4806/7806 – Convergence Editing and Producing (Fall 2012)

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 309 Middlebush. 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

Lynda Kraxberger, 120 Neff Hall, kraxbergerl@missouri.edu  
Karen Mitchell, Rm. 001C RJI, mitchellkk@missouri.edu  
Amy Simons, Rm. 001E RJI, simonsa@missouri.edu

Editors who can assist you with ideas\writing\video\audio\graphics in the Futures Lab:

Olga Missiri – Rm. 001A RJI, video editor, missirio@missouri.edu  
Reuben Stern – Rm. 001B RJI, print/graphics editor, 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
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 Producer, KOMU-TV, 884-NEWS, NevalgaJ@missouri.edu
Randy Reeves, Managing Editor, KOMU-TV, 884-NEWS, ReevesR@missouri.edu
Jim Flink, VP News Operations, Newsy.com, 442-4557, Flink@Newsy.com

Required Texts

APStylebook: http://www.apstylebook.com/missouri/
The Elements of Journalism by Bill Kovach and Tom Rosensteil

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.

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.

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.

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 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, 1095 Virginia Ave., Room 101, 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 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 two grades for one newsroom, plus project management). You will receive one grade for project management.

**Blogging – 20%**
You will be required to create your own blog (we recommend using WordPress.com) and to contribute at least 16 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 16 posts. You may post as frequently as you want each week, but only one post per week will count toward your required 16.

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.

Under the Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) students have a right to protect the intellectual property they create. However, much of the work created in convergence and for our professional newsrooms is by definition public. This release form permits our newsrooms to publish your work and indicates your understanding that by blogging you are making your
work available in a public forum. This release form also permits your instructor to share your work with classmates on the Web and with subsequent classes and others.

If you choose not to waive your FERPA rights — you must inform faculty and we will arrange for alternative assignments to satisfy the requirements of the class.

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**

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) You may analyze in terms of quantity and in terms of time commitment. You may also choose to compare your work to that of entry-level reporters/editors in comparable media.

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 Wednesday, Dec. 5, 2012, 5 p.m. 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.
Grading scale:

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

Schedule

Week 1

Monday, January 21  NO CLASS, Martin Luther King holiday

Wednesday, January 23
Topics/subjects: Introduction to class
Lecturer: Lynda Kraxberger

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, the Columbia Missourian. Newsroom choices also include professional media partners: Global Journalist (also a Missouri School of Journalism media partner), Newsy.com; Missouri News Horizon, Discovery News Tech, a division of the Discovery Network, 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: Amy Simons
KOMU-TV – faculty contact: Amy Simons, Jen Reeves
KBIA-FM – faculty contact: Lynda Kraxberger, Janet Saidi
KBIA Sports – faculty contact: Karen Mitchell
Global Journalist – faculty contact: Lynda Kraxberger, Pat Smith
Newsy.com – faculty contact: Karen Mitchell, Jim Flink, Christina Hartman, Nathan Byrne
Missouri Business Alert – faculty contact: Karen Mitchell
Columbia FAVS – faculty contact: Lynda Kraxberger
Project Management – faculty contact: Amy Simons

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

- KBI A, KOMU and Missourian dress codes
- Missourian Stylebook (PDF)
- Fred Vultee’s five-minute stylebook for the Missourian
Friday, January 25
Topics/subjects: Introduction to Project Management: What is it? What is expected?
Lecturer: Amy Simons

**We will be meeting in the Microsoft Application Development Lab today**

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 Convegence website.

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

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 5 pm.

Your blog may duplicate your newsroom self-evaluation or it may differ significantly in content. It will not impact your grade positively or negatively to have a duplicate post on your blog and in your folder on the classes server. 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 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 was primarily orientation week, there is no report due this week, but you do need to start your blog and create your first post before 5pm on Saturday, August 25. Send your blog address to Karen, Amy and Lynda 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

**Week 2**

**Monday, January 28**

Lecturer: Karen Mitchell

Learn how to use the Nikon D7000 to shoot video. This will be of vital importance to you as a project manager. The 4804 students will be using Nikons for stills and video, and you need to be able to support them while project managing. QUIZ: Copy Editing quiz, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

[When Journalists Blog: How It Changes What They Do](#)
[Five Tips on Blogging For Journalism Job Hunters](#)
[21 Great Blogs By Journalists](#)
[How Live Blogging Has Transformed Journalism](#)

**Wednesday, January 30**

Topics/Subjects: Project management meeting

**Friday, February 1** 8:00-8:50 a.m. in the Futures Lab
Topics/Subjects: Project managers (only) story meeting

**Week 3**

**Monday, February 4**
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?

QUIZ: Quiz 1, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

**Wednesday, February 6**
Project management meeting

**Friday, February 7** 8:00-8:50 a.m. in the Futures Lab
Project managers (only) story meeting, followed by team story evaluation from 9a-12n in 35WW.

**Week 4**

**Monday, February 11**
Topics/Subjects: Understanding analytics
Lecturer: Amy Simons

**Please bring your laptops to class**

You will 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 could be useful to journalists.

QUIZ: Vocab Quiz 1, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

Introduction to Web Analytics for Journalists
Six Rootin Tootin Myths About Web Analytics
The Journalists’ Guide to Analytics
Remember this?

**Wednesday, February 13**
Project management meeting

**Friday, February 15** 8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluation from 9a-12n in 35 WW.

**Week 5**

**SET UP MEETING TIMES WITH LYNDI, KAREN OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR FIRST QUARTER NEWSROOM PERFORMANCE**

**Monday, February 18**

Topics/Subjects: Editings Headlines and Teases/Writing for Online
Lecturer: Amy Simons
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
SEO for high traffic Web sites
Heads on the Web
How to: Get to Grips with SEO as a Journalist

7 keys to SEO: How to help people find your blog

Wednesday, February 20
Project management meeting

Friday, February 22 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, February 25
Topic/Subject: Managing People
Lecturer: Lynda Kraxberger

Identifying and motivating different types of employees. Managing up, down and sideways. Discuss management challenges you’ve experienced in the workplace.

The difference between Management and Leadership

Read the following four case studies for discussion in two weeks. You and your team mates will be assigned a case and you will act out your “solution” to the problem posed. Your grade on this assignment is based on your preparation and participation during class. Your grade will be averaged in to your classroom attendance grade. Send an email to Lynda Kraxberger with your group’s proposed solution to the case.

Group 1 – The Perfectionist

Group 2 – Managing the Third Floor Team

Group 3 – When Mediocrity Meets Tragedy

Group 4 – Creative Casey

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”

Additional resources:

StrengthsQuest
Stephen Covey’s 7 Habits of Highly Effective People
MBTI – [Myers Briggs](or take the free test based on Myers Briggs research)
QUIZ: Quiz 2, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

**Wednesday, February 27**
Project management meeting

**Friday, March 1 8-8:50am in Futures Lab**
Project managers (only) story meeting, followed by team story evaluation from 9a-12n in 35 WW.

**Week 7**

**Monday, March 4**
Topic/Subjects: Managing People, Part II
Lecturer: Lynda Kraxberger
Act out and critique the case studies assigned last week.

**Wednesday, March 6**
Project management meeting

**Friday, March 8 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, MARCH 11.

**Week 8**

**Monday, March 11**
**SET UP MEETING TIMES WITH LYNDA, KAREN OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR SECOND QUARTER NEWSROOM PERFORMANCE**

Topics/Subjects: Producing/Editing Decision Making
Guest Lecturer: Jeimmie Nevalga, Supervising Producer, KOMU-TV

News producing/Editonal decision-making 101. 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.

QUIZ: Quiz 3, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

**Wednesday, March 13**
Project management meeting

**Friday, March 15 8-8:50am in Futures Lab**
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

**Week 9**

**Monday, March 18**
Topics/Subjects: New business models in journalism
Guest Lecturer: Randy Smith, Donald W. Reynolds Endowed Chair in Business

How has the changing economy impacted our industry over the last decade? What new business models have emerged, what does it mean for the future of journalism?

*60 Minutes: Outcry after New Orleans’ daily paper cuts back*

**Wednesday, March 20**
Project management meeting

**Friday, March 22** 8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

**Week 10**

Spring Break! No class or newsroom shifts.

You must blog one weekend during the break in order to remain on track for the number of posts necessary to complete your assignment.

**Week 11**

**Monday, April 1**
Topics/Subjects: Editing and Producing Job Opportunities
Lecturer: Lynda Kraxberger

Check out Mizzou Convergence Grads and Friends on Facebook!

*JournalismJobs.com
MediaBistro.com listings
Jobs for coders and developers
Journajobs.edu
JourNerdism Survey of online jobs, titles, salaries
For Communications Grads, Slight Improvement in Daunting Job Market, Aug. 10, 2011
10 Ways Journalists Can Make Themselves More Marketable
QUIZ: Vocab Quiz 2, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

**Wednesday, April 3**
Project management meeting

**Friday, April 5** 8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

**Week 12**

**Monday, April 8**
**SET UP MEETING TIMES WITH LYnda, KAREN OR AMY FOR THIS WEEK FOR FEEDBACK ON YOUR THIRD QUARTER NEWSROOM PERFORMANCE**
Wednesday, April 10
Project management meeting

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

Week 13

Monday, April 15

Topics/Subjects: Newsroom, source and story diversity. What should “diversity” mean in this context?
Lecturer: Karen Mitchell

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.

QUIZ: Quiz 4, available on Blackboard from 9am Monday until 5pm Wednesday. No extensions are given.

Wednesday, April 17
Project management meeting

Friday, April 19 8-8:50am in Futures Lab
Project managers (only) story meeting, followed by team story evaluations from 9a-12n in 35 WW.

Week 14

Monday, April 22
Topics/Subjects: Capstone Preview
Lecturer: Mike McKean, Director, RJI Futures Lab

Capstone class and new opportunities with RJI Futures Lab. Demo how we do “News of the Week” for the capstone.

Wednesday, April 24
Project management meeting
**Friday, April 26**  8-8:50am in Futures Lab  
Project managers (only) story meeting. No team stories to evaluate this week.

**Week 15**

**Monday, April 28**

Subjects/Topics: News of the Week  
Lecturer: Lynda Kraxberger

Mike McKean 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 Lynda, Karen and Amy no later than 10 p.m. the night before class using the subject line “4806 News of the Week”

**Wednesday, April 30**  
No class, no project management

**Friday, May 2**  
No 8 a.m. story meeting – faculty and project managers meet at 9 a.m. to begin grading in 35WW

**Week 16**

**Monday, May 6**  
Topics/Subjects: Class Evaluations

Debrief about lessons learned over the past semester; complete class evaluations.

**Wednesday, May 8**  
No class or story meeting

**Thursday, May 9**  
Project management team stories are due at 5pm today.

Friday May 10th 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 YOUR FINAL SHIFT.