J4806/7806 Convergence Editing and Producing – Fall 2015

This course will give you experience in producing and editing, as a member of an editorial staff. As a project manager, you will practice editorial management, planning and producing, and teamwork skills as you oversee content for the Columbia Missourian, KBIA and KOMU. You will do additional work in one of our three traditional newsrooms or during the Fall and Spring terms, you may choose to work for an alternative newsroom partner. (Missouri Business Alert; ColumbiaFAVS; Global Journalist Magazine, Newsy.com)

You will exercise, develop and improve on all the journalism skills practiced in previous classes: researching, reporting, editing, producing, proofreading, photo editing and design.

**Prerequisites**

Convergence Reporting (J-4804/7804)  
or Broadcast News II (J-4306/7306)  
or News Reporting (J-4450/J-7450)

**Class Schedule**

*This course is three credit hours.*

During the Fall and Spring terms, the course meets on Mondays and Wednesdays from 9-9:50am. In the Fall we meet in 2-10 Agriculture, in the Spring we meet in E3509 Lafferre Hall. Only students assigned to project management rotations attend Wednesday meetings. On Fridays, only students assigned to project management rotations will attend story meeting in the Futures Lab from 8-8:50 and story grading in 35 Walter Williams from 9-9:50.

During the summer session, the course meets Wednesday and Friday from 9-10:50. Students are also expected to attend the 4804 story pitch meeting on Thursday mornings at 8 a.m.

**Course Faculty**

Amy Simons, Rm. 001E RJI, simonsa@missouri.edu  
Judd Slivka, Rm. 001D RJI, slivkaj@missouri.edu  
Mark Hinojosa, Rm. 001C, RJI, hinojosam@missouri.edu

*Editors who can assist you with ideas\writing\video\audio\graphics in the Futures Lab:*
Rachel Wise – Rm. 001A RJI, video editor, wiser@missouri.edu  
Reuben Stern – Rm. 001B RJI, Deputy Futures Lab Director, sternr@missouri.edu

**Newsroom Faculty**

Tom Warhover, Exec. Editor, Missourian, 882-5734, WarhoverT@missouri.edu  
Jeanne Abbott, Managing Editor, Missourian, 882-5741, abbottjm@missouri.edu  
Ryan Famuliner, News Director, KBIA-FM, 882-3431, FamulinerR@missouri.edu  
Randy Reeves, Managing Editor, KOMU-TV, 884-NEWS, ReevesR@missouri.edu  
Jeimmie Nevalga, Supervising Producer, KOMU-TV, 884-NEWS, Nevalgal@missouri.edu  
Annie Hammock, New Media Director, KOMU-TV, 884-News, HammockL@missouri.edu  
Nathan Byrne, Newsy.com, 442-4557, Byrne@Newsy.com
Required Texts

The Elements of Journalism by Bill Kovach and Tom Rosensteil

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.

Course Policies, Procedures & Grading

Professional Values and Competencies:
The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:
- understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

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 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.

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
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.

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-Columbia Notice of Nondiscrimination**
The University of Missouri does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age, disability or status as a protected veteran.

**Title IX:**
Mizzou policies and federal law prohibit all forms of sex discrimination in education, including discrimination on the basis of sex, gender, gender identity, gender expression, sexual orientation, and pregnancy. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. Sex-based violence includes rape, sexual assault, unwanted touching, stalking, dating/interpersonal violence, and sexual exploitation.

Because we care about our community, Mizzou employees are required to report all incidents of sex discrimination to the Title IX Office. The Title IX Office connects students with resources and helps them decide whether they wish to file a complaint of discrimination. The Title IX Office also provides accommodations to students who need help with academics, housing or other issues. To learn more, contact title9@missouri.edu or (573) 882-3880, or go to www.title9.missouri.edu. Students may also contact the Relationship & Sexual Violence Prevention (RSVP) Center at rsvp@missouri.edu or (573) 882-6638, or go to www.rsvp.missouri.edu.

**Accommodations**
If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me 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, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

**Religious Holidays**
Students are 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.
Course Assignments and Grading 4806-7806
Graduate students and undergraduate students in this class are subject to plus/minus grading.

Your grade will reflect these percentages:

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 weekly shifts.

We will take attendance at every class. You may miss two classes for any reason without penalty. (We will not judge absences as excused or unexcused.) Missed classes/meetings related to project management count toward absences.

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 two absences, an additional absence will result in a C for attendance. A fourth absence or chronic tardiness will result in an F for attendance. If you have an ongoing illness or unforeseen circumstances that cause you to miss class for more than two weeks, please meet with a faculty member.

Editing/Producing Work (Two newsrooms and Project Manager) – 60%
You will receive two grades for each newsroom (Summer students will one grade for two newsrooms, plus project management). You will receive one grade for project management. Your grade is based on feedback faculty receive from your newsroom supervisor and your OWN self-evaluations and descriptions of your shifts and projects. To this end, you will file a 100-200 word report at the end of each week (Saturdays 5 p.m.) in our 4806 Classes Server.

smb://doit-bfs1.col.missouri.edu/journalism/classes

Check your connections and make sure you have a VPN client if you are off-campus. Failure to file a weekly report will result in at least one letter grade reduction for your quarterly newsroom work.

Blogging – 20%
You will be required to create your own blog (we recommend using WordPress.com) and to contribute at least 15 posts for the duration of the semester. Blogging is an integral part of convergence journalism. A blog is regularly updated space that can be devoted to many different kinds of content. Though some students use their blog as an evolving portfolio, you may find it more beneficial to create a blog about a niche that you have a continuing interest in. It may be a beat that you wish to report on like county government, the city of Ashland, higher ed, freshman life or science and technology. Or it may be a subject or issue unique to you. This kind of niche blog has been a launching point for many entrepreneurial journalists.

Blogging is graded on a pass/fail basis for each of your 15 posts. You may post as frequently as you want each week, but only one post per week will count toward your required 15. Summer students will be assigned a different number of posts. That assignment will be made in class.

The idea is that the blog will be a continuously and regularly updated publication.

You may choose to use a blog you’ve created previously to complete this assignment.
Blogs also being written, though, to meet course requirements for other classes are not acceptable. That is considered “double dipping,” commensurate with turning in a single paper for multiple classes, and will be regarded as an act of academic dishonesty.

At the end of the semester, if your blog has the required 16 posts, you’ll receive a 93 (A). If your blog posts consistently include original reporting and multimedia work of your own creation, you will earn a higher grade. Each post fewer than 16, will lower your grade by five points. Your first blog post is due by 5pm on Saturday of the first weekend after classes start.

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.

**Style Quizzes – 10%**
There will be five style/grammar quizzes and two vocabulary quizzes during the semester, administered through the University’s Blackboard site. The vocab quizzes and first four style quizzes are 10 questions and 15 minutes each. 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.

**Graduate Student Requirement**

Graduate students will complete an additional assignment that combines the creation of a portfolio site and offers high-level analysis of developments in the world of online journalism. Click [here](#) for the full details of the graduate assignment, due dates and instructions for submission.

Completion of this assignment is required for graduate students to pass this course.

Work will be graded on the following plus/minus A-F scale. Failure to complete the assignment will result in a failing grade for the course. The graduate component grade will be counted as the majority of your attendance/participation grade for the class.

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

**Class Schedule (Subject to change)**

**Week 1**
Monday, August 24
Topics/subjects: Introduction to class
Lecturer: Amy Simons

Newsrooms: Each of you will be spending a half semester in two different newsrooms. Our newsrooms include the Missouri School of Journalism’s traditional professional media outlets: KOMU-TV, KBIA-FM, KBIA Sports Extra, and Vox. Newsroom choices also include professional media partners: Global Journalist (also a Missouri School of Journalism media partner), Newsy.com, Missouri Business Alert, and a full-blown project management experience.

Your job this week is to connect with a faculty member assigned as the contact person for your first newsroom rotation and to make sure you orient yourself to the job you’ll be performing beginning next week!

Make sure you have access to our classes server where you will file a weekly report about your work in different newsrooms.

Vox Online – faculty contact: Judd Slivka, Heather Lamb
KOMU-TV – faculty contact: Amy Simons, Randy Reeves
KBIA-FM – faculty contact: Judd Slivka, Ryan Famuliner
Global Journalist – faculty contact: Judd Slivka, Amy McCombs & Jason McClure
Newsy.com – faculty contact: Amy Simons, Nathan Byrne
Missouri Business Alert – faculty contact: Judd Slivka, Michael Stacy
Project Management – faculty contact: Amy Simons

Read through dress code policies for your newsroom rotations (below)

- KBIA, KOMU and Missourian dress codes
- Missourian Stylebook (PDF)
- Fred Vultee’s five-minute stylebook for the Missourian

Assignments Due: This week, you are required to get an orientation in the first of your two newsrooms, read the syllabus and read the performance evaluation expectations in the grading section of the syllabus. You’ll need to create a new folder in the !Finished Stories file and create your own blog post by Saturday at 6 pm.

Your folder on the classes server is not accessible to anyone outside of our class and you might consider whether there are comments that are appropriate for a limited audience and those that you’d be willing to have “out there” for the world.

Your weekly reports on the server should be about 100-200 words, but detailed enough that so we know what you worked on. You should definitely include links to any finished work and you should carefully explain your role in work whether it was published or not.

Since this week is primarily orientation week, there is no report due this week, but you do need to start your blog and create your first post before 6pm on Saturday, August 30. Send your blog address to Amy, Judd and Mark by that time.

Do not assume we have your blog URL from a previous semester, please send it again.

Your weekly report needs to be filed at this address:

on Macs: smb://doit-bfs1.col.missouri.edu/journalism/classes
Don’t remember how to connect to the classes server? Here are instructions.

For instructions on how to connect from a PC, click here.

Find the folder called 4806-7806. Find the folder called, !Finished Stories. Make a folder with your last name, first name. Next create two sub-folders for each of your newsrooms.

classes.jour.missouri.edu/Classes/4806/!finished stories/Last Name, First Name/newsroom1
classes.jour.missouri.edu/Classes/4806/!finished stories/Last Name, First Name/newsroom2

**Video training:** You must sign up for and attend video training so that you are familiar with how to use Adobe Premiere Pro. Click here to find details on where and when sessions will be held and how to sign up. It is imperative that you sign up, as space is limited in each session.

**Wednesday, August 26**
**Topics/Subjects:** Blogging and building your brand  
**Lecturer:** Amy Simons

After blogging for extra credit last semester — this year, blogging is a required part of the curriculum. Convergence faculty member Amy Simons will lead a discussion on ways to think about your blog and your professional identity.

What’s the best kind of blog for a beginning reporter? Should you blog about your newsroom experiences? What kind of blogs generate the most traffic?

**Out-of-class Readings**
- To All The Young Journalists Asking For Advice
- When Journalists Blog: How It Changes What They Do
- Five Tips on Blogging For Journalism Job Hunters
- How Live Blogging Has Transformed Journalism
- How my job as a business journalist has changed
- What is Creative Commons (Video)
- The best ways to be sure you’re legally using online photos
- The $8,000 mistake that all bloggers should beware
- 50 blogs for journalists

**Resources**
- Creative Commons FAQ
- Flickr: Creative Commons
- 53+ Free Images Sources For Your Blog and Social Media Posts
- Choosing between WordPress and Blogger

**Friday, August 28**
**Topics/subjects:** Introduction to Project Management: What is it? What is expected?  
**Lecturer:** Amy Simons

**Story checklist**

At some point in the semester, you’ll spend several weeks serving as a project manager in addition to your newsroom work. Everyone has been added to a list called:
MUJourConvergenceProjectManagers@missouri.edu — this is the email address convergence reporting students use to submit story pitches.

Unless you’re on your project management rotation, you can ignore/delete this email. All faculty are also on this list.

Project managers provide the first feedback to reporting students on their story ideas.

Project managers coach students on the different audiences for each newsroom. Project managers always review first drafts of stories for editorial content and appropriate style. (AP style for print, conversational writing for broadcast) Project managers remind students of deadlines and show them how to save to their folders on the classes server.

If there’s something about a reporting assignment that YOU don’t know — it is your responsibility to find out (from faculty) and get back to your reporting team. Failure to communicate with a reporting team will result in a lower project manager grade for you.

Project managers attend story idea meetings on Wednesdays at 9 a.m. in 2-10 Agriculture. They also join faculty and 4804-7804 students for story meetings on Fridays from 8 a.m. to 8:50 a.m. in the RJI Futures Lab. Finally, project managers attend evaluation sessions for the students they have managed each Friday at 9 a.m. in 35 Walter Williams conference room. During the evaluation session, project managers offer details about the strengths and weaknesses of their group and their group’s finished work.

Project managers may also help reporting students navigate our newsrooms once work is approved for publication and post it on the Convergence website.

Click here for a full description and expectations for project management.

Assignment: Read the following four case studies for discussion next week. You and your team mates will be assigned one case and you will act out your “solution” to the problem posed. Use classroom handouts to frame the discussion with your teammates. Turn in one one-page solution via email to the three faculty members.

Your grade on this assignment is based on your preparation and participation during class and your team’s turned in one page response.

Your grade will be averaged in with the classroom attendance portion of your class grade.

Group 1 – The Perfectionist

A –
B-

Group 2 – Managing the Third Floor Team

A –
B-

Group 3 – When Mediocrity Meets Tragedy

A –
B –
Group 4 – Creative Casey

A –
B –

The Perfectionist
Managing the Third Floor Team (Lundin, Paul and Christiansen)
Case studies by Charles Warner – choose “When Mediocrity Meets Tragedy”
Case studies by Charles Warner – choose “Creative Casey: disciplining a star reporter”

Week 2

Monday, August 31

QUIZ: Copy Editing quiz, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.
AP/Missourian stylebook

Topic: Difficult Conversations: A Key Component in Management
Lecturer: Amy Simons

In convergence classes, you’ve had numerous opportunities to manage in ways we call: Up, down and sideways. Managing “up” means working with people who hold some position of authority above you, whether that is your immediate boss, a CEO, a newsroom supervisor or even your faculty. Managing “down” is the traditional management scenario, where a boss or employer is trying to communicate and obtain certain outcomes from an employee or group of employees. Managing “sideways” is what happens when we work with peers or colleagues and one person is not superior or subservient to the other.

Out-of-class Readings
Ten keys to morale and management
The difference between Management and Leadership

Resources
StrengthsQuest
Stephen Covey’s 7 Habits of Highly Effective People
MBTI – Myers Briggs
(or take the free test based on Myers Briggs research)

Wednesday, September 2
Topic/Subjects: Managing People, Part III
Lecturer: Amy Simons

Act out and critique the case studies assigned last week.

Friday, September 4
Topic/Subjects: TBA
Lecturer: TBA

Week 3
Monday, September 7
**Labor Day Holiday:** No class, if you normally work a Monday newsroom shift, coordinate with your newsroom supervisor as to whether you’re expected to work a shift.

Quiz 1, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

Wednesday, September 9
Project management meeting

Friday, September 11

8:00-8:50 a.m. in the Futures Lab
Project managers (only) story meeting.

**Week 4**

Monday, September 14
**QUIZ:** Vocab Quiz 1, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

**PRODUCER Topic/Subject:** Developing your own management style  
**Lecturer:** Mark Hinojosa

What kind of a manager do you want to be? How can you achieve that? What skills do you need? What traits?

**Readings**

**REPORTER Topic/Subject:** Storytelling attack plans  
**Lecturer:** Judd Slivka

Too often, we just go at stories without a plan, which leads to holes in pieces and panic on deadline. We’ll build a methodology for attacking stories.

**Readings**

Wednesday, September 16
Project management meeting

Friday, September 18
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluation from 9a-12n in 35 WW.

Graduate students: Installment 1 of your graduate project is due today at 6 p.m.

**Week 5**

**SET UP MEETING TIMES WITH JUDD OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR FIRST QUARTER NEWSROOM PERFORMANCE**
Monday, September 21
QUIZ: Quiz 2 available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

PRODUCER Topic/Subject: Writing Headlines & Teases
Lecturer: Amy Simons

Out-of-Class Readings
10 Questions to help you write better headlines
Optimizing Headlines – This Boring Headline Brought to you by Google
How we read online – Slate Magazine
SEO for News Publishers by the folks at Google
How to: Get to Grips with SEO as a Journalist
7 keys to SEO: How to help people find your blog
Why are Upworthy headlines suddenly everywhere?

REPORTER Topic/Subject: Developing facts, lines of inquiries
Lecturer: Judd Slivka

A fact is never just a fact. It should lead to more facts and revelations. These are the lifeblood of your reporting. This class will help you get the most of your reporting by training you how to think in linear and non-linear approaches.

Readings

Wednesday, September 23
Project management meeting

Friday, September 25
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluation from 9a-10a in 35 WW.

Week 6

Monday, September 28
QUIZ: Quiz 3, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

PRODUCER Topic/Subject: Understanding analytics
Lecturer: Amy Simons

You’ll learn how website traffic data is collected, what types of information you can learn about your audience and its habits — in real time — and how that information can be useful to journalists.

Out-of-Class Readings
Introduction to Web Analytics for Journalists
Six Rootin' Tootin' Myths About Web Analytics
The Journalists’ Guide to Analytics

Resources
Setting Up Google Analytics on your Blog
Quantcast
Chartbeat (30 day free trial available)

Assignment: Click here for homework assignment that must be completed prior to next Monday’s class.
REPORTER Topic/Subject: Anticipating Action  
Lecturer: Mark Hinojosa

You’re out on the scene. How do you know where to go to get the next shot? The best shot? We’ll work on positioning and some mental strategies to help you know what’s next?

Readings

Wednesday, September 30
Project management meeting

Friday, October 2
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by tea story evaluation from 9a-12n in 35 WW.

Week 7

Monday, October 5

PRODUCER Topics/Subjects: Producing/Editing Decision Making  
Lecturer: Amy Simons

You’ve got limited staff, limited equipment, a limited news hole… and a ton going on today! Learn how to make the tough choices …what to cover, how many of your valuable resources to devote and what to pass on. This is the ultimate test in developing your own news judgment and exercising it. What are the key factors that help news editors make decisions about how and what to cover in a daily news environment. We’ll use a classroom exercise to identify the thought processes common in many newsrooms.

Assignment Due: Click here for homework assignment that must be completed prior to today’s class.

REPORTER Topic/Subject: Asking better questions  
Lecturer: Judd Slivka

Questions are the foundation of your interviews and your “take.” How you ask questions often determines how successful your story will be.

Readings

Wednesday, October 7
Project management meeting

Friday, October 9
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

END OF FIRST NEWSROOM ROTATION. YOU MOVE TO YOUR SECOND NEWSROOM STARTING MONDAY, October 12.

Week 8
Monday, October 12

**SET UP MEETING TIMES WITH JUDD OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR SECOND QUARTER NEWSROOM PERFORMANCE**

QUIZ: Vocab Quiz 2, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

PRODUCER Topic/Subjects: Breaking News!
Lecturer: Amy Simons

You’ve got limited staff, limited equipment, a limited news hole… and a ton going on today! Learn how to make the tough choices …what to cover, how to pivot when circumstances change quickly, etc. This is the ultimate test in developing your own news judgment and exercising it.

REPORTER Topic/Subject: Beat the Press
Lecturer: Judd Slivka

At some point in your career you’re going to come up against someone who doesn’t want to give you information. This is a view from the other side that will show you some of the strategies used to deny reporters information — and how you can work around it.

Readings

Wednesday, October 14
Project management meeting

Friday, October 16
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Graduate students: Installment 2 of your graduate project is due today at 6 p.m.

Week 9

Monday, October 19
QUIZ: Quiz 4, available on Blackboard from 9am Monday until 6pm Wednesday. No extensions are given.

PRODUCER Topic/Subject:
Lecturer: Amy Simons

Readings

REPORTER Topic/Subject: Investigative for Multimedia
Lecturer: Jamie Greber

Investigative stories are important for society — but also for ratings. Jamie Greber will talk about how to approach investigative stories from a visual standpoint.

Readings

Wednesday, October 21
Project management meeting
Friday, October 23
8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Week 10

Monday, October 26
Topic/Subject: Missouri Honor Medals
Lecturer: Meredith Artley, VP Digital, CNN

Meredith Artley, CNN’s vice-president of digital, is on campus accepting a Missouri Honor Medal. She’ll be speaking to our class as part of her master class at 9 a.m. You are expected to attend. You are also welcome to attend a separate lecture she’ll be giving during the 4804 class period in the same room at 8 a.m.

WE WILL BE MEETING IN SMITH FORUM (200 RJI) TODAY

Wednesday, October 28
Project management meeting

Friday, October 30
8-8:50am in the Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Week 11

Monday, November 2
Topics/Subjects: Newsroom, source and story diversity. What should “diversity” mean in this context?
Lecturer: Mark Hinojosa

Out-of-class readings
RTDNA/Hofstra Survey: Number of Minority Journalists Down in 2009; Story Mixed for Female Journalists
Look at some of the stories/commentaries on the New America Media web site.

Important note: This discussion focuses on various types of journalistic diversity, including intellectual diversity. The faculty won’t be lecturing and we don’t expect you to parrot “politically correct” opinions.

Wednesday, November 4
Project management meeting
Friday, November 6
8:40-8:50am in the Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

**Week 12**

**Monday, November 9**

**SET UP MEETING TIMES WITH JUDD OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR THIRD QUARTER NEWSROOM PERFORMANCE**

**Topics/Subjects:** Editing and Producing Job Opportunities
**Lecturer:** Amy Simons

Check out Mizzou Convergence Grads and Friends on [Facebook](https://www.facebook.com)

**Out-of-class Readings**
- [JourNerdism Survey of online jobs, titles, salaries](#)
- [For Communications Grads, Slight Improvement in Daunting Job Market, Aug. 10, 2011](#)

**Resources**
- [JournalismJobs.com](#)
- [MediaBistro.com listings](#)
- [Jobs for coders and developers](#)
- [Journajobs.edu](#)

**Wednesday, November 11**
Project management meeting

**Friday, November 13**
8:40-8:50am in the Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Graduate students: Installment 3 of your graduate project is due today at 6 p.m.

**Week 13**

**Monday, November 16**
**Topic:** Getting your first job… it WILL happen!
**Lecturer:** Amy Simons

Amy hosts a panelists of recent grads via Google Hangout. It wasn’t so long ago they were sitting where are right now… let them tell you what it was like.

**Wednesday, November 18**
Project management meeting

**Friday, November 20**
8:40-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

**Week 14**
THANKSGIVING BREAK: No classes, no newsrooms shifts
**YOU MUST BLOG ONE WEEKEND DURING THE BREAK IN ORDER TO REMAIN ON TRACK WITH THE ASSIGNED NUMBER OF POSTS**

Week 15

Monday, November 30
Topics/Subjects: Capstone Preview
Lecturer: Mike McKean

Capstone class and new opportunities with RJI Futures Lab. Demo how we do “News of the Week” for the capstone.
We will do News of the Week in class next Monday. You must email your three story links to Amy, Judd and Mark by 10 p.m. on Sunday, November 30 using the subject line “4806 News of the Week.”

Wednesday, December 2
Project management meeting

Friday, December 4
8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Week 16

Monday, December 7
Topics/Subjects: News of the Week, Course Wrap-Up & Evals
Lecturer: Amy Simons

Mike introduced this capstone feature last week. Today we’re going to have a discussion about industry news driven by you. Find an article online that you’d want to discuss in class related to online journalism. Email a link to all of the faculty members no later than 10 p.m. the night before class using the subject line “4806 News of the Week”

Wednesday, December 9
No class or story meeting

Thursday, December 10
Project management team stories are due at 6pm today.

Graduate students: Installment 4 of your graduate project is due today at 11:59 p.m.

Friday, December 11 is reading day – project managers may attend story evaluation session beginning at 8am or may email evaluations to faculty editors. YOU MUST HAVE A CONVERSATION WITH YOUR NEWSROOM MANAGER TO MAKE CLEAR EXPECTATIONS OF WHEN YOU WORK YOU FINAL SHIFT. WE DO NOT EXPECT THAT YOU WORK DURING FINALS WEEK — BUT SOME OF YOUR NEWSROOM MANAGERS MIGHT. BE SURE TO HAVE THAT CONVERSATION TO MAKE SURE YOU’RE FULFILLING EXPECTATIONS — OR AT LEAST CLARIFYING THEM WELL IN ADVANCE.