

**Multimedia Writing (JOU 3109C)
Summer C 2013**

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).

	Lecturer (Lab 7A14)	Lab instructor – 7A17 & 7A10
	Mr. Jeffrey Kyle Riley	Mr. Kéran Billaud
Office:	Weimer Hall G-036	Weimer Hall G-035
Office hours:	3:30 p.m. – 4:30 p.m. Monday	2:25 p.m. – 3:20 p.m. Thursday
E-mail:	jeffreykriley@ufl.edu	kbillaud@ufl.edu
Twitter	@MrRiley_Writes	

Other times can be arranged by appointment. Mr. Riley will be available in the classroom before and after lecture for quick questions. Email typically works best for contacting us to set up an appointment or to answer a quick question.

Prerequisites for course:

You must have completed the required six hours of English credit, typically ENC 1101 and 1102. This requirement may be fulfilled through Advanced Placement exam scores.

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 of Principles of Public Relations. However, we are not enforcing that requirement this semester.

Required Textbooks and Materials

- *Associated Press Stylebook*. New York: Associated Press.
I'd recommend the 2012 edition. No need to get the 2013 edition just yet, but anything before the 2009 may lead you to make mistakes in lab. The bookstores often place the AP Stylebook in the section for JOU 3101 as well. You may want to purchase the iPhone/iPad app, which costs more than the print version but is searchable. If you use the iPhone/iPad app, please let your instructor know so they will not think you are using electronics inappropriately in class.
- Kessler, L. & McDonald, D. (2012) *When Words Collide* (8th ed.). Belmont, Calif.: Thomson-Wadsworth. Any older edition will work.
- Rich, Carole (2012). *Writing and Reporting News: A Coaching Method* (7th ed.). Belmont, Calif.: Thomson-Wadsworth. There are significant changes from the 6th edition. ***You need the newest edition to successfully study for the quizzes and exams.*** The book is also available on Kindle. ISBN-10: 1111344442.

You can rent these two books from the publisher and have them either as print or digital versions. <http://www.cengage.com>. You also can explore other options for renting the books or purchasing digital versions. You do not need the workbooks for any book.

Other Materials

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

- Virus checking program for your personal computer

Your Objectives for the Course

- To learn vocabulary and concepts used journalism and public relations.
- To learn about and prepare for careers in the media.
- 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 the following formats for a targeted audience: news story, breaking news, profile, public relations writing, blog, business memo, and business e-mail.
- To self-edit your work, using correct grammar spelling and grammar and following AP style.
- To learn photojournalism principles taking photographs and writing outlines.
- To work with an editor (your lab instructor) to meet writing guidelines and deadlines.
- To learn the importance of deadlines and practice meeting assignment deadlines of varying lengths.
- To learn the importance of accuracy in news writing to improve fact-checking skills.

Creating a Good Learning Environment

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

The lab instructors and I will:

- Start and end lectures and labs on time.
- Make every lecture and lab relevant to learning media skills, preparing for a specific lab, or helping you learn about media careers.
- Use a variety of teaching styles 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. I will also be sure to give you information needed to complete that week's labs successfully.
- Work together to keep grading criteria and preparation fair across all labs.

Please do your part by:

- Attending all lectures and labs.
- 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. If an emergency is going to make you late to lab, be sure to email your lab instructor before the lab begins.
- Being prepared to stay for the entire lab and lecture. 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 letting technology distract you and others from focusing on class. Please turn off and store your cell phone or MP3 player. You may NOT use a laptop or cellphone during lecture unless you have obtained permission from me.
- Not bringing food, drink and tobacco products into the classroom.
- 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.
- 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, checking the syllabi and the website 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.

A special note about attendance in lab:

Lab attendance is mandatory each week. If you are absent and that absence has not been approved by your lab instructor in advance, you will receive a zero for all assignments for that week's lab.

You must contact your lab instructor prior to lab to discuss your situation and how you will make up the assignment. Leaving a phone message or sending an email without actually talking with your lab instructor does not mean that your absence will be excused.

The following are the situations that will be accepted as excused absences:

- Medical excuses are accepted only if you contact your lab instructor before lab and you then provide a letter from a physician documenting the dates of the illness.
- Other situations, such as military service and family emergencies, are considered on a case-by-case basis as long as you contact your lab instructor before lab.
- If you will miss lab because of a religious observance or a university-scheduled exam (for a course like economics), you must notify your lab instructor **at least one week in advance** to make arrangements to make up the lab. Do NOT contact other lab instructors yourself or go to another lab without prior arrangements being made.

Be on time - Ten points will be deducted from your lab assignment if you are late to lab.

Seeking Help

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 Services** (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.
- **Counseling 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 Resources** (352-392-1261) – Students requesting classroom accommodations must first register with the Dean of Students Office. 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.
- **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. The students will not proofread your articles. They also can assist you in applying for internships and finding sources for a story.
- **Computers** – Call 392-HELP for locations and hours of computer labs on campus.
- **College's Library** – The library is next door to Gannett Auditorium in Weimer Hall and has a collection of commercial newspapers and trade publications.
- **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.
- **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 Web site for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>

Course site – Sakai

The course site on Sakai provides overall information about the course (including an electronic version of this syllabus), 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 should check the site at least a few times per week to stay on top of everything. The “Announcements” section will be updated regularly.

Computer Expectations

- 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. You can have your UF email forwarded to a second address if you wish. See the Computing Help Desk for assistance.
 - 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.
 - Preparing photos – 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.
-

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 the Assignments area on the course's Sakai site 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. Riley or your lab instructor 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 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 as 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 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.

Posting of lecture grades – We will use Sakai for posting of lecture quiz and exam grades. They will be located in the “Gradebook2.” 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. Riley so the grade can be checked. Your grades from the lab portion **will not** be posted on Sakai. You must keep track of those yourself.

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. Riley 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. Mr. Billaud 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. We both 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. Ask your lab instructor 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 basic 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 website. You also can receive advice by meeting during office hours with your lab instructor.

Preparing for Lab

Your success on lab assignments will be greatly influenced by what you’ve done prior to lab to prepare.

- Attend all lectures. A major goal in almost every lecture is preparing you for a specific lab writing assignment. Some lectures provide the information (from guest speakers or clients) for the lab writing assignment. You need to be in those lectures to take your own notes.
- Keep up to date on all the assigned readings listed in the lecture syllabus. Those readings provide information and writing samples that will be tied to the lab writing assignments.
- Read and analyze media writing (news articles, websites, public relations news releases and advertising copy).
- For the majority of the labs, you will be expected to do some preparation for lab in advance, such as conducting an interview and/or writing a draft of an article.
- Be ready for lab – You won’t do your best work (which includes careful proofreading) if you are tired, hungry or distracted. Be focused and energized for the three hours.
- Bring the course textbooks with you to lab. Be sure you have completed before lab any reading assignments listed in the lecture syllabus.

- In your daily writing (including e-mails you send), practice your writing and editing skills.
- Become familiar with using online editing resources. For spelling and word use, we recommend Merriam Webster Dictionary -- <http://www.m-w.com/>

How Lab Assignments are graded

Your grade on each writing assignment consists of the points earned for content minus the points deducted for errors and mechanics. To ensure consistency among labs, all instructors use the same grading standards.

Step One: Content

The content grade is based on criteria for each specific writing assignment. A rubric (a listing of grading criteria) will be provided for most assignments. The criteria vary depending on the particular lab assignment — news stories, news releases or career activities. General criteria for all assignments include writing style, organization, clarity and appropriateness for topic and audience. Be aware that being able to determine criteria to evaluate your own performance is an important part of media internships and jobs.

Especially if media writing is a new writing style for you, you may want to complete practice writing assignments at the end of chapters in “Writing and Reporting News” to give you the opportunity to try the writing style before you are writing in a timed setting in lab. These practice assignments will not be graded and completing them will not earn you extra credit. However, practicing will help you be better prepared for those assignments that will be graded. You may receive feedback on these practice stories from your lab instructor during office hours or from students in the Communications Coaching Center in 1088 Weimer.

Step Two: Mechanics

After determining the content grade, the points will be deducted for grammatical errors, spelling errors, factual errors and AP style errors. The points are deducted as follows:

- 5 points = Grammar and punctuation errors.
- 5 points = AP style errors.
- 5 points = Improper editing symbols or sloppily marked copy.
- 5 points = Failure to prepare copy correctly.
- 15 points = Spelling error. Deducted both for misspelled words and typos. If the same word is misspelled more than once in a story, 15 points will be subtracted only once.
- 10 points = Failure to make a deadline, which means turning in anything late. Additional points will be deducted for assignments turned in more than one day late.
- 50 points = Factual error. This includes *inaccurate information, missing words, and errors or typos in proper nouns, numbers, addresses, dates and quotes*. In Labs 2 and 3, a fact error = -25. Beginning in Lab 4, a fact error = -50.

Zero = You will receive a zero for using your friends, family members, employers or work colleagues as sources for stories that require your own reporting, as those would be seen as a potential conflict of interest. You may interview those individuals for background information or to help you identify other sources, but you may not include them in your story. You will receive a zero for making up information or quotes (fabrication) or plagiarism. You will receive a zero for using a photograph that you did not take for assignments that require you to take your own photographs.

Extra-Credit Opportunities

You will have the opportunity for extra-credit options that will result in a total of 65 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 (10 points).

2. Publishing your story on an environmental, health, science or technology topic that is the assignment for Lab 9 (up to 25 points).
3. Preparing a portfolio and participating in a mock job interview with your lab instructor (up to 20 points).
4. Practice writing assignments that will be assigned and collected in lecture – news story, news release (2 x 5 points = 10 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 (top three scores)/3]

+ Lab grade X 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.

Guidelines on discussing your grades with your lab instructor

Individual grades will not be discussed during lab. If you have a question about how was assignment was evaluated, see your lab instructor during office hours.

If you do have a question about a specific grading issue in a lab assignment, you must talk with your lab instructor within two weeks of the lab when you received the graded assignment. Prior to that meeting, be sure you have checked the item in question – checking the grammar or AP style issue and/or reviewed the grading rubric.

Please Note

- Class will start on time and you should be on time. If you have an on-going situation that could affect your prompt arrival to class, such as having to walk across campus from a previous class, talk with your lab instructor. **Ten points will be deducted from your lab grade if you are tardy.**
- Lab will end on time. Even if you don't have a class following the end of lab, there won't be extra time to finish an assignment. If you do not turn in your assignment on time, 10 points will be deducted for failure to meet a deadline.
- No food or drink is allowed in the computer lab. You will be able to take a break during the lab and can eat a snack at that time – outside of lab.
- Be sure to turn off and store cell phones and laptop computers before class starts.
- Please use the computers only for our lab activities. Do not check your Facebook, play computer games, or do instant messaging or text messaging during lab.
- No guests are allowed in class.
- After the initial assignment of copyediting symbols and AP style, you are responsible for using correct AP style and copyediting symbols on all assignments for the rest of the semester. Using copyediting symbols is good practice for those students who will be going on to Reporting, as those instructors expect you to know and use copyediting symbols when editing your printed stories.

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 cell phones 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.**

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. 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.

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 may be reported to Student Judicial Affairs.** 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).

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 some other potential academic/media honesty issues, 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 Services (352-392-1261).
