

**Multimedia Writing (JOU 3109c)  
Spring Semester 2013 - Lecture Syllabus**

Welcome to Multimedia Writing. The course is designed to help you develop professional writing skills and practice writing in a deadline situation. This course will provide fundamental instruction and practice in writing as a basis for upper-level courses in this college. The course covers traditional media writing and also includes some new media practice. If you are a major in this college, you must earn no lower than a "C" in the course to successfully complete the course and move on to Reporting (JOU 3101).

	<b>Lecturer</b>	<b>Lecture Assistant</b>
	Dr. Julie Dodd	Mr. Casey Kochey
Office:	3068 Weimer Hall	G035 Weimer Hall
Office hours:	T – 7 <sup>th</sup> , R – 4 <sup>th</sup> and 7 <sup>th</sup>	T – 4 <sup>th</sup> , W – 3 <sup>rd</sup> and 4 <sup>th</sup>
Email:	jdodd@jou.ufl.edu	ckochey@ufl.edu

Other times can be arranged by appointment. Mr. Kochey and I will be available in the auditorium before and after lecture for quick questions. Email us to set up an appointment or to answer a quick question. Your lab instructor will provide you with contact information and the time and location for office hours. The complete lab syllabus is posted on the course blog.

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**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). To be prepared for Reporting, you should be taking Writing Mechanics (JOU 2005) this semester.

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**Required Textbooks and Materials**

The three required textbooks are a crucial part of the course. Please purchase the three required textbooks or make arrangements to share the books with classmates in a way that lets you take all three books with you to every lab for reference. Please read the assigned readings when due, as those readings connect with assignments you are doing in lab. Don't wait until a quiz or exam to do the readings.

- *Associated Press Stylebook*. New York: Associated Press.  
[I'd recommend the 2012 edition. Editing with an older edition could impact your grade. The bookstores often place the AP Stylebook in the section for JOU 3101. You may want to purchase the AP Stylebook iPhone/iPad app, which costs more than the print version but is searchable.]
- Kessler, L. & McDonald, D. (2012) *When Words Collide* (8<sup>th</sup> ed.). Belmont, Calif.: Thomson-Wadsworth. [You may use an earlier edition.]
- Rich, Carole (2013). *Writing and Reporting News: A Coaching Method* (7th ed.). Belmont, Calif.: Thomson-Wadsworth. This edition has significant changes from the previous edition.

[You may use either print or digital versions of the books. You have the option of purchasing or renting the books from the UF bookstore or the publisher -- <http://www.cengage.com>. You also can explore other options for renting the books or purchasing digital versions.]

**Other Materials**

- Flash memory drive for transporting drafts of assignments to lab – required
- Reporter's notepad or small notebook for interview notes
- Camera to take digital photos for assignments.
- Audio recorder – recommended

- Virus checking program for your personal computer

Be aware that both the Journalism Department and the Public Relations Department have equipment requirements for majors:

<http://www.jou.ufl.edu/academics/bachelors/journalism/equipment-requirement/>

<http://www.jou.ufl.edu/academics/bachelors/public-relations/equipment-requirement/>

### **Your Objectives for the Course**

- To learn terms and concepts used in the media industry.
- To discuss factors that impact media writing and media careers, including media law and ethics, economic issues, audiences, social media, traditional media standards and new media.
- To write in a variety of media formats for a designated audience: news story, feature story, profile, news release, blog, Twitter, business memo, and business email.
- To self-edit your work, using correct spelling and grammar and following AP style.
- To take photographs for class assignments that follow photojournalism principles.
- To prepare photos for Web delivery.
- To work with an editor (your lab instructor) to meet writing guidelines and deadlines.
- To create a portfolio of your media work (from the class and published clips) and participate in a mock job interview. (optional assignment)

### **Creating a Good Learning Environment**

Let's work together to have a good learning experience.

I will:

- Start and end lectures on time.
- Make every lecture relevant to learning media skills, preparing for a specific lab, or helping you learn about media careers.
- Use a variety of approaches to help make class more interesting for all of us.
- Provide you with information prior to the quizzes and exams concerning test format and key areas to review. I will announce each quiz at least one lecture in advance.
- Work with the lab instructors to make sure that all labs have comparable instruction and use the same grading criteria.

Please do your part by:

- Attending all lectures.
- Not letting technology distract you and others from focusing on class. You will need a laptop or smartphone in lecture some days. I will make an announcement in advance and post that on the course blog. Otherwise, the general rule is that you are not to use your laptop or smartphone during class unless you have discussed with me why you need computer/online access during class. This policy is based on previous student computer/phone use. Students may be on task initially but stray off -- texting, checking Facebook or surfing the Web. Please turn off and store your cellphone, laptop or MP3 player.
- Being seated by the start of class. If an emergency situation makes you late, please enter the auditorium quietly and do not walk in front of me to get to a seat.
- Being prepared to stay in class for the full 50 minutes. Leaving early is disruptive to the rest of us. If a special situation (like a doctor's appointment) requires that you leave class early, please sit near an exit.
- Not bringing food, drink and tobacco products into the auditorium.
- Not visiting with classmates during class. Your conversations are distracting to those seated around you and to me.
- Being active learners — listening, taking notes and participating in class activities and discussions.

- Asking good questions. I'm glad to answer questions during lecture, or I can talk with you individually before or after lecture or during office hours. In the media business, you would ask a colleague or check the resources you have before asking a routine question of your supervisor. So practice that now by asking a classmate or checking the syllabi and the course blog before asking questions about due dates or what was covered in a lecture you missed.
- Not bringing guests (individuals not registered for the course) to class without obtaining prior permission from me.

Your lab instructor will talk with you about expectations for lab.

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### **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 work or an illness.

### **Resources**

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy letter to your instructors about your absence. <http://www.ufsa.ufl.edu/>
  - **UF Counseling & Wellnewss Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counsel.ufl.edu>
  - **Disability Resource Center** (352-392-1261) – Students requesting classroom accommodations must first register with the Disability Resrouce Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>
  - **Communication Coaching Center** (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for a story. <http://www.ufjca.org/communications-coaching-center.html>
  - **Computers** – Call 392-HELP for locations and hours of computer labs on campus.
  - **Knight Division for Scholarships, Career Services and Multicultural Affairs** (1080 Weimer) -- Provides information on scholarships and internships and sets up the College Job and Internship Fair each semester. Mr. Charles Harris is the director. <http://www.jou.ufl.edu/knight/>
  - **Career Resource Center** – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <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.snap.ufl.edu/>
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### **Course blog – <http://multimediawritinguf.wordpress.com>**

The course blog provides overall information about the course (including bios and emails of lab instructors), highlights about each lecture and important handouts. You can have JOU 3109c with you wherever you have Internet connection and your laptop or smartphone. You can subscribe to the blog to receive updates through your email. What's Happening is the one page of the blog that is password protected. You will receive the password in lecture.

**Password =**

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**Computer Expectations – You should be able to:**

- Send and receive email – Please check your UF email at least once a day. Be sure you have an email address that is appropriate to use with business correspondence.
- Create documents with Word or other word-processing programs – You should be able to use a computer for word processing — creating a file, saving and printing. Your lab instructor will provide instructions for the lab's computer system.
- Conduct Web searches -- For several assignments, you will need to be able to find appropriate websites to collect information.
- Download and print PDF files – Downloading PDF files will require Adobe Acrobat Reader, included in many software suites and may be downloaded free from the Internet.
- Prepare photos for the Web – You will be expected to download photos you've taken to your computer and save them as jpg files. You will use the lab computers to prepare your photos in Photoshop.

Note: You are to use the lab computers for in-lab assignments and not your own laptop.

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**Lecture Portion of the Course**

**Attendance** - You are urged to attend each week's two lectures. Lectures and the assigned readings provide you with information you need to be prepared for the weekly labs. Some lab assignments are based on in-lecture activities. The lab instructors and I have found a correlation between lecture attendance and lab performance.

**Absences** – If you realize that you are going to miss lecture, contact a classmate prior to lecture to ask him/her to take notes for you. If you are absent from a lecture and did not make prior arrangements with a classmate, check “What’s Happening” on the course blog and then talk with a classmate to determine what you missed. **You are responsible** for getting notes from a classmate for any lecture you miss. Please don’t ask Mr. Kochey, your lab instructor or me what you missed. 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. Be aware that using another's notes for an article is not as effective as hearing the interview and taking your own notes. In a media career, using someone else’s notes and not collecting the information yourself could lead to you being fired.

**Grade for lecture portion of course** - The lecture grade counts 25 percent 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 will be based on **your top three scores of four announced quizzes**.

I will announce each quiz one lecture in advance and will explain the content for the quiz. I will **not** post the dates of the quizzes on the website or tell you individually. Quizzes are to encourage you to regularly attend lecture and to keep up with the assigned readings. If you miss a quiz, that quiz grade will be your dropped quiz. No make-up quizzes will be given unless you miss lecture due to a university-sanctioned field trip.

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

Each exam will be 50-item multiple-choice exams given during the 50-minute lecture time (see dates on timeline). Prior to the exam, I will provide a memo listing topics/issues covered on the exam.

No make-up exams will be given unless you have an approved excuse and contact me prior to the exam. Exam Two will be given during our last class of the semester. We will NOT have an exam during Finals Week.

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

**Going over exams** - We will not go over exam or quiz answers during lecture. If you want to go over an exam, you may do so for one week following the posting of the grades. See Mr. Kochey during his office hours.

### **Lab Portion of the Course**

Your performance in lab is the majority of your grade in the course. 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 the labs are comparable. The lab instructors and I meet to discuss lab assignments and grading. We agree on the amount of time for deadline writing assignments so that students in each lab have the same time. 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 you feel that your grammar skills are not adequate for the demands of this course, you must take the responsibility to work on your grammar weaknesses. In lecture and lab, we will provide suggestions for how to improve your grammar skills. Check the Resources link on the course blog. You also can receive advice by meeting during office hours with your lab instructor.

### **Extra-Credit Opportunities**

You will have the opportunity for extra-credit options that will result in a total of 70 possible points 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” on <http://newsu.org> (except the Style section) and sending a course report to your lab instructor prior to Lab 3 (5 points).
2. Practice writing assignments that will be assigned and collected in lecture – news story, news release and ad memo (3 x 5 points = 15 points).
3. Publishing your story on an environmental, health, science or technology topic that is the assignment for Lab 12 (up to 25 points).
4. Taking a photo and writing a caption to accompany your EHST story (up to 5 points).
5. Preparing a portfolio and participating in a mock job interview with your lab instructor (up to 20 points).

### **Grading Scale** (for writing assignments and the course overall)

Note that we do not assign minus grades.

A	90-100	C+	77-79	D	60-66
B+	87-89	C	70-76	E	59 and below
B	80-86	D+	67-69		

### **Formula for calculating your overall grade in the course**

+ Lecture grade [Exam One + Exam Two + quiz average /divided by 3]

+ Lab grade multiplied by 3

**Total divided by 4 = overall grade**

Scores of .5 or higher are rounded to the next whole number. For example, 86.5 becomes 87.

### **Taking Your Own Notes**

In a media career, whether in advertising, journalism or public relations, you will attend meetings where you must listen carefully, identify key points and take notes. One of the goals for you in this course is to become more effective in taking notes. For many of you, a new skill will be taking notes to collect word-for-word direct quotes. Taking notes, especially in interviews and working with clients, may be supported by the use of an audio recorder. Many cellphones have an audio recording function. You should attend the lectures and take your own notes. A classmate's notes or commercially produced notes do not replace being in lecture and doing your own listening, thinking and note taking. That is one reason that I don't post my lecture notes online.

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### **Academic Honesty Guidelines**

Academic honesty is an important dimension of your performance as a student, and those same issues are at the core of ethical performance as a media professional. You must do your own work and properly attribute the ideas and work of others. We will discuss ethical and honesty considerations throughout the semester as we introduce different media forms (i.e., reporting, photography, blogging).

As a student at the University of Florida, you have agreed to comply with the University Honor Code. I encourage you to review the information posted online that explains what academic dishonesty violations are, how to avoid those, and what the penalties are for those found guilty of violations. <http://www.dso.ufl.edu/sccr/honorcode.php>

In JOU 3109, if you are found to have committed an academic honesty violation in lecture or lab, **you receive a zero for the assignment and 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 quotes or information without appropriate attribution.
- Using friends, family members 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.
- Making up quotes or information (i.e., fabrication).

If you have a previous academic honesty violation, your case will be rule 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/>

If you are unsure about how to appropriately cite information from a website in a story you write or you have another question about some other potential academic/media honesty issue, ask your lab instructor or me. If you are aware of a climate — in lecture or lab — that promotes academic dishonesty, please notify me, your lab instructor or contact the Office of Student Affairs (352-392-1261).

### **JOU 3109 – Lecture and Lab Timeline**

**Lab 1**                    **Monday, Jan. 7 – Friday, Jan. 11** / Timed writing assignment

**T**            **Jan. 8**                    **Introduction to course**

**R**            **Jan. 10**                    **Writing a resume and cover letter for a media-related internship**  
**Chap. 22 – Media Jobs and Internships**

**Lab 2**            **Monday, Jan. 14 – Friday, Jan. 18** / Resume & cover letter for media-related position

**T**     **Jan. 15**            **Presenting yourself professionally online – Facebook, Twitter, blogging, email, YouTube**

**R**     **Jan. 17**            **A cornerstone for media writing: Writing hard news  
Chap. 1 – Changing Concepts of News**

**Lab 3**            **Tuesday, Jan. 22 - Monday, Jan. 28** / News story on deadline

**Monday, Jan. 21 – UF closed for Martin Luther King Jr. Day. Lab rotation changes with Tuesday becoming the first day for a lab and Monday becoming the last day of a lab rotation.**

**T**     **Jan. 22**            **Workshop: Writing and editing a news story  
Chap. 2 – The basic news story  
Bring two copies of the practice news story (assignment posted on blog)**

**R**     **Jan. 24**            **Paraphrases, quotes and attribution in media writing  
Chap. 7 – Leads and Nut Graphs (read to p. 134)**

**Lab 4**            **Tuesday, Jan. 29 - Monday, Feb. 4** / Writing news stories on deadline

**T**     **Jan. 29**            **Today's news delivery - News briefs and multiplatform stories  
Chap. 12 - Online Journalism**

**R**     **Jan. 31**            **Developing a blog and Twitter account to be part of your professional portfolio and an effective online presence  
Chap. 4 – Social Media**

**Lab 5**            **Tuesday, Feb. 5 – Monday, Feb. 11** / News-feature writing on deadline.  
Homework: Proposal for your own blog, memo to provide focus for profile on you

**T**     **Feb. 5**            **Workshop: Writing news features  
Chap. 7 – Leads and Nut Graphs (from p. 134)**

**R**     **Feb. 7**            **Writing personality profiles;  
Strategies for effective interviewing and notetaking  
Chap. 6 – Interviewing Techniques  
Chap. 17 – Profiles and Obituaries (read to p. 356)**

**Lab 6**            **Tuesday, Feb. 12 – Monday, Feb. 18** / Interview classmate & write profile on deadline

**T**     **Feb. 12**            **Photography and cutlines as an important part of storytelling**

**R**     **Feb. 14**            **Developing your reporting skills**

**Lab 7**            **Tuesday, Feb. 19 – Monday, Feb. 25** / Photography assignment

**T**     **Feb. 19**            **Exam One – Bring pencil and picture ID**

**R**     **Feb. 21**            **In-lecture interview with source for Lab 8 story**

- Lab 8**            **Tuesday, Feb. 26 – Monday, March 11 / Reporting and writing a story with in lecture expert as source**
- T**     **Feb. 26**        **Preparing to report and write on a topic with an environmental, health, science or technology (EHST) focus**  
**Chap. 5 – Sources and Online Research**  
**Chap. 8 – Story Organization**
- R**     **Feb. 28**        **Student panel: Advice on getting published and planning for courses and internships**
- Spring Break**            **March 2 – March 10**
- Lab 9**            **Tuesday, March 12 – Monday, March 18 / Story with environmental, health, science or technology (EHST) angle**
- T**     **March 12**        **To be announced**
- R**     **March 14**        **Introduction to public relations**  
**Chap. 13 – Public Relations Writing**
- Lab 10**            **Tuesday, March 19 – Monday, March 25 / Write news release based on information provided**
- T**     **March 19**        **Workshop: Writing a news release**
- R**     **March 21**        **Public relations combining traditional practices and social media**  
**“Using Social Media as a Public Relations Tool” – Chapter will be posted on course blog**
- Lab 11**            **Tuesday, March 26 – Monday, April 1 / Provide public relations coverage for an event**
- T**     **March 26**        **Developing a portfolio – print and online**
- R**     **March 28**        **In-lecture client for Lab 12 news release**
- Lab 12**            **Tuesday, April 2 – Monday, April 8 / Write a news release for our client.**
- T**     **April 2**            **Interviewing strategies for media-related internships and jobs**
- R**     **April 4**            **Legal and Ethical Issues in the Media – Part 1**  
**Chap. 14 – Media Law**
- Lab 13**            **Tuesday, April 9 – Monday, April 15/ Blog due; Portfolio interview**
- T**     **April 9**            **Legal and Ethical Issues in the Media – Part 2**  
**Chap. 15 – Media Ethics**
- R**     **April 11**        **Diversity in the media and in media coverage**  
**Chap. 16 – Multicultural Sensitivity**



**Lab 14**            **Tuesday, April 16 – Monday, April 22** / News story on deadline

- T**     **April 16**            **Writers' Workshop – Preparing for deadline news writing**
- R**     **April 18**            **Tips for getting ready for Reporting (JOU 3101) and media careers**
- T**     **April 23**            **Exam Two – Bring picture ID and pencil**
- R**     **April 25**            **No Classes / Reading Day**