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

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

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

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

Prerequisites

Undergraduates: Multimedia Journalism (J2150)
Graduates: Fundamentals of TV, Radio and Photojournalism (J7802)

Class Schedule

This course is three credit hours.
Course meets MWF from 8:00 - 8:50 a.m. in the Fall and Spring.

Faculty Members
Judd Slivka, Rm. 001D, RJI, slvkaj@missouri.edu
Mark Hinojosa, 001C, RJI, hinojosam@missouri.edu

Office hours by appointment.
Other Faculty Members

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Ryan Famuliner, News Director, KBIA-FM, 882-3431, FamulinerR@missouri.edu
Randy Reeves, News Director, KOMU-TV, 884-NEWS, ReevesR@missouri.edu
Jeimmie Nevalga, Supervising Editor, KOMU-TV, 884-NEWS, NevalgaJ@missouri.edu
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Jamie Greber, Managing Editor, KOMU-TV, 884-NEWS, GreberJ@missouri.edu

Teaching Assistants

Jason Boatright, jmbvzb@mail.missouri.edu
Beatriz Costa-Lima, brc3nc@mail.missouri.edu
Taylor Nakagawa, tkn8c8@mail.missouri.edu

Recommended Texts

The Elements of Journalism - by Bill Kovach & Tom Rosenstiel
Journalism Next - by Mark Briggs

Recommended Viewing

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

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

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

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.

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

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

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

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

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

A Special Note about Web Access in Class
The above language regarding classroom misconduct stems from discussions between MU Faculty Council and the Provost’s Office. While Convergence Journalism faculty endorse the intent expressed above, we also tolerate (and actively encourage in many instances) personal web access during class time. Attention to and mastery of content discussed during class is your responsibility. We will alert you if there are specific times during a lecture, training session or class discussion when we intend to limit or prohibit webs access.
Dishonesty and Misconduct Reporting Procedures
MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU’s Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU’s Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions.

Students
are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Audio and Video Recordings of Classes
Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

University of Missouri Notice of Notifications
The University of Missouri 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 us immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

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

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

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

Both graduate and undergraduate students enrolled in this class are subject to plus/minus grading.
Your grade will reflect these percentages:

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

**Newsroom Shifts – 10%**
Newsroom shifts are graded based on the quality of your finished story files, self-evaluations in finished story files and feedback from newsroom editors. You are responsible for creating your folders and writing a summary of your newsroom shift in the classes folder. Be sure to include a link and/or copies of final articles/scripts/slideshows/mp3’s or movies in your folder as well.
Folder structure:

Classes>4804>Finished Stories

Regardless of which three newsrooms a student chooses to work in, every student will attend two Missourian budget meetings during the course of the semester and will write a 250 word account of the meeting. What were the key points discussed? Where was the focus? (A news story from the previous day or how to approach the current day’s news) How might a multimedia student’s work fit in to the newsroom experience? These reports should be filed to the classes server along with your other newsroom reports.

**Convergence Team Story Assignments – 65%**
Story grades are based on several factors, including but not limited to the following criteria:

- Deadline performance
- Professionalism (e.g. problem-solving, teamwork and attitude)
- Journalism quality – Reporting, writing, storytelling, accuracy
- Innovation
- Technical quality – Audio quality, video quality, use of tripod, etc.
- AP Style for written work and photo captions

Students face grade penalties on individual team stories for inaccuracies, missed deadlines and/or having to be given a story idea by a faculty member those penalties will be levied as follows:

**Story ideas (1 letter grade/10 points):** If a faculty member has to give your team a story idea because you haven’t developed a viable one yourselves, you are subject to a 10-point deduction on your team story grade.

**Fact errors (2 letter grades/20 points):** As journalists, we have nothing if we don’t have credibility. Reporting fact is at the foundation of the contract we have with our readers, viewers and site visitors. When we make fact errors, we chip away at that mutual trust. Fact errors could result in a 20-point deduction on your team story grade.

**Missed deadlines (2 letter grades/20 points):** We live in a world of deadlines. Our broadcasts go on the air at a set time. Our papers and magazines have press runs that must start at a certain time to ensure delivery. Our web audiences are always looking for the most up-to-date news and information. Deadlines in this class are not fluid, and missing them is not an option. Failure to meet the 6 p.m. deadline on team stories will result in a 20-point deduction.

**Peer Evaluations – 5%**

Much of the work in convergence journalism courses is team-based. One complaint about teams is that some people will take advantage of stronger teammates and allow themselves to “coast” without putting forth their own best effort. To create more effective teams you will grade and be graded by your classmates on each of your team stories. The evaluation form is posted on Blackboard (in Assignments) that you’ll be expected to fill out and submit after each team story. Deadline for the evaluation is 8am Friday. Failure to complete the form will result in a 0 (zero) for you and full credit for your teammates.

**Class participation and Attendance – 10%**

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

We will take attendance at every class. You may miss four classes (three in the summer sessions) for any reason without penalty. We will not judge absences as excused or unexcused. Please check with a classmate to find out what happened in class when you were gone. If you still have questions about the material, check in with an instructor.
After four (three) absences, each additional absence will result in a lower letter grade for attendance. If you have a chronic issue or illness that causes you to miss class for more than a week, please see an instructor.

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

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

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

Please feel free to meet with us at any time to discuss grades or any other issue. Part of professionalism is seeking advice when needed to handle special concerns or problems or to propose new ideas or innovations. Stories turned in after the 6pm deadline will be docked at least one letter grade. Failure to complete an assignment or your part of an assignment may lead to a failing grade in the course.

Extra credit opportunities:

**Blogging:** If you create a blog and add at least one post per week to the blog during the semester, you can increase your final grade by 5 points. (For example, a B plus, becomes an A minus.) Where you see assignments due each week, there is a reminder to blog. We will discuss options for your blog in class. You will also be told how many posts are required during your team to earn the extra credit. It will vary from semester to semester depending on lecture schedules and the length of the term.

**Math Test:** Journalists joke about not being good at math... but math is important! There is a math quiz available in Blackboard that will open following our “math lecture.” If you successfully complete the search with a grade of 75% or higher, you’ll get 5 points added to your end of semester Style Quiz grade.

**Graduate Student Assignment**

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.
Writing Intensive Requirements

All MU undergraduate students are required to complete an upper-division writing intensive course in their major. Journalism 4804 satisfies that requirement for Convergence Journalism majors. All WI courses use writing as a tool for thinking and learning; all require revision as a way of improving critical thinking. Here’s how we’ll carry out those goals.

News feature reporting projects/team stories: On weeks when you are working on a team story, you will write scripts, text stories, photo captions, information graphics, etc. These news stories will take on extensive revisions as you work with student project managers and faculty editors leading up to deadline. Team stories will be followed by a one-page written evaluation of your teammates’ performance on your project.

Written bi-weekly newsrooms update: Each week you work in a newsroom, you will submit brief written report describing the story you covered, multimedia content you produced and any issues may have arisen on your shift. We may occasionally refer to these updates in class discussion.

In-class presentation: There is one informal in-class presentation in which you and a partner(s) will demonstrate a new tech tool and evaluate it’s potential uses for journalists.

Blogging: We expect you to write/produce content regularly for your own blog. If you already have one, just send the faculty the link. If you need to create one, there are a variety of tools. Blogger.com, Weebly.com and WordPress.com are good options. You may also send me your Twitter address if you’d like me to follow your tweets. (Optional)

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

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

**Classes are in Ag 2-07 on Mondays and Wednesdays and Tucker Forum on Fridays, unless noted**

Week 1

Mon. Aug. 22

**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 Reporting course.

**QUIZ:** Syllabus quiz will be open on Blackboard from 9 a.m. today until 5 p.m., Friday, August 26.

**VIDEO TRAINING:** If you did not attend J4126, 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.

Wed. Aug. 24

**Topic/Subject:** What’s a story? What are the elements that make a compelling story? What kind of characters and conflict make a story sing?

**Lecturer:** Judd Slivka

**Out-of-class reading**

[Who, what, when, where, why, and how: What is journalism for?](#)

**CAMP CONVERGENCE ASSIGNMENT:** [Audio and still photography](#)

[Futures Lab Dress Code](#)

Thurs. Aug. 25

**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.

Fri. Aug. 26

**Topic/Subject:** What does A work look like? Examples from previous classes.
Lecturer: Mark Hinojosa

Out-of-class reading

**Top 10 Mistakes College Journalists Should Avoid**

Syllabus quiz due in Blackboard, 6 p.m., 8/26

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Week 2

Mon. Aug. 29

**Topic/Subject:** Newsy/KBIA Orientation  
**Lecturer:** Mark Hinojosa

You’ll have the opportunity to work in both the KBIA and Newsy newsrooms. Each outlet has their own specific workflow and audience. You’ll hear from managers at both places about how to be successful in their newsroom shifts.

**Out-of-Class Readings**

How to survive 4804?”

Wed. Aug. 31

**Topic/Subject:** Missourian and Vox/KOMU orientation  
**Lecturer:** Judd Slivka

The Missourian, Vox and KOMU are outlets you’ll have a chance to work at. We’ll talk about workflow and audiences.

**Camp Convergence Assignment:** [Video Assignment]

**Thurs. Sept 1.:** Camp Convergence Assignment 1 due on the Classes Server by 6 p.m.

Fri. Sept. 2

**Topic/Subject:** How to find a story and where to put it when you do
Lecturer: Judd Slivka, Mark Hinojosa

Finding stories is at the heart of what we do in 4804. We’re going to talk about looking for stories and taking a story idea and making it a successful story.

Style quiz 1 due in Blackboard, 6 p.m., 9/2

Out-of-Class Readings

Week 3

Mon. Sept. 5  Labor Day. No class.

Wed. Sept. 7

Topic/Subject: Writing for the ear
Lecturer: Judd Slivka

Broadcast-style writing is designed to appeal to people listening, rather than reading. It’s an art form and we’ll go over the basics and learn a few tricks.

Out-of-Class Readings

Writing for the ear

Ten Tips for Writing for Radio

Camp Convergence Assignment due on the Classes Server by 6 p.m.

Fri. Sept. 9

Topic/Subject: What is a pitch?
Lecturer: Mark Hinojosa

The pitch form. What makes a successful pitch. What you need to know to walk out of a pitch meeting with a story.

Style quiz 2 due in Blackboard, 6 p.m., 9/9
**Out-of-Class Reading**

6 questions journalists should be able to answer before pitching a story

The New York Times' political story pitch meeting

**Week 4**

Mon. Sept. 12

**Topic/Subject:** Fact checking  
**Lecturer:** Judd Slivka  
We trade in the currency of facts. Stories with the wrong information distract our audience and detract from our credibility. We'll learn some fact-checking strategies to help keep your stories accurate -- and you out of the soup.

Out-of-Class Readings

**7 steps to better fact-checking**

Han Pitch Day No. 1

Social Media Element Requirements

Minimum Story Requirements

Fri. Sept. 16

**Topic/Subject:** Interviewing  
**Lecturer:** Judd Slivka

Interviewing is part and parcel of what we do. Preparing for the interview and asking the right questions can be the difference between a story that soars and a story that crashes.

Style quiz 3 due in Blackboard, 6 p.m., 9/16

Out-of-Class Readings

The Art of the Interview
Week 5

Mon. Sept. 19

**Topic/Subject:** How to make a photo

**Lecturer:** Mark Hinojosa

Making a good photograph is a basic skill. Today we’ll talk about how to bring home something from the field and shoot to guarantee there’s a usable photo. We’ll talk about composition, editing and toning.

**Out-of-Class Readings**

*Understanding and Appreciating the Basics of Photojournalism*

Chewie Pitch Day No. 1

Thurs. Sept. 22

Han Deadline Day No. 1

Fri. Sept. 23

**Topic/Subject:** Making a non-visual story visual

**Lecturer:** Jamie Greber, Managing Editor, KOMU

Not every story lends itself to being presented visually. But that doesn’t mean that we shouldn’t do it. We’ll go over some ways to make stories visual, even if they don’t seem like it on the surface.

*Style quiz* due in Blackboard, 6 p.m., 9/23

**Out-of-Class Readings**

*How to make boring things interesting in video*

Week 6

Mon. Sept. 26
We use several different writing techniques to create contracts with our audience and frame a story. We’ll go over them in this class.

**Out-of-Class Readings**

[How To Write Good Story Leads](#)

Wed. Sept. 28

Han Pitch Day No. 2

Thurs. Sept. 29

Chewie Deadline Day No. 1

Fri. Sept. 30

**Topic/Subject:** Blogging

**Lecturer:** Eric Zorn

Blogging can run the gamut from talking about your hobby to a few people to offering your opinion on current events to many. Both can help your personal brand. We’ll talk about the difference between a blog and a column, and some tactics to blog better.

**Style quiz 4 due in Blackboard, 6 p.m., 9/30**

**Out-of-Class Readings**

[Be a Better Blogger: The Ultimate Resource Toolbox](#)

**Week 7**

Mon. Oct. 3

**Topic/Subject:** Social media elements

**Lecturer:** Judd Slivka

More of our content is being consumed through social media. But it’s a delicate balancing act between promotion and boring the user. In this class, we’ll talk about how to use social media to connect an audience to a story.
Out-of-Class Readings

What audiences think of journalists’ social media use


How Journalists Can Use Social Media to Build Reader Relationships

Chewie Pitch Day No. 2

Thurs. Oct 6

Han Deadline Day No. 2

Fri. March 2

Topic/Subject: Telling broadcast stories with numbers
Lecturer: Jamie Greber

Sometimes we need numbers in our stories, but they can be cumbersome and distracting. This class we'll learn how to bring numbers into stories without losing your audience.

Style quiz 5 due in Blackboard, 6 p.m., 10/7

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Week 8

Mon. Oct. 10

Topic/Subject: Story structure
Lecturer: Judd Slivka

How a story is built can often determine its success. We’ll talk about how to create story arcs that keep the reader engaged.

Out-of-Class Readings

REPORTING AND WRITING BASICS

Wed. Oct. 12
Han Pitch Day No. 3

Thurs. Oct. 13

Chewie Deadline Day No. 2

Fri. Oct. 14

**Topic/Subject:** Voicing  
**Lecturer:** Kent Collins, Associate Professor, Radio-TV

One of the constants of multimedia is narration. We’re going to work on how to voice our stories.

**Extra credit math quiz due in Blackboard, 6 p.m., 10/14**

**Out-of-Class Readings**

*Voicing a Radio Story*

Mon. Oct. 17

**Topic/Subject:** What makes an NPR story so good?  
**Lecturer:** Wade Goodwyn, Texas-based NPR correspondent

NPR strives to tell stories that have “driveway moments,” that keep you in the car listening even after you’ve gotten where you’re going. This lecture will help you create those moments in your stories.

**Out-of-Class Readings**

*Ira Glass on Storytelling*

Wed. Oct. 19

Chewie Pitch Day No. 3

Thurs. Oct. 20

Han Deadline Day No. 3

Fri. Oct. 21
Broadcast-style writing is designed to appeal to people listening, rather than reading. It’s an art form and we’ll go over the basics and learn a few tricks.

Extra credit Missouri Honor Medalist assignment due 6 p.m., Fri., 10/21

Out-of-Class Readings

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Week 10

Mon. Oct. 24

Topic/Subject: Using spreadsheets to find stories
Lecturer: Judd Slivka

Microsoft Excel is a powerful tool for reporters. This session will go over and some basic and not-so-basic ways to use spreadsheets to generate stories.

Out-of-Class Readings

From Spreadsheets to Stories: Data-Driven Journalism

Wed. Oct. 26

Han Pitch Day No. 4

Thurs. Oct. 27

Chewie Deadline Day No. 3

Fri. Oct. 28

Topic/Subject: Interviewing the data
Lecturer: Judd Slivka
We’ve learned how to use data and how to use spreadsheets. Today we’ll learn how to make sure that the data is clean and how to ask it questions that yield stories.

**Week 11**

**Mon. Oct. 31**

**Topic/Subject:** How to think infographically  
**Lecturer:** TBA

*12 Infographic Tips That You Wish You Knew Years Ago*

**Wed. Nov. 2**

Chewie Pitch Day No. 4

**Thurs. Nov. 3**

Han Deadline Day No. 4

**Fri. Nov. 4**

*Class in Fisher Auditorium*

**Topic/Subject:** Inclusive reporting

There are lots of sources out there. But we can only get to the real story by having sources from a variety of viewpoints and communities. We'll talk about the best ways to get those diverse sources.

**Lecturer:** TBA

**Out-of-Class Readings**

*20 interviewing tips for journalists* 

**Week 12**

**Mon. Nov. 7**
Topic/Subject: Crash analysis
Lecturer: Mark Hinojosa

What’s constantly going wrong in stories and how to fix it

Out-of-Class Readings

Why Journalism Professors Should Teach Accuracy Checklists

Wed. Nov. 9

Han Pitch Day No. 5

Thurs. Nov. 10

Chewie Deadline Day No. 4

Fri. Nov. 11

*Class in Fisher Auditorium*

Topic/Subject: Engaging with the audience
Lecturer: Matt Dulin, Director of Audience Engagement, Columbia Missourian

Journalism is a two-way street and it requires engaging with our audience. We’re going to talk about some strategies to do that – no matter what platform you’re publishing on.

Out-of-Class Readings

5 Ways to Engage With Digitally Empowered News Audiences

Should Journalists Use or Ignore Social Media? Two Examples to Think About

Week 13

Mon. Nov. 14

Topic/Subject: View from the other side
Lecturer: Judd Slivka

Q&A with Michele Baumstark
Out-of-Class Readings

**How P.R. Is Killing Journalism**

Wed. Nov. 16

**Topic/Subject:** Deconstructing a multimedia story

Lecturers: Mark Hinojosa, Judd Slivka

What makes a good multimedia story? How do the professionals do it? You'll find a multimedia piece and deconstruct it and share it with the class.

Out-of-Class Readings

**2013: The Year in Interactive Storytelling**

Thurs. Nov. 17

Resume' workshop in the Futures Lab, 8 a.m. - 4 p.m.

Fri. Nov. 18

**Topic/Subject:** Where's the line?
**Lecturer:** Judd Slivka

Ethical dilemmas in coverage

Out-of-Class Readings

**NPR ethics handbook**

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Week 14

Thanksgiving break
Week 15

Mon. Nov. 28

**Topic/Subject:** Resumes’  
**Lecturers:** Mark Hinojosa and Judd Slivka

What works in resumes, what doesn’t

**Out-of-Class Readings**

7 MISTAKES THAT DOOM A COLLEGE JOURNALIST’S RESUME

Wed. Nov. 30

Chewie Pitch Day No. 5

Thurs. Dec. 1

Han Deadline Day No. 5

Fri. Dec. 2

**Topic/Subject:** Mock interviews  
**Lecturer:** Mark Hinojosa

You'll likely have to go through interviews for jobs and internships. We're setting up workstations to have seasoned managers ask you some of the hardest questions -- and help you with the answers.

**Out-of-Class Readings**

How to: prepare for a journalism job interview

Week 16

Mon. Dec. 5

Evaluations
Wed. Dec. 7

Wildcard day

Thurs. Dec. 8

Chewie Deadline Day No. 5

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