

Journalism 48046: Multimedia Editing and Producing  
Judd Slivka and Mark Hinojosa  
MWF 9-9:50

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 (Global Journalist, Missouri Business Alert, Newsy or Vox).

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. Only students assigned to project management rotations attend Monday meetings and Wednesday 8 a.m. pitch meetings once team stories begin. On Fridays, only students assigned to project management rotations will attend story grading in 35 Walter Williams from 9-9:50.

### **Course Faculty**

**Judd Slivka, 001D RJI, [slivkaj@missouri.edu](mailto:slivkaj@missouri.edu)**

**Mark Hinojosa, 001C, RJI, [hinojosam@missouri.edu](mailto:hinojosam@missouri.edu)**

Newsroom Faculty

Amy Simons, Convergence faculty, [simonsa@missouri.edu](mailto:simonsa@missouri.edu)

Jeanne Abbott, Managing Editor, Missourian, 882-5741, [abbottjm@missouri.edu](mailto:abbottjm@missouri.edu)

Ryan Famuliner, News Director, KBIA-FM, 882-3431, [FamulinerR@missouri.edu](mailto:FamulinerR@missouri.edu)

Randy Reeves, News Director, KOMU-TV, 884-NEWS, [ReevesR@missouri.edu](mailto:ReevesR@missouri.edu)  
Jimmie Nevalga, Executive Producer, KOMU-TV, 884-NEWS, [NevalgaJ@missouri.edu](mailto:NevalgaJ@missouri.edu)  
Annie Hammock, New Media Director, KOMU-TV, 884-News, [HammockL@missouri.edu](mailto:HammockL@missouri.edu)  
Nathan Byrne, Newsy.com, 442-4557, [Byrne@Newsy.com](mailto:Byrne@Newsy.com)

## Required Texts

APStylebook: <http://bit.ly/moapstylebook>

## Recommended Texts

Any of the following textbooks are helpful if you want more in-depth background on editing and producing across media platforms:

Journalism Next - Mark Briggs

The Art of Editing, 7th edition - Brian Brooks and Jack Sissors, Allyn and Bacon

Contemporary Editing - Cecilia Friend, NTC Contemporary Publishing Group

Power Producer: A Practical Guide to TV Producing, 3rd edition - Dow Smith, RTNDA

Radio: An Illustrated Guide - Jessica Abel and Ira Glass, WBEZ Alliance, Inc

The first three books are often used in our newspaper, magazine and broadcast courses. Copies may be available at the MU Bookstore. The Abel and Glass book is available from [Amazon.com](http://Amazon.com).

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.

## Schedule

### Mon. Aug. 21

**Topic/Subject:** Introductions. Expectations. Syllabus review. Getting Started.

**Lecturers:** Judd Slivka and Mark Hinojosa

Meet your faculty and find out what you'll be doing in the Convergence Editing and Reporting course.

**QUIZ:** Quiz No. 1 will be open on Blackboard from 9 a.m. today until 6 p.m, Friday, August 25.

### Wed. Aug. 23

**Topic/Subject:** Intro to project managing

**Lecturers:** Judd Slivka and Mark Hinojosa

### Thurs. Aug. 24

**Convergence Media Credentials:** Come by the Futures Lab between 10:30 a.m. - 5 p.m. to have your photo taken for a media credential if you need them..

**Fri. Aug. 25**

**Topic/Subject:** Intro to project management 2

What you need to do to be an effective project manager.

**Lecturer:** Judd Slivka, Mark Hinojosa

**CAMP CONVERGENCE ASSIGNMENT 1 (to manage) :** Audio and still photography

Futures Lab Dress Code

**Mon. Aug. 28**

**Topic/Subject:** How to coach a story

**Lecturer:** Judd Slivka, Mark Hinojosa

How do you make a story better? What are the questions you should ask and the holes you should look for?

**Wed. Aug. 30**

OFF, but work with your 4804 students for Camp Convergence No. 1.

CC Deadline Day 1-1 (Bluford)

Camp Convergence Assignment 2 (to manage): Video Assignment

**Thurs. Aug. 31:** CC Deadline Day 1-2 (Gaines)

**Fri. Sep. 1**

**Topic/Subject:** How to tell a story

**Lecturer:** Tommy Tomlinson

Storytelling is at the heart of what we do. Tommy Tomlinson is one of America's great storytellers and will share some hints.

**Quiz No. 2 due in Blackboard, 6 p.m., 9/1**

**Mon. Sept. 4**

Labor Day: No class

**Wed. Sept. 6**

OFF, but work with your 4804 students for Camp Convergence No. 2.

CC Deadline Day 2-1 (Gaines)

**Thurs. Sept. 7**

Camp Convergence No. 2 CC Deadline Day 2-2 (Bluford)

**Fri. Sept. 8**

**Topic/Subject:** Blogging

**Lecturer:** Mark Hinojosa

Bloggging is more than just writing. It's defining a personal brand and an expertise.

**Quiz No. 3 due in Blackboard, 6 p.m., 9/8**

**Mon. Sept. 11**

Pitch review, Bluford 1

**Wed. Sept. 13**

Bluford 1 pitch day

**Fri. Sept. 15**

**Topic/Subject:** Building packages

**Lecturer:** Judd Slivka

The package is the whole box of content. We'll talk about how to target content for the right channel – and how to get all those channels working together.

**Quiz 4 due in Blackboard, 6 p.m., 9/15**

**Mon. Sept. 18**

Pitch review, Gaines 1

**Wed. Sept. 20**

**Topic/Subject:** How to deal with problem employees

**Lecturer:** Mark Hinojosa

Every newsroom has that employee: The cranky, unhappy miserable person who constantly throws a wrench into works. We'll talk about how to manage that person.

HOMEWORK: Newsroom scenarios for next week

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"

**Thurs. Sept. 21**

Bluford Deadline Day 1

**Fri. Sept. 22**

Grading, Bluford 1

**Quiz 5 due in Blackboard, 6 p.m., 9/22**

**Mon. Sept. 25**

Pitch review, Bluford 2

**Wed. Sept. 27**

**Topic/Subject:** Newsroom scenarios

**Thurs. Sept. 28**

Gaines 1 deadline day

**Fri. Sept. 29**

Grading, Gaines 1

**Mon. Oct. 2**

OPEN

**Wed. Oct. 4**

**Topic/subject:** Life as an online producer

**Lecturer:** Hannah Schmidt

Online producing is one of more popular career fields for Convergence grads. KSHB-TV senior digital producer Hannah Schmidt will give us some insight into what that looks like.

**Fri. Oct. 6**

OPEN

**Style quiz 6 due in Blackboard, 6 p.m., 3/3**

Pitch review, Gaines 2

**Wed. Oct. 11**

**Topic/Subject:** Diversity in the newsroom

**Lecturer:** Mark Hinojosa

Diversity is incredibly important in the products we build – and that starts with where we build them.

**Thurs. Oct. 12**

Bluford Deadline Day 2

**Fri. Oct. 13**

Grading, Bluford 2

**Vocab Quiz No. 1 due Friday, 10/13, 6 p.m.**

**Mon. Oct. 16**

Pitch review, Bluford 3

**Wed. Oct. 18**

**Topic/Subject:** Social engagement

**Lecturer:** TBA

**Thurs. March 19**

Gaines Deadline Day 3

**Fri. Oct. 20**

Grading, Gaines 3

**Vocab Quiz No. 2 due Friday Oct. 20, 6 p.m.**

**Mon. Oct. 23**

Pitch review, Gaines 4

**Wed. Oct. 25**

**Topic/Subject:** How outlets use time

**Lecturer:** Judd Slivka

How a news outlet uses its time and space tells us a lot about its priorities and its audience.

**Thurs. Oct. 26**

Bluford deadline day 3

**Fri. Oct. 27**

Grading, Bluford 3

**Mon. Oct 30**

Pitch review, Bluford 4

**Wed. Nov. 1**

**Topic/Subject:** Translating your Convergence skills to jobs

**Lecturer:** Judd Slivka

You've learned so much these last few semesters. Now let's start putting together the pieces of the puzzle.

**Thurs. Nov. 2**

Gaines deadline day 3

**Fri. Nov. 3**

Grading, Gaines 3

**Mon. Nov. 6**

Pitch review, Gaines 4

**Wed. Nov. 8**

**Topic/Subject:** Resumes

**Lecturer:** Judd Slivka and Mark Hinojosa

Time to sharpen those resumes up for the job and intern search.

**Thurs. Nov. 9**

Deadline Day, Bluford 4

**Fri. Nov. 10**

Grading, Bluford 4

**Mon. Nov 13**

Pitch review, Bluford 5

**Wed. Nov. 15**

Interview questions

**Thurs. Nov 16**

Gaines deadline day 4

**Fri. Nov. 17**

Grading, Gaines 4

**Nov. 18-26:** Thanksgiving Break-No class

**Mon. Nov. 27**

Pitch review, Gaines 5

**Wed. Nov. 29**

Interview fails

**Thurs. Nov. 30**

Bluford deadline day 5

**Fri. Dec. 1**

Grading, Bluford 5

**Mon. Dec. 4**

You *will* get a job

**Wed. Dec. 6**

Wildcard

**Thurs. Dec. 7**

Tarbell Deadline Day No. 5

**Fri. Dec. 8**

OPTIONAL grading, Gaines 5

## Policies, procedures and 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](mailto:title9@missouri.edu) or (573) 882-3880, or go to [www.title9.missouri.edu](http://www.title9.missouri.edu). Students may also contact the Relationship & Sexual Violence Prevention (RSVP) Center at [rsvp@missouri.edu](mailto:rsvp@missouri.edu) or (573) 882-6638, or go to [www.rsvp.missouri.edu](http://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.

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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 - 15%**

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.

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 15 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 15 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.

### **Portfolio - 5%**

Students will create and publish an online portfolio showcasing their professional work. This might include work done in the various Missouri School of Journalism newsrooms, in off-campus internships or fellowships, personal blogs, etc. A successful portfolio will demonstrate a student's skills, professional

interests and career aspirations. Potential employers should be able to visit the site and know right away what the the student could add to their workplace – within the field of journalism or not.

### **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