

JOURN4806: Multimedia Producing and Editing

MWF, 9 a.m. – 9:50 a.m.

MW: 209 Strickland Hall

F: Tucker Forum

Course Faculty:

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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 10 newsrooms.

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. We'll meet in 209 Strickland Hall unless otherwise noted. Only students assigned to project management rotations attend Monday meetings and Wednesday 8 a.m. pitch meetings once team stories begin. On Fridays, only students assigned to project management rotations will attend story story grading in 35 Walter Williams from 9-9:50.

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

Class Schedule

Monday, August 20: Introduction

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

Wednesday August 22: Introduction to Project Managing

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

Friday, August 24: How to help find stories

How can you help your teams find stories without giving stories to them?

Monday, August 27: Coaching

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

Wednesday, August 29: Off for PMing Camp Convergence

Friday, August 31: The Portfolio Project

Here's your chance to show the world everything you've learned. The Portfolio Project will take 2/3 of the semester, be multi-faceted and be good enough to anchor your professional portfolio.

Monday, September 3: No Class- Labor Day

Tuesday September 4: PGS

Wednesday, September 5: Management lessons learned

What did you learn managing students in Camp Convergence? How can it be applied to your future reporting and project managing?

Friday September 7: Managing all Directions

How to effectively manage your team and your faculty – and eventually your co-workers and your bosses.

Monday September 10: PGS

Wednesday September 12: Portfolio Project Pitch Review

Friday September 14: Grading

Monday, September 17: PGS

Wednesday, September 19: Tommy Tomlinson

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

Friday, September 21: Grading

Monday, September 24: PGS

Wednesday, September 26: How news outlets use their time?

How a newscast is stacked or how a newspaper homepage is laid out tells us a lot about the priorities of a news outlet. If your last name starts with a letter A-I, you'll watch Tuesday's 10 p.m., news on

KOMU and write down each story. J-P, you'll watch KMIZ's 10 p.m., newscast and do the same. Q-Z, you'll watch KRCG's and do the same.

Friday, September 28: Grading

Monday, October 1: PGS

Wednesday, October 3: Hannah Schmidt

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

Friday, October 5: Grading

Monday, October 8, PGS

Wednesday, October 10: Convergence skills in jobs

How you can use the skills you've learned throughout the convergence program in an array of jobs.

Friday, October 12: Grading

Monday, October 15: PGS

Wednesday, October 17: OFF for Missouri Honor Medals

Friday, October 19: Grading

Monday, October 22: PGS

Wednesday, October 24: Portfolios

You'll need to have an online portfolio to make it out of the J-School and probably to find a job. So that starts now, if it hasn't already. We'll take a look at portfolios, good and bad.

Friday, October 26: Grading

Monday, October 29: PGS

Wednesday, October 31: Resumes

It's your professional story. How do you want to tell it? You'll send us your resume by 11:59 p.m., on Tuesday and we'll critique it during class on Wednesday.

Friday, November 2: Portfolio project due, 6 p.m.

Monday, November 5: PGS

Wednesday, November 7: Cover letters

It's your foot in the door and your first impression. What you write in that cover letter is pretty important.

Friday, November 9: Grading

Monday, November 12: PGS

Wednesday, November 14: Interview questions

"So, where do you want to be five years from now?" We'll help you with that answer and others in this class.

Friday, November 16: Grading

Saturday, November 17- Saturday, November 24: Thanksgiving break

Monday, November 26: PGS

Wednesday, November 28: You will get a job

Sometimes that first job seems so far away. You'll hear from some people not unlike you – just a couple semesters ahead – about how they found a job.

Portfolio website due, 6 p.m.

Friday, November 30: Grading

Monday, December 3: Evaluations

Wednesday, December 5: Wildcard

Friday, December 7: Optional grading

Policies

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 the highest ethical standards. Though various codes have slight differences - you will find they are all based in the same values. Please review the codes for the following news organizations: Society of Professional Journalists, Radio, Television, Digital News Association and National Press Photographers Association.

As a convergence student, you are held to a strict standard of being able to adapt to different newsroom environments and learning the policies of that work environment.

If you ever have a question about an ethical standard, get in touch with your faculty editor as soon as possible.

[SPJ Code of Ethics](#)

[RTDNA Code of Ethics](#)

[NPPA Code of Ethics](#)

Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.

- Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

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

Classroom Misconduct

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

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

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

Dishonesty and Misconduct Reporting Procedures

MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Audio and Video Recordings of Classes

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

University of Missouri-Columbia Notice of Nondiscrimination

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

Title IX:

Mizzou policies and federal law prohibit all forms of sex discrimination in education, including discrimination on the basis of sex, gender, gender identity, gender expression, sexual orientation, and

pregnancy. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. Sex-based violence includes rape, sexual assault, unwanted touching, stalking, dating/interpersonal violence, and sexual exploitation.

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

Accommodations

If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

ADA Compliance

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Religious Holidays

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

Intellectual Pluralism

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

Course Assignments and Grading 4806-7806

Graduate students and undergraduate students in this class are subject to plus/minus grading.

Grading

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) - 40%

You will receive two grades for each newsroom (Summer students will one grade for two newsrooms,

plus project management). You will receive one grade for project management. Your grade is based on feedback faculty receive from your newsroom supervisor and your OWN self-evaluations and descriptions of your shifts and projects. To this end, you will file a 100-200 word report at the end of each week (Saturdays 5 p.m.) in our 4806 Classes Server.
smb://doit-bfs1.col.missouri.edu/journalism/classes

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

Projects - 30%

It's time for you to build a portfolio-worthy project. Something you can call your own. Over the course of the semester, you're going to build and design a multimedia project. The project topic is your choice, something that you should be invested in. Stories that work well in two parts tend to look at multiple sides of an issue, or the same issue told through multiple characters in different characters. The two stories should work together but be able to stand separately.

1. You can do this as an individual project or as a team of two.
2. You will pitch (using this pitch form) a two-part package for either KBIA, KOMU or the Missourian.
3. Each story in the package will include:
 1. Two deeply-sourced, fully produced audio or video pieces of at least three minutes.
 2. Two text stories with multiple sources of at least 400 words.
 3. At least three supporting images.
 4. Two social videos

Timeline

Feb. 2: In-class discussion of the project

Feb. 16: Pitches due

Feb. 17: Reporting check-in with editors

Mar. 20 and 21: Rough cut screenings, 5:30 p.m., App Dev Lab

April 13: Final versions due, 6 p.m.

Style Quizzes - 10%

There will be five style/grammar quizzes and two vocabulary quizzes during the semester, administered through the University's Blackboard site. The vocab quizzes and first four style quizzes are 10 questions and 15 minutes each. The last quiz will be 30 minutes long for 15 points. All the quizzes use the AP and Missourian stylebooks (open book.) If you have a problem accessing a style quiz or a computer issue, you must contact an instructor immediately or the quiz score will stand as incomplete.

Portfolio - 10%

Students will create and publish an online portfolio showcasing their professional work. This might include work done in the various Missouri School of Journalism newsrooms, in off-campus internships or fellowships, personal blogs, etc. A successful portfolio will demonstrate a student's skills, professional interests and career aspirations. Potential employers should be able to visit the site and know right away what the student could add to their workplace – within the field of journalism or not.

Graduate Student Requirement

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

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

A+ 97-100
A 94-96
A 90-93
B+ 87-89
B 84-86
B- 80-83
C+ 77-79
C 74-76
C- 70-73
D+ 67-69
D 64-66
D- 60-63
F 69 or lower