination (in

Zoom), which will be recorded. If the student is unable to adequately answer questions related to the suspect material(s), a violation of the UF Student Honor Code will be assumed and the above penalties will be applied. Refusal to submit to a recorded oral exam will be taken as an admission of the violation.

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

ACCOMMODATIONS FOR DISABILITIES
LET US 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://disability.ufl.edu/students/

STUDENT HEALTH AND WELLNESS
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.

GATOR EVALUATIONS
It's appreciated when students provide feedback on the quality of instruction in this course by completing online evaluation. You will be notified by email and/or Canvas 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 or academic advice and planning, contact the Career Connections Center in the Reitz Union, 392-1601.
- To find resources, ask a UF librarian through Library Support. April Hines serves as the CJC librarian. You can reach her at 273-2728 or *aprhine@uflib.ufl.edu*
- General study skills and tutoring available from the Teaching Center, Broward Hall, 392-2010 or 392-6420.