4806/7806 – Convergence Editing and Producing (Summer 2013)

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

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, abbotjm@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

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](http://www.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 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](http://www.spj.org/code.aspx)
- [RTDNA Code of Ethics](http://www.rtdna.org/code.html)
- [NPPA Code of Ethics](http://www.nppa.org/code.html)

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.

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.

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 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. (Summer students will be assigned another number of required posts)

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**
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.

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

**Style quiz #1** is available from Wednesday at 9am through Friday at 5pm, found on Blackboard. Be sure to take the quiz on a computer with a RELIABLE Internet connection. If you have a problem, let Karen Mitchell know. After this test there are no resets for the quiz.

**DATE: Wednesday, May 22, 2013**

**Topics/Subjects: Introduction to Project Management**

All students enrolled in 4806/7806 will also be partaking on some level in the project management experience. Some students will have project management as one of their newsrooms. All will attend story pitch meetings and evaluation sessions for reporters in the 4804/7804 class for the duration of the summer session.
Story checklist

Everyone has been added to a list called: MUJourConvergenceProjectManagers@missouri.edu — this is the email address convergence reporting students use to submit story pitches. 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.

Click here to read the full description and expectations for project managers.

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 10 a.m. in 35 Walter Williams. They also join faculty and 4804-7804 students for story meetings on Thursdays from 8 a.m. to 8:50 a.m. in the RJI Futures Lab. Finally, project managers attend evaluation sessions for the students they managed each Friday from 9 a.m. to 10:50 a.m. in the Microsoft Application Development Lab. 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.

Newsrooms: Each of you will be spending your semester working shifts in different newsrooms. Our newsrooms include the Missouri School of Journalism’s traditional professional outlets: KOMU-TV, KBIA-FM, Missouri Business Alert and Columbia Faith and Values. Newsroom choices also include professional media partner, Newsy.com.

You are required to work shifts in both newsrooms beginning this week through June 29th.

KOMU-TV – faculty contact: Amy Simons, News Director: Stacey Woelfel

KBIA-FM – faculty contact: Amy Simons, News Director: Janet Saidi

Newsy.com – faculty contact: Karen Mitchell, VP News Operations: Jim Flink

Columbia Faith and Values – faculty contact: Amy Simons, Primary editor: Kellie Kotraba

Missouri Business Alert – faculty contact: Karen Mitchell, Editor: Michael Stacy

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

• View the KBIA, KOMU and Missourian Dress Codes
• Missourian Stylebook (pdf)
• Fred Vultee’s five-minute stylebook for the Missourian

DATE: Thursday, May 24, 2013

8:00 – 8:50 a.m. – Futures Lab in RJI
Project Managers meet in the Futures Lab with 4804 reporters and faculty for story pitch session.

**DATE: Friday, May 25, 2013**

**Topics/Subjects: Intro to blogging and building your brand AND SEO for Editors: What Every Journalist Needs To Know**

After blogging for extra credit last semester — in 4806 blogging is a required part of the curriculum. What’s the best kind of blog for a beginning reporter? Should you blog about your newsroom experiences? What kinds of blogs generate the most traffic? Should be we worried about plugins? Etc. Part Two: How search engines help get your great work in front of larger audiences.

**Readings:**

- 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
- What is Creative Commons (Video)
- Creative Commons FAQ
- Flickr: Creative Commons

- 10 Questions to help you write better headlines
- Newsroom101.com
- Optimizing Headlines – This Boring Headline Brought to you by Google
- How we read online – Slate Magazine
- Jakob Nielson Headline Design
- Same article – different design
- SEO for News Publishers by the folks at Google
- SEO for high traffic Web sites
- Heads on the Web

**Assignments Due**

- This week, you are required to work in your required newsrooms.
- Read the syllabus and read the performance evaluation expectations in the grading section of the syllabus.
- Every week, you’ll need to create a new folder in the !Finished Stories file
- Every week you’re required to post to your blog by Saturday at 5 pm.

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. Send your blog address to Karen and Amy by Saturday, May 25, 2013.

Your weekly report needs to be filed at this address: on Macs: smb://doit-bfs1.col.missouri.edu/journalism/classes

For instructions for how to connect on 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. Put two folders inside this for each of your newsrooms.classes.jour.missouri.edu/Classes/4806/?finished stories/Last Name, First Name/newsroom1
Week 2

Style Quiz 2 is available on Blackboard from Wednesday at 9am until Friday at 5pm.

DATE: Wednesday, May 29, 2013

Topics/Subjects: Managing People

Identifying and motivating different types of employees. Managing up, down and sideways. Discuss management challenges you’ve experienced in the workplace. Assignment: Read the following four case studies for discussion next week. You and your teammates 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 your classroom attendance grade. Send an email to Karen Mitchell and Amy Simons with your group’s proposed solution to the case.

- 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”

DATE: Wednesday, May 29, 2013

Topics/Subjects:

- Project managers meet in 35 WW to discuss proposed stories

DATE: Thursday, May 30, 2013

Topics/Subjects:

- Project managers meet at 8:00 a.m. in the Futures Lab for story meeting.

DATE: Friday, May 31, 2013

Topics/Subjects:

- Project managers meet from 9:00 – 10:00 a.m. in Microsoft Application Development Lab for critique session.

Assignments Due:

- Weekly report and blog due by 5 pm, Saturday, June 1st.
Week 3

Style quiz opens Wednesday at 9 a.m. and closes Friday at 5 p.m.

DATE: Wednesday, June 5, 2013

Sign up to schedule a one-on-one session with Karen or Amy (for next week) to discuss your newsroom performance to date. You’ll be assigned a grade for your work in each newsroom to date.

Topics/Subjects: Managing People

Act out and critique the case studies assigned last week.

DATE: Wednesday, June 5, 2013

Topics/Subjects:

• Project managers meet in 35 WW to discuss proposed stories

DATE: Thursday, June 6, 2013

Topics/Subjects:

• Project managers meet at 8:00 a.m. in the Futures Lab for story meeting.

DATE: Friday, June 7, 2013

Topics/Subjects:

• Project managers meet from 9:00 – 10:50 a.m. in Microsoft Application Development Lab for critique session.

Assignments Due:

• Weekly report and blog due by 5 pm, Saturday, June 8.

Week 4

Style Quiz is available on Blackboard from Wednesday at 9am until Friday at 5pm.

DATE: Wednesday, June 12, 2013

Topics/Subjects: Producing/Editing Decision-Making
News producing/editorial 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.

Readings

• Producing 101 – Exercise

DATE: Wednesday, June 12, 2013
Topics/Subjects:

• Project managers meet in 35 WW to discuss proposed stories

DATE: Thursday, June 13, 2013
Topics/Subjects:

• Project managers meet at 8:00 a.m. in the Futures Lab for story meeting.

DATE: Friday, June 14, 2013
Topics/Subjects:

• Project managers meet from 9:00 – 10:50 a.m. in Microsoft Application Development Lab for critique session.

Assignments Due:

• Weekly report and blog due by 5 pm, Saturday, June 15.

Week 5

Style Quiz is available on Blackboard from Wednesday 9am until Friday at 5pm.

DATE: Wednesday, June 19, 2013
Topics/Subjects: Understanding Analytics

Amy Simons provides an overview of web analytics. 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.

Readings:

Introduction to Web Analytics for Journalists
Six Rootin Tootin Myths About Web Analytics
The Journalists’ Guide to Analytics
Remember this?
• **DATE: Wednesday, June 19, 2013**

  Topics/Subjects:

  o Project managers meet in 35 WW to discuss proposed stories

**DATE: Thursday, June 20, 2013**

Topics/Subjects:

  ▪ Project managers meet at 8:00 a.m. in the Futures Lab for story meeting.

**DATE: Friday, June 21, 2013**

Topics/Subjects:

  ▪ Project managers meet from 9:00 – 10:50 a.m. in Microsoft Application Development Lab for critique session.

Assignments Due:

  ▪ Weekly report and blog due by 5 pm, Saturday, June 21.

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**Week 6**

Style Quiz is available on Blackboard from Wednesday at 9am until Friday at 5pm.

**DATE: Wednesday, June 26, 2013**

Topics/Subjects: Editing and Producing Job Opportunities

Editing and producing job opportunities in a converging media environment. Where will you go from here?

Readings

  ▪ JournalismJobs.com
  ▪ MediaBistro.com listings
  ▪ JourNerdism Survey of online jobs, titles, salaries

**DATE: Wednesday, June 26, 2013**

Topics/Subjects:
- Project managers meet in 35 WW to discuss proposed stories

**DATE: Thursday, June 27, 2013**

Topics/Subjects:

- Project managers meet at 8:00 a.m. in the Futures Lab for story meeting.

**DATE: Friday, June 28, 2013**

Topics/Subjects:

- Project managers meet from 9:00 – 10:50 a.m. in Microsoft Application Development Lab for critique session.

Assignments Due:

- Weekly report and blog due by 5 pm, Saturday, June 29, 2013.