Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: Department of Communication and Journalism

2. Course Prefix and Number: JRNL 3020

3. Effective Term: Fall 13

4. Course Title:
   DIGITAL NEWS REPORTING
   Abbreviated Title (30 characters or less):
   DIGITAL NEWS REPORTING

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course

6. Course Credit:

<table>
<thead>
<tr>
<th>Contact/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled Type</td>
</tr>
<tr>
<td>Hours</td>
</tr>
<tr>
<td>(e.g.: Lab, Lecture, Practicum, Directed Study)</td>
</tr>
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<tr>
<td>3</td>
</tr>
</tbody>
</table>

Maximum Hours (Repeatability): 3

Total Credit Hours: 3

7. Grading Type: [ ] Regular (ABCDF) [ ] Satisfactory/Unsatisfactory (S/U) [ ] Audit

8. Prerequisites/Corequisites:
   P., JRNL 1100 with a B or higher, JRNL 2210, JRNL 3010 & CMJN 2100. Declared major in AGCO, COMM, JRNL, PRCM, or RTVF.

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [X] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Writing and reporting digital news stories on deadline for broadcast, online, social media and mobile outlets.

11. May Count Either: [ ] N/A or [ ] N/A (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    Program Type | Program Title | Requirement or Elective?
    (e.g.: minor, major, etc.) | (e.g.: MS in Chemistry, Performance Option, Minor in Art) | (required or optional?)
    N/A

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    [ ] Applicable
    [X] Not Applicable
14. Justification: In our 2012 accreditation report, the journalism program was strongly encouraged to incorporate current technological developments into our curriculum. We will fulfill that directive by adding Digital News Production and Digital News Reporting.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: This class is being created for an incoming journalism faculty member, who will start in Fall 2013. We have an agreement with Media Production to teach the course in their HD television studio on campus.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes: After taking this course, students will be able to:
1. Develop and be able to implement a cross-media mode of journalistic thinking when selecting story topics and reporting those stories for a digital audience.
2. Understand and have experience in journalistic reporting, with a particular emphasis on writing for digital media.
3. Understand the ethical responsibilities digital news reporters.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction and Syllabus Review</td>
</tr>
<tr>
<td></td>
<td>Convergence and the Media – Convergence models including print journalism, broadcast journalism, digital video, digital audio, news websites and social media outlets – Handout titled &quot;Convergence&quot; via Canvas &amp; Journalism Ethics for Digital News Products – Chapter 5</td>
</tr>
<tr>
<td>2</td>
<td>Eight Elements of a News Story &amp; the Tools to Build it – Chapters 1 &amp; 2</td>
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<tr>
<td>3</td>
<td>Interviewing for a Digital Package – How to prepare, setting the interview environment, lighting and identifying a sound byte – Handout titled &quot;Interviewing for a Digital Package&quot; via Canvas</td>
</tr>
<tr>
<td>4</td>
<td>Sources and Background Information: Reporting before the Reporting – Chapter 3</td>
</tr>
<tr>
<td>5</td>
<td>Writing Compelling Digital News Stories – Handout titled &quot;Writing&quot; via Canvas</td>
</tr>
<tr>
<td></td>
<td>Due: ASSIGNMENT #1</td>
</tr>
<tr>
<td>6</td>
<td>Covering and How to Deliver a Live Spot News Story – Chapters 4 &amp; 5</td>
</tr>
<tr>
<td>7</td>
<td>Capturing Context and Tone: Using Word, Pictures &amp; Sound – Chapter 7</td>
</tr>
<tr>
<td></td>
<td>Due: ASSIGNMENT #2</td>
</tr>
<tr>
<td>8</td>
<td>Mid-term Exam</td>
</tr>
</tbody>
</table>
Week 9
Covering Planned Events – Grand openings, political events and press conferences and how to get workable video – Handout titled “Covering Planned Events” via Canvas

Week 10
Voiceovers – Combining words and pictures, scripting the voiceover, incorporating sound bytes and stand-ups – Handout titled “Voiceovers” via Canvas
Due: ASSIGNMENT #3

Week 11
Packaging the Story – Chapter 8

Week 12
The Multimedia Story – How to Help Audiences Get What they Want – Chapter 9

Week 13
Features or Enterprise: News Stories – Chapter 10
Due: ASSIGNMENT #4

Week 14
Digital Storytelling: Design and Data

Week 15
Final Exam Review
Due: ASSIGNMENT #5
FINAL EXAM – DAY, DATE, TIME AND ROOM NUMBER (following the AU Final Exam schedule)

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

ASSIGNMENT #1: GATHERING ELEMENTS OF A PACKAGE & INTERVIEWING: 5%
• Shoot b-roll for the campus-related story of your choice, such as alternative transportation at Auburn, student eating habits, a pep rally or an on-campus concert. Try to shoot people doing something active, such as walking, eating, parking, skateboarding, whatever is relevant to the story and interesting visually. Don’t forget the basics, such as establishing shots of the campus buildings or close-ups.
• Interview two people on-camera for your story.
• Transcribe your interviews, and turn in your transcription, including your questions, and dub the raw tape of your interview and b-roll to turn in to me. Log each shot of your b-roll.

ASSIGNMENT #2: WRITING & EDITING A PACKAGE: 10%
• Write and edit a 1:15 to 1:30 package on the story you shot last week.
• Write a few paragraphs on your observations and thoughts on the assignment. How hard was it? Did you have the right footage? Is there a shot you wished you had gotten, but didn’t? Was there a question you wished you asked, but didn’t? Was the lighting right for your shots? What would you do differently if you had to do it again?

ASSIGNMENT #3: SHOOT, WRITE AND EDIT A NEWS EVENT: 15%
• This can be an on-campus or off-campus news event. The total running time for this digital news story should be 1:20 max. It is up to you to find something of interest that has video potential and interview people involved in this activity, event, etc. You must conduct at least three interviews.
• It would benefit you to choose a topic that will enable you to have adequate b-roll for your story. It doesn’t matter how great your story is if you can’t support it visually.
• In addition, your video story must be journalistically accurate in every way.
You must not create a story.
• Look for people who can speak as "objective experts" or even as opposing voices. Experts should never outweigh first-hand accounts or experiences, but the depth and texture of a story is improved when people recognized as "knowledgeable in the field" offer some perspective. An opposing voice (if appropriate) is important as it challenges your viewers and encourages dialogue.
• Use Final Cut Pro X to edit your story to 1 minute and 20 seconds.

ASSIGNMENT #4: SHOOT, WRITE AND EDIT A STORY ON TRAVEL OR TOURISM: 20%
• Follow the guidelines provided in Assignment #3 and shoot, write and edit a 1:30 package on TRAVEL and/or TOURISM. It is up to you to find something of interest that has video potential and interview people involved in this activity, event, etc.
• You want your story to be of real people doing real things. Show real people at the destination or using a particular service. You are doing a piece of journalism. It is not your objective to "sell" the destination to the audience like a PR or marketing person would.
• Some ideas ... Look for an event or a festival that helps make your video timely and relevant and can work as a scene setter. Your story can be about a physical area, such as the Lee County Public Fishing Lake, the Tuskegee National Forest, Southern Poverty Law Center or the Gulf Coast; or it may be a travel specialty, such as extreme sports, golf, low-budget travel, healthy vacations, ecotourism or backpacking. These types of videos can also provide information about the culture, climate, history or interesting landmarks of an area.
• Tell the story from a human-interest point of view. You don't have to travel to exotic places for good ideas. Look around the areas or places that you are familiar with and try to see them in a different light.

ASSIGNMENT #5: SHOOT, WRITE AND EDIT A SOCIAL JUSTICE ISSUE: 20%
• Follow the guidelines provided in Assignment #3 and shoot, write and edit a 2:00 - 2:30 package on an social justice issue you truly care about -- particularly one you think does not get enough coverage in the media.
• Your topic can cover anything from the environmental concerns, race relations, health issues, educational funding, immigration, homelessness, etc.
• In addition to submitting your package, please write a couple paragraphs on why you chose this story, and what you learned about the subject during the course of your research.

MIDTERM EXAM: 10%
The midterm exam will cover material from the first day of class up to the mid-term exam test day (see course schedule for date). It will combine multiple choice and short-answer questions from the lectures and all class readings.

FINAL EXAM: 15%
The final exam for this class is comprehensive. The exam will combine multiple choice and short-answer questions from the lectures and all class readings. The final exam will be scheduled during the University's final exam period (see class schedule for date and time).

HOMEWORK: 5%
Homework assignments will be given throughout the course to emphasize writing, reporting, ethics, journalistic convergence skills, video shooting and editing. Due dates will be given when the homework is assigned.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79</td>
</tr>
</tbody>
</table>
D: 60 to 69
F: 59 and below

ASSIGNMENTS AND EXAMS
1. ASSIGNMENT #1: 5%
2. ASSIGNMENT #2: 10%
3. ASSIGNMENT #3: 15%
4. ASSIGNMENT #4: 20%
5. ASSIGNMENT #5: 20%
6. MIDTERM EXAM: 10%
7. FINAL EXAM: 15%
8. HOMEWORK: 5%

Evaluation criteria for assignment grades:
Excellent or A
Nearly perfect in execution, quality and quantity of work is exceptional. Projects produced could air on a small market station or digital publication.
Good or B
Project could air with some minor fixes. Work is consistent.
Acceptable or C
Projects are not polished. Content is adequate to identify the subject, but poorly organized. Mechanics are good. Projects are not ready to air or be distributed in a digital format.
Poor or D
Unpublishable work. A combination of flaws in conceptualizing, researching, organizing and writing render the work unsatisfactory. This is work, which with better planning and extra effort, might have been publishable.
Unacceptable or F
Not publishable. Decidedly unprofessional. Weaknesses in journalistic thinking, technique, and/or professionalism have resulted in a failure on this assignment. Inaccuracies, content errors and/or missed deadlines have reduced the assignment to failure.
0 — Project is turned in late (without an approved university excuse) or not at all.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.
**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2988 (V/T/T).
Approvals

Department Chair / Head

College / School Curriculum Committee

College / School Dean

Date

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: Jennifer Adams
E-Mail Address: adamsj1@auburn.edu
Telephone: 844-2751
Fax: 844-4573
DIGITAL NEWS REPORTING
JRNL 3020 • Sect. 1
TR • 8 a.m. to 9:15 a.m.
3 Credit Hours

Instructor: Dr. XXXX
Office: Tichenor Hall XXX
Telephone: 844-XXX
E-mail: XXXX@auburn.edu
Office Hours: Monday & Wednesday, 1-2:30 p.m.

Prerequisites: JRNL 1100 with a B or higher, JRNL 2210, JRNL 3010 & CMJN 2100


Course Description: Writing and reporting digital news stories on deadline for broadcast, online, social media and mobile outlets.

Course Overview: This course is intended to give students the skills needed for field reporting for digital platforms. Students will learn the strengths of more established journalism media, such as print, broadcast and online, and current trends in media, such as social media, mobile devices and digital tablets. Students will learn that some constants are still effective in producing solid digital journalism: good sourcing, concise writing and insightful reporting. Today’s journalists must be audience-centric, tool-neutral and story-driven. The most successful journalists know how to write and report a good story for multiple media outlets. In this course, students will learn to develop story ideas, write to picture, structure a story and conduct interviews on camera. Emphasis is placed on developing professional journalism skills as well as understanding the ethical, creative and technical responsibilities required of those who tell stories for digital news outlets.

Course Competencies:
After taking this course, students will be able to:
1. Develop and be able to implement a cross-media mode of journalistic thinking when selecting story topics and reporting those stories for a digital audience.
2. Understand and have experience in journalistic reporting, with a particular emphasis on writing for digital media.
3. Understand the ethical responsibilities digital news reporters.

POLICY STATEMENTS
ATTENDANCE
The journalism program is a “professional” program and professionalism is expected in this class. Attendance is mandatory, for as in the real world, work is done by those who show up. Not showing up for class will greatly affect your ability to succeed in this course. If you don’t show up for work, you will get fired – if you don’t show up for class, your grade will
be lowered. Regular and timely attendance is crucial in this class. Class attendance is required and I will take attendance at every session. You will be responsible for all material covered in your absence, and your assignments will still be due at their scheduled times. Students are allowed two unexcused absences. After two unexcused absences, each unexcused absence will result in a five-point reduction in your final grade.

- The AU Classroom behavior policy is strictly followed in the course; please refer to the Tiger Cub for the details of this policy.
- You must be in class on time. Class starts promptly at XXX. If you miss class, you missed the explanation of the material. The material covered during class will not be reviewed or repeated at a later time.
- **Excused Absences:** Students are granted excused absences from class for the following reasons: Illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for University classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance and religious holidays. Students who wish to have an excused absence from this class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision.
  - When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the AU Student Policy eHandbook for more information on excused absences.
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**Disability Accommodations:** Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of
Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

Plagiarism: Academic dishonesty is an offense that will be reported to the Academic Dishonesty Committee. The Auburn University Student Academic Honesty Code has this to say about plagiarism:

"Violations . . . [include] the submission of themes, essays, term papers, design projects, these and dissertations, similar requirements or parts thereof 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 into a paper, they must be appropriately acknowledged. Plagiarism is a violation. In starkest terms, plagiarism is stealing – using the words or ideas of another as if they were one’s own. For example, if another person’s complete sentence, syntax, key words, or the specific or unique ideas and information are used, one must give that person credit through proper documentation or recognition, as through the use of footnotes."

Diversity: The Department of Communication and Journalism recognizes the importance of both reflecting and teaching diversity. Our policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability, or sexual orientation.

Email policy: My goal is to respond to emails within 24 to 48 hours.

Emergency Contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.

Withdraw: Students may withdraw (although with a W on their transcript) until midsemester.

DEADLINES
Deadlines are sacred in the news business. You will be entering a profession where this is a requirement for continued employment. Missing deadlines in the journalism world is a fatal career mistake. If you cannot publish it, it does not exist. Media outlets have deadlines and we do, too. If we don’t instill the need for timely completion of work now, you will not be successful in the workplace. Therefore, any assignment not turned in by the assigned deadline will not be accepted and assigned a grade of zero. Please budget your time accordingly. Now is the time to learn to properly manage your time.

Grading Scale:
A: 90 to 100
B: 80 to 89
ASSIGNMENTS AND EXAMS

1. ASSIGNMENT #1: 5%
2. ASSIGNMENT #2: 10%
3. ASSIGNMENT #3: 15%
4. ASSIGNMENT #4: 20%
5. ASSIGNMENT #5: 20%
6. MIDTERM EXAM: 10%
7. FINAL EXAM: 15%
8. HOMEWORK: 5%

ASSIGNMENT #1: GATHERING ELEMENTS OF A PACKAGE & INTERVIEWING: 5%
- Shoot b-roll for the campus-related story of your choice, such as alternative transportation at Auburn, student eating habits, a pep rally or an on-campus concert. Try to shoot people doing something active, such as walking, eating, parking, skateboarding, whatever is relevant to the story and interesting visually. Don’t forget the basics, such as establishing shots of the campus buildings or close-ups.
- Interview two people on-camera for your story.
- Transcribe your interviews, and turn in your transcription, including your questions, and dub the raw tape of your interview and b-roll to turn in to me. Log each shot of your b-roll.

ASSIGNMENT #2: WRITING & EDITING A PACKAGE: 10%
- Write and edit a 1:15 to 1:30 package on the story you shot last week.
- Write a few paragraphs on your observations and thoughts on the assignment. How hard was it? Did you have the right footage? Is there a shot you wished you had gotten, but didn't? Was there a question you wished you asked, but didn't? Was the lighting right for your shots? What would you do differently if you had to do it again?

ASSIGNMENT #3: SHOOT, WRITE AND EDIT A NEWS EVENT: 15%
- This can be an on-campus or off-campus news event. The total running time for this digital news story should be 1:20 max. It is up to you to find something of interest that has video potential and interview people involved in this activity, event, etc. You must conduct at least three interviews.
- It would benefit you to choose a topic that will enable you to have adequate b-roll for your story. It doesn’t matter how great your story is if you can’t support it visually.
- In addition, your video story must be journalistically accurate in every way. You must not create a story.
- Look for people who can speak as “objective experts” or even as opposing voices. Experts should never outweigh first-hand accounts or experiences, but the depth and texture of a story is improved when people recognized as “knowledgeable in the
field” offer some perspective. An opposing voice (if appropriate) is important as it challenges your viewers and encourages dialogue.

- Use Final Cut Pro X to edit your story to 1 minute and 20 seconds.

**ASSIGNMENT #4: SHOOT, WRITE AND EDIT A STORY ON TRAVEL OR TOURISM: 20%**

- Follow the guidelines provided in Assignment #3 and shoot, write and edit a 1:30 package on TRAVEL and/or TOURISM. It is up to you to find something of interest that has video potential and interview people involved in this activity, event, etc.
- You want your story to be of real people doing real things. Show real people at the destination or using a particular service. You are doing a piece of journalism. It is not your objective to “sell” the destination to the audience like a PR or marketing person would.
- Some ideas ... Look for an event or a festival that helps make your video timely and relevant and can work as a scene setter. Your story can be about a physical area, such as the Lee County Public Fishing Lake, the Tuskegee National Forest, Southern Poverty Law Center or the Gulf Coast; or it may be a travel specialty, such as extreme sports, golf, low-budget travel, healthy vacations, ecotourism or backpacking. These types of videos can also provide information about the culture, climate, history or interesting landmarks of an area.
- Tell the story from a human-interest point of view. You don’t have to travel to exotic places for good ideas. Look around the areas or places that you are familiar with and try to see them in a different light.

**ASSIGNMENT #5: SHOOT, WRITE AND EDIT A SOCIAL JUSTICE ISSUE: 20%**

- Follow the guidelines provided in Assignment #3 and shoot, write and edit a 2:00 – 2:30 package on an social justice issue you truly care about -- particularly one you think does not get enough coverage in the media.
- Your topic can cover anything from the environmental concerns, race relations, health issues, educational funding, immigration, homelessness, etc.
- In addition to submitting your package, please write a couple paragraphs on why you chose this story, and what you learned about the subject during the course of your research.

**MIDTERM EXAM: 10%**
The midterm exam will cover material from the first day of class up to the mid-term exam test day (see course schedule for date). It will combine multiple choice and short-answer questions from the lectures and all class readings.

**FINAL EXAM: 15%**
The final exam for this class is comprehensive. The exam will combine multiple choice and short-answer questions from the lectures and all class readings. The final exam will be scheduled during the University’s final exam period (see class schedule for date and time).

**HOMEWORK: 5%**
Homework assignments will be given throughout the course to emphasize writing, reporting, ethics, journalistic convergence skills, video shooting and editing. Due dates will be given when the homework is assigned.

**Evaluation criteria for assignment grades:**

*Excellent or A*
Nearly perfect in execution, quality and quantity of work is exceptional. Projects produced could air on a small market station or digital publication.

**Good or B**
Project could air with some minor fixes. Work is consistent.

**Acceptable or C**
Projects are not polished. Content is adequate to identify the subject, but poorly organized. Mechanics are good. Projects are not ready to air or be distributed in a digital format.

**Poor or D**
Unpublishable work. A combination of flaws in conceptualizing, researching, organizing and writing render the work unsatisfactory. This is work, which with better planning and extra effort, might have been publishable.

**Unacceptable or F**
Not publishable. Decidedly unprofessional. Weaknesses in journalistic thinking, technique, and/or professionalism have resulted in a failure on this assignment. Inaccuracies, content errors and/or missed deadlines have reduced the assignment to failure. 0 — Project is turned in late (without a university approved excuse) or not at all.

**COURSE OUTLINE**

**Week 1**
Introduction and Syllabus Review
Convergence and the Media – Convergence models including print journalism, broadcast journalism, digital video, digital audio, news websites and social media outlets – Handout titled “Convergence” via Canvas & Journalism Ethics for Digital News Products – Chapter 5

**Week 2**
Eight Elements of a News Story & the Tools to Build it – Chapters 1 & 2

**Week 3**
Interviewing for a Digital Package – How to prepare, setting the interview environment, lighting and identifying a sound byte – Handout titled “Interviewing for a Digital Package” via Canvas

**Week 4**
Sources and Background Information: Reporting before the Reporting – Chapter 3

**Week 5**
Writing Compelling Digital News Stories – Handout titled “Writing” via Canvas
**Due: ASSIGNMENT #1**

**Week 6**
Covering and How to Deliver a Live Spot News Story – Chapters 4 & 5

**Week 7**
Capturing Context and Tone: Using Word, Pictures & Sound – Chapter 7
Due: ASSIGNMENT #2

Week 8
Mid-term Exam

Week 9
Covering Planned Events – Grand openings, political events and press conferences and how to get workable video – Handout titled “Covering Planned Events” via Canvas

Week 10
Voiceovers – Combining words and pictures, scripting the voiceover, incorporating sound bytes and stand-ups – Handout titled “Voiceovers” via Canvas
Due: ASSIGNMENT #3

Week 11
Packaging the Story – Chapter 8

Week 12
The Multimedia Story – How to Help Audiences Get What they Want – Chapter 9

Week 13
Features or Enterprise: News Stories – Chapter 10
Due: ASSIGNMENT #4

Week 14
Digital Storytelling: Design and Data

Week 15
Final Exam Review
Due: ASSIGNMENT #5
FINAL EXAM – DAY, DATE, TIME AND ROOM NUMBER (following the AU Final Exam schedule)