

**MC409-60 Multimedia Reporting**  
**Fall 2014**  
**Credit Hours: 3 credits**

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**Instructor Information**

Instructor Name:	Dr. Sunny Fridge
Class Location	Mass Comm NEWSROOM -MC3A
Class Time	Tuesday/Thursday 11:30 p.m. – 12:50 p.m.
Office Location:	MC-100J Mississippi e-Center@JSU
Office Hours:	Mondays and Wednesdays 9:00 a.m. to 10:00 a.m. and by appointment. (Other times you can find me in the Newsroom or MC Instructional Studio)
Phone:	601 979-3601 601 454-2008 (cell)
Fax:	601 979-5800
Email:	<a href="mailto:sunny.fridge@jsums.edu">sunny.fridge@jsums.edu</a> (Responses to email will be provided within 24-48 hours during weekdays.)
Social Media	Twitter & Instagram @sunnyfridge www.sunnyfridge.com

**Course Description**

MC 409 (3) (W,S) **Multimedia Reporting**. Prepares students for the news work of multimedia newsgathering. Students enter the course with basic news writing and reporting skills and will apply “cross-platform” reporting techniques in developing story ideas that take advantage of the interactivity, non-linear, user-driven environment of the Internet. In this course, we will also examine the responsibilities and working methods of journalists in relation to the ethical, philosophical, and technological underpinnings of the news profession.

**Course Prerequisites:** MC 200, MC 201, MC303, MC310, and MC320 suggested

**Course Objectives**

Through a combination of lecture, lab, online and client assignments, you will gain experience in multimedia reporting and producing content for broadcast, print, and online media. The goals of this course are to give you a sense of what it’s like to be a multimedia reporter. Upon the completion of this course, the student should be able to:

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- master the professional and ethical gathering of factual information, its organization and dissemination through a hard copy television news script.
  - Identify, research, and develop strong stories for broadcast, print, and online media.
  - Learn to present multimedia stories in exciting new ways while maintaining traditional journalism standards of fairness, accuracy and quality.
  - Receive practical experience in cross platform storytelling through partnerships with local and national media companies.
  - Use social media as a tool for information gathering and dissemination of the stories you tell.
  - Explain how such issues as convergence and technology affect news dissemination.
  - Develop an online portfolio of your work.

### Required Texts

There will also be assigned readings at [www.poynter.org](http://www.poynter.org)  
Assigned readings at News University [www.newsu.org](http://www.newsu.org). You must sign up for an account.

If you don't know how to edit you must register for [www.lynda.com](http://www.lynda.com) (this will be used instead of a textbook. Cost \$10 a month. (2 months subscription is fine).

Dictionary: Merriam Webster – [www.m-w.com](http://www.m-w.com)

Assigned Web pages and other readings will be posted on Class Blog.

### Recommended Texts and Other Material

Journalism 2.0: How to Survive and Thrive (a Digital Literacy Guide for the Information Age), Mark Briggs. This 128-page booklet is available as a free PDF download or for \$10 by mail. DO NOT use any of the writing labs to print the book.

Other sites you will need an account for:

[www.googlecalendar.com](http://www.googlecalendar.com)

[www.twitter.com/](http://www.twitter.com/)

[www.skype.com](http://www.skype.com)

[www.ustream.com](http://www.ustream.com);

[www.storify.com](http://www.storify.com)

### Other Requirements

Two (2) mini-dv videotapes, one pair of headphones, one (1) flash drive 64gb or higher dedicated to this course, a ten pack DVDs.,

**Complete the [Verification Syllabus Receipt Form](#). Turn it in during the first day of class.**

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## Additional resources

### Course Schedule

See the Course Schedule for a list of module topics, assignments, and due dates. Please refer to the [JSU Academic Calendar](#) for other important due dates.

### Instructional Strategies

This course is composed of mini-lecture, demonstrations, computer labs, TigerTV newsroom and MC Instructional Studio, individual and group projects. There will also be monthly technical workshops and multimedia demonstrations, some of which may be recorded as podcasts. MC409 is a reading, writing and production-intensive course and requires a significant amount of time doing independent reporting and multimedia production. Therefore, students are strongly advised to set aside time daily to deal with the workload of the class. This course is coordinated with Tiger TV, JSUTV, WJSU and the Blue and White Flash.

### Course Policies and Procedures

#### Classroom Protocol

This class is run as a working TV newsroom. A professional attitude is expected at all times.

#### Meetings:

- *Tuesday meetings are mandatory.*
- *Be supportive of each other. "Team Players" are essential in TV stations.*
- *Do not create a distraction by having side conversations during meetings.*
- *All students are expected to take part in the studio shoots, serving as crew members, and staying for the entire duration of the setup, taping, cleanup and shooting of host introductions.*

#### Journalistic values and best practices:

- *Be accurate and fair.*
- *Shoot in pairs **with someone from the class**. Even though "backpack journalists" are here to stay, have someone shoot with you. While you are learning, this will improve the look and accuracy of your stories. It will also safeguard our equipment.*
- *Record video only as it happens. True journalists don't stage the news.*

#### Daily operation rules:

- *Deadlines are essential in the news business. Please respect them.*
- *You must be present to have your written script and edited video story approved unless you make other arrangements with instructor.*
- *If you damage or lose equipment, you will be required to pay the repair or replacement cost, as stipulated by the Equipment agreement signed in class.*
- *Feel free to beat any deadline!*

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**Projects: Video Projects will be uploaded through Dropbox created by the instructor (to be discussed at first workshop).**

### **Attendance Policies/Late Assignments or Projects.**

Consistent attendance is required to successfully complete this hybrid course. Each student will be allocated three absences. Three lates equal one absence. This course will have face-to-face meetings for the first four weeks of class consisting of lectures and workshops. After the fourth week, your instructor in this course counts attendance as emails to the instructor, accessing digital course packs and taking of online quiz assessments, participation at campus media, covering campus or community events and timely submissions of video and homework assignments, group collaboration meetings and discussion board or social media postings. One such contact per week is the minimum requirement to be considered present. The end of the week is defined as 11:59 p.m. of the Sunday following the beginning of the semester, and each Sunday thereafter. Students who do not communicate or submit work at a minimum level (as designated by the instructor) for a full seven day period are issued an unexcused absence for that week..

Students are expected to complete all assignments by the appropriate due date, and upon a student's fourth absence, the student will be administratively withdrawn from the course "barring any extenuating circumstance." Extenuating circumstances include extreme illnesses, legal matters, death in the family, or military duty. Students are responsible for providing appropriate documentation of such circumstances. However, please note that the following circumstances are not to be considered extenuating, such as registering late for a class, not purchasing the appropriate textbook/digital course pack, or software/supplies, technical problems, and/or failure to plan appropriately or read the course syllabus.

Students not meeting the minimum attendance requirement prior to midterm will be administratively withdrawn and have a "W" placed on the transcript.

Students will be dropped from the course after three weeks of no communication or no access and completion of assignments in Blackboard.

On the days we do not meet face-to-face you are still required to complete any required online or story assignment and turn it in on the due date. You are counted absent after 15 minutes after the class starts on the days we meet face-to-face. **Student still must notify at least one group member if he or she will not make it to a class or a location shoot if a project assignment is involved, otherwise the excuse will not be allowed.**

After three absences, if you miss a scheduled class or shoot without an acceptable excuse, you will receive a ZERO for the exercise and any work that is due, such as a story. **After three unexcused absences**, the final course grade will be lowered.

The acceptable excuses are: the death of a family member, personal illness, required attendance at an official school function, and verifiable emergency. If an emergency happens on the way to class, you must notify the instructor on the SAME DAY. If I cannot be reached, you must leave a message on my office phone (601) 979-3601.

STUDENTS WHO FAIL TO NOTIFY ME BEFORE MISSING A CLASS OR LAB WILL RECEIVE A ZERO FOR WORK DUE AND/OR PERFORMED DURING THAT CLASS OR LAB UNLESS IT IS A VERIFIABLE EMEGENCY.

Your illness must be serious to be excused. Thus, you must see a medical practitioner and get a signed note on official stationary from your doctor or the student health clinic.

For an official school function, you must present a signed note BEFORE missing a face-to-face class, workshop, or story assignment. The note must be on official school stationary, and it must be signed by the appropriate university official. If you do not have a signed note on official school stationary, you will receive a ZERO/F for the work due or wok that you missed.

For a death in the family, you must notify the instructor BEFORE missing class or lab. When you return, you must give the instructor a copy of the program for the funeral. If you do not have a copy of the program, you will receive a ZERO/F for the work due or work that you missed.

If you have an emergency, you must provide documentation to the instructor, such as an accident report or towing bill. If you do not have documentation, you will receive a ZERO/F for the work due or that you missed.

When you have an acceptable excuse, you are responsible for finding out what you missed and arranging to make it up with the instructor. MISSED WORK MUST BE MADE UP WITHIN ONE WEEK OF WHEN YOU RETURN TO CLASS, OR YOU WILL RECEIVE A ZERO/F.

### Method of Student Evaluation

Assignment	Grade Percentage
Participation & Readings/Assignments	10%
Social Media and Journalism Quizzes	15%
Midterm	10%
Homecoming Multimedia Project	5%
Social Media Tools	5%
Election Multimedia Project	10%
Final Project & Online Portfolio	25%
Tiger TV/ JSUTV/WJSU/Blue&White Flash/WLEZ or Partner Content	20%
<b>Total</b>	<b>100 %</b>

### Grading Scale (A-F) GRADING CRITERIA: ASSIGNMENTS, MIDTERMS, FINALS

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Since evaluating the writing of a television news story can be highly subjective, I am determining a grade (A thru F) based on your understanding and use of the following basic story components: Story Content, Production, and Adherence to Ethics.

**Story Content** is in part or whole the information needed to tell the story, i.e. the application of the so called “Five W’s of Broadcast or Print Journalism. Does your story have a beginning, middle and end? Do you have the right lead? Does your writing reflect “line of sight” or chronological progression? Are you writing to your video?

**Production** is the proper formatting of a copy, VO or VO/SOT/VO TV news report. Are your script designators (Supers or Computer Graphics) in the right place and in the right order? Is the video used properly? Are there any “jump cuts” in your finished edited product? How well did you place “natural sound” in your story? Is the V/S/V report properly timed?

**Ethics** apply to the responsible and moral use of information. Are your facts correct? Have you given proper attribution to source information? Are you using prejudicial or pejorative language? Is your story fair and balanced? Finally, the television news story you produce must be “airable!” This means a story consistent with broadcast standards and suitable for viewing over the public broadcast airwaves.

**“A” graded stories**-- are those that have the proper lead, need little or no rewrite or restructuring, are factually correct, grammatically correct, properly formatted, balanced and fair, and well edited. Airable!

**“B” graded stories**-- need minor rewrite or restructuring, need some grammar corrections, need minor formatting changes, and need no re-editing. Airable!

**“C” graded stories**-- need some to considerable rewrite or restructuring, some grammar corrections, omit supers or C.G.’s, and require minor re-editing. Not Airable!

**“D” graded stories**-- need considerable to major rewrite or restructuring, extensive grammar corrections, major formatting changes, and considerable re-editing. Not Airable!

**“F” graded stories**-- are those that miss the lead, need complete rewrite, restructure, and re-editing, omit supers or C.G.’s, convey information that is not factual, are not balanced or fair. Not Airable!

90-100 % = A

80-89 % = B

70-79 % = C

60-69 % = D

0-59 % = F

**Online Grading Rubrics**

**Blog Rubric**

**Tweet Rubric**

**Discussion (Blog POST) Rubric**

	1	2	3	4
<b>Promptness and Initiative</b>	Does not respond to most postings; rarely participates freely	Responds to most postings several days after initial discussion; limited initiative	Responds to most postings within a 24 hour period; requires occasional prompting to post	Consistently responds to postings in less than 24 hours; demonstrates good self-initiative
<b>Delivery of Post</b>	Utilizes poor spelling and grammar in most posts; posts appear "hasty"	Errors in spelling and grammar evidenced in several posts	Few grammatical or spelling errors are noted in posts	Consistently uses grammatically correct posts with rare misspellings
<b>Relevance of Post</b>	Posts topics which do not relate to the discussion content; makes short or irrelevant remarks	Occasionally posts off topic; most posts are short in length and offer no further insight into the topic	Frequently posts topics that are related to discussion content; prompts further discussion of topic	Consistently posts topics related to discussion topic; cites additional references related to topic
<b>Expression Within the Post</b>	Does not express opinions or ideas clearly; no connection to topic	Unclear connection to topic evidenced in minimal expression of opinions or ideas	Opinions and ideas are stated clearly with occasional lack of connection to topic	Expresses opinions and ideas in a clear and concise manner with obvious connection to topic
<b>Contribution to the Learning Community</b>	Does not make effort to participate in learning community as it develops; seems indifferent	Occasionally makes meaningful reflection on group's efforts; marginal effort to become involved with group	Frequently attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Aware of needs of community; frequently attempts to motivate the group discussion; presents creative approaches to topic
<b>MECHANICS</b>				
<b>Sentence Structure</b>	Repetitious; fragments and run-ons are frequent	Variety is present; some errors are evident	Complete and correct	Complete and correct; varied; interesting
<b>Punctuation /Spelling</b>	Careless or distracting	Errors interfere with the meaning	Some errors present, but they do not interfere with meaning	Error-free
<b>Voice</b>	Unclear	Mechanical, formulaic	Clear and authentic	Distinctive; appropriate to task and audience

## Exams



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A Midterm and Final paper may be given.

## Jackson State University Policies

**Diversity Statement:** Jackson State University is committed to creating a community that affirms and welcomes persons from diverse backgrounds and experiences and supports the realization of their human potential. We recognize that there are differences among groups of people and individuals based on ethnicity, race, socioeconomic status, gender, exceptionalities, language, religion, sexual orientation, and geographical area. All persons are encouraged to respect the individual differences of others.

**JSU Honor Code:** I will be honest in all of my academic course work and will not indulge in or tolerate the academic dishonesty of my counterparts or peers. I will not partake in any type of misconduct, misrepresentation, or immoral behavior that will harm, damage or endanger any person, property or myself or reflect negatively against me or hinder my academic continuance. I will strive to achieve excellence and to complete degree requirements without hesitation. I am a valuable part of the Jackson State University family, and proud of it.

## Academic Dishonesty

Cheating includes:

- Submitting material that is not yours as part of your course performance, such as copying from another student's exam, allowing a student to copy from your exam;
- Using information or devices that are not allowed by the faculty; such as using formulas or data from a home computer program, or using unauthorized materials for a take-home exam;
- Obtaining and using unauthorized material, such as a copy of an examination before it is given;
- Fabricating information, such as the data for a lab report;
- Violating procedures prescribed to protect the integrity of an assignment, test, or other evaluation;
- Collaborating with others on assignments without the faculty's consent;
- Cooperating with or helping another student to cheat;
- Participating in or performing other forms of dishonest behavior, such as having another person take an examination in your place; or altering exam answers and requesting the exam be regarded; or communicating with any person during an exam, other than the exam proctor or faculty.

Plagiarism includes:

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- Directly quoting the words of others without using quotation marks or indented format to identify them.
  - Using sources of information (published or unpublished) without identifying them.
  - Paraphrasing materials or ideas of others without identifying the sources.
  - Themes, essays, term papers, tests and other similar requirements that are not the work of the student submitting them.
  - When direct quotations are used, they must be indicated and when the ideas of another are incorporated in papers they
  - When a student is unsure about something that he/she wants to do or the proper use of materials, a faculty member should be consulted for clarification.
  - Generally, if a student writes while looking at a source or while looking at notes taken from a source, a footnote should be given. Whenever any idea is taken from a specific work, even when the student writes the idea entirely in his/her own words, there must be a footnote giving credit to the author responsible for the idea. The student should never retain a sentence pattern and substitute synonyms for the original words. Paraphrasing means alteration of sentence pattern and changing of words. Any direct quotation should be footnoted or documented in an acceptable fashion. Methods of documentation vary, and it is possible to cite in the text itself, rather than in a footnote. The student should give credit in a manner specified by the instructor.

**Compliance with the Americans with Disabilities Act:** If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and ADA Coordinator (as early as possible in the term) located in the Jacob L. Reddix Building (old student union), rooms 101 and 102. The office hours are: 8:00 a. m. to 5:00 p.m., Monday through Friday. The telephone number is (601) 979-3704 or (601) 979-6919 (TTY) and the facsimile number is (601) 979-6918. The mailing address is: Office of Support Services for Students and Employees with Disabilities, P.O. Box 17156, Jackson State University, Jackson, MS 39217.

See the [Office of Disability Services](#) web site for more information.

For more information on the Jackson State student policies, see the [Student Handbook](#)

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**Important Dates**

<b>Aug. 25, 2014</b>	<b>Monday</b>	<b>Classes Begin</b>
<b>Sept. 1, 2014</b>	<b>Monday</b>	<b>Labor Day Holiday</b>
<b>Sept. 2, 2014</b>	<b>Tuesday</b>	<b>Classes Resume, 7:00 a.m.</b>
<b>Sept. 12, 2014</b>	<b>Friday</b>	<b>Last Day Course may be dropped with No Grade</b>
<b>Oct. 7, 2014</b>	<b>Tuesday</b>	<b>Last Day to submit Graduation Clearance Application</b>
<b>Oct. 13 2014</b>	<b>Mon-Saturday</b>	<b>Midterm Exam Week</b>
<b>Oct. 23, 2014</b>	<b>Thursday</b>	<b>Founder's Day Convocation</b>
<b>Oct. 27, 2014</b>	<b>Monday</b>	<b>Last day to drop a course with a "W" Grade</b>
<b>Oct. 28 2014</b>	<b>Tuesday</b>	<b>Undergraduate English Proficiency Examination</b>
<b>Nov. 10-Dec. 5</b>		<b>Early registration/fee for Spring &amp; Summer semester</b>
<b>Nov. 24-29</b>	<b>Monday-Saturday</b>	<b>Fall Break/Thanksgiving Holiday</b>
<b>Dec. 1, 2014</b>	<b>Monday</b>	<b>Classes Resume 7:00 a.m.</b>
<b>Dec. 1, 2014</b>	<b>Monday</b>	<b>Last day to withdraw from the university</b>
<b>Dec. 5, 2014</b>	<b>Friday</b>	<b>Classes End</b>
<b>Dec. 6-11 2014</b>	<b>Saturday-Thursday</b>	<b>Final Exam Week</b>
<b>Dec. 12, 2014</b>	<b>Friday</b>	<b>Fall Semester Ends</b>
<b>Dec, 12, 2014</b>	<b>Friday</b>	<b>Commencement</b>
<b>Dec, 12, 2014</b>	<b>Friday</b>	<b>Holiday Recess</b>

## **Bibliography/References**

<http://www.newslab.org/category/tools/>

<http://mashable.com/2009/05/14/twitter-journalism/>

### **Article on Multimedia Time Management**

<http://www.newslab.org/2009/08/05/multimedia-time-management/>

### **Job Skills for TV and Online (Video)**

<http://www.newslab.org/2009/08/02/job-skills-for-tv-and-online/>

### **Storytelling tips from Ira Glass (Video)**

<http://www.newslab.org/2007/07/19/storytelling-tips-from-ira-glass/>

### **The Journalism Job Market**

<http://www.newslab.org/2009/07/19/the-journalism-job-market/>

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**Five steps to Improve a TV newsroom's online output**

<http://www.newslab.org/2009/08/05/five-steps-to-improve-a-tv-newsrooms-online-output/>

**Shooting/Videography Tips**

<http://multimedia.journalism.berkeley.edu/>

**Fall 2014 Schedule**

Readings are to be done prior to the class on the indicated date. An assignment is due the following week unless otherwise indicated. **(The syllabus will be flexible and is subject to change consistent with the class's progress)**

**WEEK 1**

**Tues 8/26**– How to earn an A (Course Overview/Syllabus) Student Introduction iPhone Interviews

**Thurs 8/28** – JSUTV Launch Reception -Live Tweeting Exercise

**WEEK 2**

**Tues 9/2** – Review JSUTV Live Tweet Assignment -Altered Chronology Model/Story Proposal

**Thurs 9/4** – Current Events Quiz – newsu course Introduction to Reporting: Beat Basics due

**WEEK 3**

**Tues 9/9** – Sony Backpack basic camera operation/how-to-shoot an interview

**Thurs 9/11- TV Newscast Blog due**

Camera Checkout (10:00 am) LAB-Camera Demonstration

**WEEK 4**

**Tues 9/15** –Edting Workshop

**Thurs 9/17-**

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**WEEK 5**

**Tues 9/22 –**

**Thurs 9/24-**

**WEEK 6**

**Tues 9/29 –**

**Thurs 10/2**

**WEEK 7**

**Tues 10/ 7–Homecoming packages**

**Thurs 10/9-**

**WEEK 8**

**Tues 10/14 –**

**Thurs 10/16-**

**WEEK 9**

**Tues 10/21–**

**Thurs – 10/23**

**WEEK 10**

**Tues 10/28–**

**Thurs 10/30-**

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**WEEK 11**

**Tues 11/4 – Election Day Packages**

**Thurs 11/6-**

**WEEK 12**

**Tues 11/11– Veteran’s Day**

**Thurs – 11/13**

**WEEK 13**

**Tues 11/18–**

**Thurs 11/20-**

**WEEK 14**

**Tues 11/25–11/29 Fall Break/Thanksgiving Holiday**

**WEEK 15**

**Tues 12/2–**

**Thurs 12/4-**

**WEEK 16**

**Tues 12/9–**

**Thurs 12/11-**

