4804/7804 – Convergence Reporting (Fall 2012)

Welcome to your first newsroom experience in the Missouri School of Journalism’s Convergence emphasis area. We hope and expect you will rise to the unique challenge of helping report stories for the school’s principal media: the Missourian, KBIA, KOMU and their respective Web sites.

You will be assigned randomly to work in teams and each of you will bring different skills and interests to the teams. You will be asked to stretch by assuming roles outside your comfort zone or skill level as the semester progresses.

The focus of this course is reporting. Reporting includes critical thinking, imagination, and the ability to research, write, and create artwork, still photos, video and audio. Depending on the nature of each assignment, some stories will appear in all media, others may appear in only a few or one of them.

The convergence feature stories you work on will have one thing in common: they won’t typically involve breaking, spot news. Those will be the purview of newspaper and radio/TV news students working regular, daily shifts at the Missourian, KBIA and KOMU. As a convergence reporter you will produce feature stories, in-depth pieces and other special reports in cooperation with the newsrooms. However, you’ll need to be flexible.

Prerequisites

Undergraduates: Multimedia Journalism (J-2150)
Graduates: Fundamentals of TV, Radio and Photojournalism (J-7802)

Class Schedule

*This course is three credit hours.*
Course meets MWF from 8:00 – 8:50 a.m.

Faculty Members

Karen Mitchell, Rm. 001C RJI, mitchellkk@missouri.edu
Amy Simons, Rm. 001E, RJI, simonsa@missouri.edu
Mike McKean, mckeanml@missouri.edu
Reuben Stern, Rm. 001B RJI, sternr@missouri.edu
Olga Missiri, Rm. 001A RJI, missirio@missouri.edu

Kim Burks, Adjunct Faculty, burkski@missouri.edu

Other Faculty Members

Tom Warhover, Exec. Editor, Missourian, 882-5734, WarhoverT@missouri.edu
Jeanne Abbott, Managing Editor, Missourian, 882-5741 Abbottjm@missouri.edu
Janet Saidi, News Director, KBIA-FM, 882-3431, Saidij@missouri.edu
Stacey Woelfel, News Director, KOMU-TV, 884-NEWS, WoelfelS@missouri.edu
Jeimmie Nevalga, Supervising Editor, KOMU-TV, 884-NEWS, ReevesR@missouri.edu
Jen Reeves, Interactive Editor, KOMU.com, 884-NEWS, ReevesJ@missouri.edu
Recommended Texts

The Elements of Journalism - by Bill Kovach & Tom Rosenstiel
Journalism Next - by Mark Briggs
The Investigative Reporter’s Handbook, 4th Edition - by Brant Houston, Len Bruzzese and Steve Weinberg

Recommended Viewing

The Last Lecture – Achieving Your Childhood Dreams – Randy Pausch
Shift Happens – 4.0

Check the course schedule often. Links to occasional online readings will appear there.

You are expected to keep up with news from the print, online and on-air services of the Missourian, KOMU, KBIA and their local competitors. Class discussions will sometimes focus on that coverage.

Policies, Procedures and Grading

Code of Ethics
The role of a journalist is to tell the truth, act independently and minimize harm. As such, journalism students are expected to read and comply with the highest ethical standards. Though various codes have slight differences – you will find they are all based in the same values. Please review the codes for the following news organizations: Society of Professional Journalists, Radio, Television, Digital News Association and National Press Photographers Association.

As a convergence student, you are held to a strict standard of being able to adapt to different newsroom environments and learning the policies of that work environment.

If you ever have a question about an ethical standard, get in touch with your faculty editor as soon as possible.

SPJ Code of Ethics
RTDNA Code of Ethics
NPPA Code of Ethics

Academic Honesty
Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person’s work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:
Use of materials from another author without citation or attribution.
Use of verbatim materials from another author without citation or attribution.
Extensive use of materials from past assignments without permission of your instructor.
Extensive use of materials from assignments in other classes without permission of your instructor.
Fabricating information in news or feature stories, whether for publication or not.
Fabricating sources in news or feature stories, whether for publication or not.
Fabricating quotes in news or feature stories, whether for publication or not. Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

Classroom Misconduct
When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else’s test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else’s work.

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior.

Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

A Special Note about Web Access in Class
The above language regarding classroom misconduct stems from discussions between MU Faculty Council and the Provost’s Office. While Convergence Journalism faculty endorse the intent expressed above, we also tolerate (and actively encourage in many instances) personal web access during class time. Attention to and mastery of content discussed during class is your responsibility. We will alert you if there are specific times during a lecture, training session or class discussion when we intend to limit or prohibit webs access.

Dishonesty and Misconduct Reporting Procedures
MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU’s Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU’s Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.
Audio and Video Recordings of Classes
Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

University of Missouri Notice of Notifications
The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia’s compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 130 Heinkel Building, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

Accommodations
If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify us immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

ADA Compliance
If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, A038 Brady Commons, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Religious Holidays
Students are automatically excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

Intellectual Pluralism
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

4804 Course Assignments and Grading
Effective fall 2011 – Both graduate and undergraduate students enrolled in this class are subject to plus/minus grading. Your grade will reflect these percentages:

Style Quizzes – 10%
There will be five style/grammar quizzes during the semester, administered through the University’s Blackboard site. For the first four you will have 15 minutes to answer 10 questions. The last quiz will be 30 minutes long for 15 points. All the quizzes use the AP and Missourian stylebooks (open book.) If you have a problem accessing a style quiz or a computer issue, you must contact an instructor immediately or the quiz score will stand as incomplete.

Newsroom Shifts – 20%
Newsroom shifts are graded based on the quality of your finished story files, self-evaluations in finished story files and feedback from newsroom editors. You are responsible for creating your folders and writing a
summary of your newsroom shift in the classes folder. Be sure to include a link and/or copies of final articles/scripts/slideshows/mp3’s or movies in your folder as well. Folder structure:
classes<4804

Convergence Team Story Assignments – 55%
Story grades are based on the following criteria:
Deadline performance
Professionalism (e.g. problem-solving, teamwork and attitude)
Journalism quality – Reporting, writing, storytelling
Innovation
Technical quality – Audio quality, video quality, use of tripod, etc.
AP Style for written work and photo captions

Peer Evalutations – 5%
Much of the work in convergence journalism courses is team-based. One complaint about teams is that some people will take advantage of stronger teammates and allow themselves to “coast” without putting forth their own best effort. To create more effective teams this semester, you will grade and be graded by your classmates on each of your team stories. A form will be provided that you’ll be expected to fill out and submit after each team story.

Class participation and Attendance – 10%
Class participation and attendance are vital and can rarely be made up. Classes are designed to supplement your hands-on learning, introduce new ideas and bring up big picture topics that may or may not be relevant to your reporting during any one week. If you need help with operating cameras, software or advice on stories, faculty and staff are happy to provide additional instruction in the Futures Lab.

We will take attendance at every class. You may miss four classes (three in the summer sessions) for any reason without penalty. We will not judge absences as excused or unexcused. Please check with a classmate to find out what happened in class when you were gone. If you still have questions about the material, check in with an instructor.

After four (three) absences, each additional absence will result in a lower letter grade for attendance. If you have a chronic issue or illness that causes you to miss class for more than a week — please see an instructor.

***

There will not be a mid-term or final in this class.
Undergrads are assigned grades on the plus/minus scale. Grad students are assigned plus/minus grades through C-. No D grade may be awarded a graduate student, and a grade of F means the work has not satisfied the minimum requirements of the course.

Deadlines are listed in the syllabus, though they may be altered occasionally after consultation between convergence faculty and editors at the Missourian, KBIA and KOMU.

If we discover after publication/broadcast that you were responsible for a significant fact error in a story, your grade for that story will be dropped by one letter. Plagiarizing any portion of a story will result in a failing grade for the course.

Please feel free to meet with us at any time to discuss grades or any other issue. Part of professionalism is seeking advice when needed to handle special concerns or problems or to propose new ideas or innovations.
Stories turned in after the 5pm deadline will be docked at least one letter grade. Failure to complete an assignment or your part of an assignment may lead to a failing grade in the course.

**Extra credit opportunities:**

**Blogging:** If you create a blog and add at least (one post a week during summer 2011) ten weekly posts to the blog during the semester, you can increase your final grade by 5 points. (For example, a B plus, becomes an A minus.) Where you see assignments due each week, there is a reminder to blog. We will discuss options for your blog in class.

**Mike McKean’s Search Tools exercise:** Though you’ve been using the World Wide Web most of your college careers — there are many ways the Web can be used strategically by reporters. After a class lecture on search tools, Mike McKean offers an Internet search exercise. If you successfully complete the search with a grade of 80% or higher, you’ll get 5 points added to your end of semester Style Quiz grade.

**Graduate Student Assignment**

Grad students will perform a concise meta-analysis of their shift work and the stories created by their reporting teams. Shift work is loosely defined depending on which of the newsrooms you’ve chosen for this semester.

The analysis may be presented as a paper (text), a blog (text plus multimedia) or as a portfolio website. The analysis should focus on the journalistic quality of the stories you’ve editing, produced or coached along as well as what the experiences have taught you about the strengths and weaknesses of multimedia reporting and producing in an era of changing delivery methods. (eg: mobile, online, social networks, microblogging, traditional platforms)

The analysis should be approximately the equivalent of 4-5 written pages. Websites should contain multiple tabs and should reflect professionalism and your career path. You MAY use content created from other classes to include in your portfolio. You MAY use templates and CSS stylesheets from the Internet. You MAY incorporate your class blog into a tab on the portfolio site.

The graduate component is due by Friday, December 14, 2012 and should be turned in via email to simonsa@missouri.edu as a link or word doc.

Work will be graded on the following plus/minus A-F scale. Your grade will be counted as the majority of the attendance portion of your grade in this class. You may not receive a passing grade for this class without completing this assignment.

- A+ 97-100
- A 94-96
- A 90-93
- B+ 87-89
- B 84-86
- B- 80-83
- C+ 77-79
- C 74-76
- C- 70-73
- F 69 or lower
Course Schedule

Week 1


How to connect to the classes server
Newsroom shifts

- Three team story ideas are sent to faculty editors and project managers by Wednesday morning at 8 a.m. Send email to MUJourConvergenceProjectManagers@missouri.edu
- The subject line of the email should be: 4804 story pitches, Team Name/Number
- Fridays we meet at 8 a.m. in the Futures Lab to discuss your best ideas.
- Your team stories are due the following Thursday at 5 p.m. with all components of your story saved to the !FinishedStories section of the classes server in the folder for each person in the group. (Each student’s folder must contain every element of your story, text, photos, video, captions, mp3’s, PDF’s, etc.)

Wed. Aug. 22  (Amy & Karen) Lab policies, equipment overview

Lab procedures/policies

Fri. Aug. 24  (Amy) How to write and turn in your story pitches

Story pitch form
Checklist for completing team stories
Finding good story ideas
Stories we don’t want to see again (pdf)
6 Ways Journalists Can Use Press Releases Effectively
How to get an A on my next team story

Week 2

Mon. Aug. 27  (Amy) KOMU, Newsy newsroom orientation
STYLE QUIZ 1: Available on Blackboard from 9am Monday until 5pm Wednesday

Matheny Map
KOMU Shift Checklist/Workflow (pdf)
Newsroom dress codes

Wed. Aug. 29  (Karen) Using the Marantz, KBIA scripting, using nat sound.

Audio Editing Using Adobe Audition – Part One
Saving and Exporting from Adobe Audition
Complete Marantz Manual
Instructions for working at KBIA
KBIA Guide to Scripting (pdf)
Abbreviated KBIA guide to a wrap or package (pdf)
10 Commandments of Getting Good Natural Sound
Setting up and using a wireless microphone
KBIA Beat Sheet

KBIA Work Examples
Jessica Naudziunas – Peanut Butter Prices Rising
Kyle Stokes – Big Storm
Kyle Stokes – “C” is for Cuts
Jessica Naudziunas – Cattle Rustling
Jacob Fenston – Six Months After the Storm
KGOU Budget Storm on the Horizon

Team story ideas due by 8 a.m. for A-Team teams

Thu., Aug 30  Faculty will be around the Futures Lab to assist with story idea development, one-on-one gear questions

Fri. Aug. 31  A-Team teams’ weekly pitch meeting with faculty and project managers in the Futures Lab

Week 3

Mon. Sept. 3  LABOR DAY HOLIDAY

No class. Check with your individual newsrooms to see if you’re expected to work scheduled shifts

Wed, Sept. 5  (Amy) Rollout of the Missourian project
Parenthood
The Quad

CHiPS Team Story Assignments

Thu. Sept. 6  A-Team team stories due at 5 p.m.

Fri. Sept. 7  CHiPS weekly pitch meeting with faculty and project managers in the Futures Lab

Week 4

Mon. Sept. 10  (Amy) In-class critique of student work

STYLE QUIZ 2: Available on Blackboard from 9am Monday until 5pm Wednesday

How to get an A on my next team story

Wed. Sept. 12(Karen) Photo Refresher: The art of photography/photojournalism
Story ideas due for A-Team teams at 8 a.m.

Thu. Sept. 13  CHiPS team stories due to 5 p.m.


Week 5

Mon. Sept. 17 (Mike McKean) Mike McKean’s search tools for the Internet

Mike McKean’s Search Tools
Web Scavenger Hunt

Wed. Sept. 19 (Reuben Stern) Interviewing techniques

Interviewing techniques
The Art of the Interview, ESPN-style
Tips for interviewing people with disabilities
Interviewing crime victims

CHiPS story ideas due at 8 a.m.

Thu. Sept. 20 A-Team team stories due at 5 p.m.

Fri. Sept. 21 Story pitches for CHiPS teams in the RJI Futures Lab

Week 6

Mon. Sept. 24 (Amy) Intermediate blogging

Why Journalists Must Blog & How
How To Create Your Own Blog
How To Build An Audience
Giving Your Blog A Visual Edge
Adam Westbrook: Five Mistakes I Wish I Hadn’t Made
Interact With Your Niche To Find New Readers
A Guide to Happy (and Legal) Tumblr-ing
20 Great Blogs By Journalists

Extra credit: Earn an additional half a letter grade on your final semester grade by blogging once weekly until the end of the semester. Must have 9 posts to earn the extra credit. Posts must be live on your sites by 5 p.m. on Saturdays to earn the credit for that week.

STYLE QUIZ 3: Available on Blackboard from 9am Monday until 5pm Wednesday

Wed. Sept. 26 (Lynda) Ten Commandments of Visual Storytelling
Best practices for visual storytelling
Types of shots and sequences
Visual grammar
Your step-by-step guide to creating a traditional 1:30 TV/television package
Examples of good detail shots
Storyboard information
Tips for producing effective audio slideshows

A-Team story ideas due at 8 a.m.

Thu. Sept. 27  CHiPS team stories due at 5 p.m.

Fri. Sept. 28 Story pitches for A-Team teams in the RJI Futures Lab

Week 7


The Nut Graf, Part I
Nut Grafs, the Lynchpins of Clear Writing
The Art of the Nut Graf: Don’t Just Get New Visitors, Keep Them Strong From the Start: Leads & Nut Grafs

Wed. Oct. 3 (Reuben) Reporter’s Toolbox: What don’t you know?

CHiPS story ideas due at 8 a.m.

Thu. Oct. 4  A-Team team stories due at 5 p.m.

Fri. Oct. 5 Story pitches for CHiPS teams in the RJI Futures Lab

Week 8

Mon. Oct. 8 (Amy) Advising Day: What are the best ways to tailor your schedule to obtain the career of your dreams?

Wed. Oct. 10 (Reuben) Infographics

100 Incredible Infographic Tools & Resources

A-Team story ideas due at 8 a.m.

Thu. Oct. 11  CHiPS team stories due at 5 p.m.

Fri. Oct. 12 Story pitches for A-Team teams in the RJI Futures Lab

Week 9

Mon. Oct. 15 (Kevin Quealy) Here to accept a Missouri Honors Medal on behalf of the New York Times, Kevin Quealy shows off some of the department’s best work
**Class will be held in RJI 100 today**

**Wed. Oct. 17**  In-class critique

CHiPS team story ideas due by 8 a.m.

**Thu. Oct. 18**  A-Team stories due at 5 p.m.

**Fri. Oct. 19**  Story pitches for CHiPS teams in the RJI Futures Lab

---

**Week 10**

**Mon. Oct. 22**  (Mike McKean) Measuring Converged Audiences
A primer on analytics, radio, print and television research tools.

STYLE QUIZ 4: Available on Blackboard from 9am Monday until 5pm Wednesday

- [Audit Bureau of Circulation](https://wwwauditbureau.com)
- [Nielsen Media Research: TV ratings](https://www.nielsen.com)
- [Nielsen TV markets](https://www.nielsentvmarkets.com)
- [Nielsen NetRatings](https://www.nielsennetratings.com)
- [Web Analytics Definitions — Measuring Web Audience](https://www.google.com) (pdf)
- [Google Analytics](https://www.google.com/analytics) provides detailed web site statistics. View their video tutorial [here](https://www.youtube.com)
- Who’s linking to your site? Type the following in Google or [AltaVista](https://www.altavista.com) (link: [www.columbiamissourian.com](https://www.columbiamissourian.com))
- Results of [Fall 2004 KOMU.com Viewer Survey](https://www.komu.com)
- Eye tracking research: “The Myth of Short Attention Spans”

**Wed. Oct. 24**  WILD CARD!!!

A-Team story ideas due by 8 a.m.

**Thu. Oct. 25**  CHiPS team story due at 5 p.m.

**Fri. Oct. 26**  Story pitches for A-Team teams in the RJI Futures Lab

---

**Week 11**

**Mon. Oct. 29**  (Joy Mayer) Engaging with your audience

- [Measuring Community Engagement: A Case Study from Chicago Public Media](https://www.chicagopublicmedia.org)
- [RJI: Community Engagement](https://www.rji.org)
- [If investigative reporters don’t explain the impact of their work, who will?](https://www.rji.org)
- [Joy Mayer’s Engagement page on Delicious](https://www.delicious.com)

**Wed. Oct. 31**  (Mark Horvit) Investigative reporting

Why investigative reporting matters and how to improve your stories using investigative tips/tools

- [Investigative Reporters & Editors](https://www.investigativereporterseditors.org)
CHiPS story ideas due by 8 a.m.

Thu. Nov. 1 A-Team team stories due at 5 p.m.

Fri. Nov. 2 Story pitches for CHiPS teams in the RJI Futures Lab

Week 12

Mon. Nov. 5 (Amy) Ethics & Social Media

RTDNA Social Media guidelines
ASNE social media best practices
AP Social Media Guidelines for Employees (pdf)

STYLE QUIZ 5/FINAL: Available on Blackboard from 9am Monday until 5pm Wednesday

Wed. Nov. 7 In-class critique

A-Team story ideas due at 8 a.m.

Thu. Nov. 8: CHiPS stories due at 5 p.m.

Fri. Nov. 9 Story pitches for A-Team teams in the RJI Futures Lab

Week 13

Mon. Nov. 12 (Scott Swafford) Political and enterprise reporting

Wed. Nov. 14 (Lynda Kraxberger) Amy Webb’s Tech Trends

Watch the ONA2012 session with Webb Media’s Amy Webb, link TK

CHiPS story pitches due at 8 a.m.

Thu. Nov. 15 No stories due today. Faculty will be in the Futures Lab to answer your questions.

Fri. Nov 13 Story pitches for CHiPS teams in the RJI Futures Lab

Week 14

Thanksgiving Break — no classes, no newsroom shifts
**Week 15**

**Mon. Nov. 26**  (Karen) Ethical Dilemmas in photojournalism
Manipulating images and tricking news sources — does the end justify the means?

News.com, “Pictures that lie,” Sept. 11, 2006

**Wed. Nov. 28**  (Lynda Kraxberger) Tech Trends II

Students present their “findings” along with their buddies!

**Thu. Nov. 29**: Final deadline day for A-Team teams

**Fri. Nov. 30**  No story pitches today – grading begins at 9am

**Week 16**

**Mon. Dec. 3**  Course wrap-up and evaluations

**Wed. Dec. 5**  WILD CARD!!

**Thu. Dec. 6**: Final deadline day for CHiPS teams.

**Fri. May 4** Reading Day. No classes. Grading begins at 9am

**WEEK 17 – Finals week; no classes, no shifts.**