



It begins...

J528 Summer Digital News Immersion

7/27/15

Get Online ASAP...



WiFi:

USC Secure Wireless

Backup Network:

Log in:

USC Guest

USC User ID and password

By The End Of Today...

THINGS TO DO:



- _____
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- * Social Media Sign-ups: At Least Twitter And FaceBook
- * Consider Following Your instructors On Twitter
- * Join Our FaceBook Group: 2015-2016 USC Annenberg MS/MSJ
- * Try To Check Out Your Media Kit
- * If Needed, Get Help With Software: Adobe, SoundSlides, Etc.

Welcome Reception

6 p.m.

ANN 106

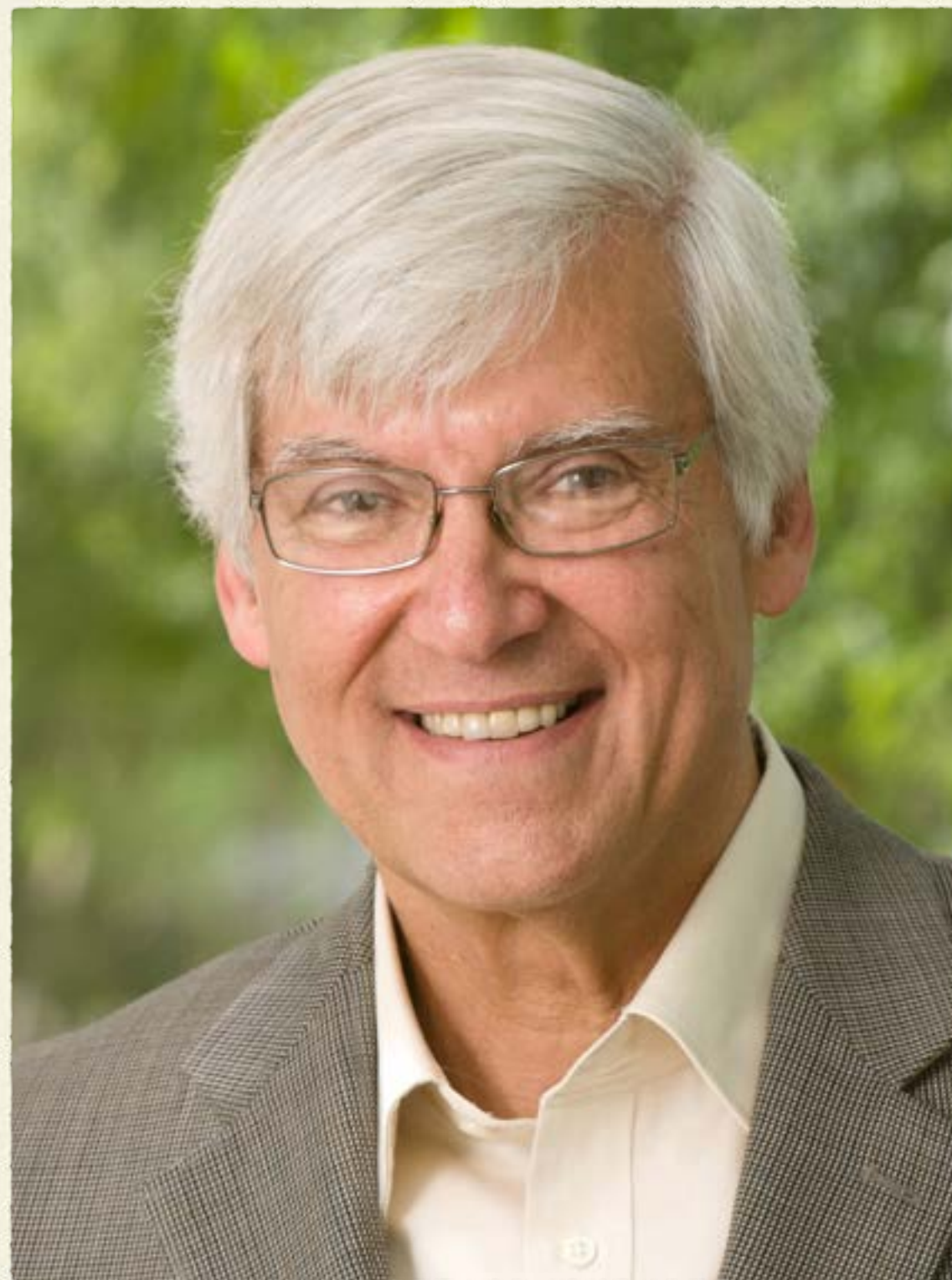
Attire: Business Casual

Your Hosts:

Dean Emeritus Geoffrey Cowan

Journalism Director Willow Bay

With Special Guests



And Now...

WELCOME TO:

The Deep

End Of The

Pool



The Summer Digital New Immersion



- * Closer To Hospital Residency Than Traditional J-School Program Boot Camps
- * Fast-Paced Program, Tight Timeline
- * Lots Of Lifeguards and Life Preservers Available
- * Raise Red Flags Early - There's No Time To Stumble
- * This Is New To You And We're ALL In This Together
- * We Want You To Thrive... So, Keep The Communication Links Open And Let Us Know If You Need Help

Preparing You For The Fall:

- * You'll Be Able To Walk Into The Media Center (MC) On Day One Of The Fall Semester And Produce Material
- * MS Fall Digital News Immersion Classes: Team-Taught Classes with Text, Digital, Video Instructors
- * Every MS Student Does Day-Of Work For Every Outlet In The MC
- * MC Work Graded & Critiqued In Core Classes
- * MSJ Students May Find Themselves Working For Several MC Outlets
- * Fall Special Assignment Reporting Classes: Every MS And Some MSJ Students Will Work For An MC Beat
- * All Have Ongoing Classroom Instruction For Ongoing MC Work.
- * Instructors & Mentors In The MC For Guidance

USC Annenberg

JOUR 528: Summer Digital News Immersion

4 Units, 4 Weeks

Summer 2015, M-F, 9 a.m. to 3 p.m.

Section: 21050

Location: ANN L105A (auditorium)

Instructor: Miki Turner

Contact Info: mpturner@usc.edu, 213-910-8047

Office Hours: By appointment.

Instructor: Keith Plocek

Contact Info: plocek@usc.edu

Office Hours: By appointment.

Instructor: Vince Gonzales

Contact Info: vince.gonzales@usc.edu, 213-407-3654

Office Hours: By appointment.

I. Course Description

The four-week Summer Digital News Immersion experience orients and familiarizes students with the best practices and standards of advanced multimedia reporting and storytelling. The course presents a series of objectives and outcomes built on the emerging principles of Annenberg's state-of-the-art Media Center (MC), a converged cross-platform environment. This introductory practicum teaches multiple skills, allowing students to begin reporting and producing on Day 1 of the fall semester in the M.S. and M.S.J. programs.

This course will familiarize students with a variety of basic technological tools and teach them how to apply those tools to critical thinking and strategic reporting. A major focus over the four weeks will be on the concept of cross-platform journalism in a digital news environment. This requires reporters and editors to think about reporting and producing stories first for digital (Web, social, mobile, etc.), then publishing or broadcasting that story for a later deadline.

The Course Contract

Read The Fine Print

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Students will be required to complete smaller individual assignments on a daily basis such as:

- Designing and building their own website and Web elements
- Reporting and writing a short text article and tweeting about the process
- Shooting and editing a photo
- Producing a short audio segment
- Writing a short script, shooting a video sequence, editing video and sound
- Embedding elements into online platforms and posting stories

Students will be assigned to one of four sections, each of which will be directed by a team of instructors – one text instructor, one video/audio instructor and one digital instructor. They lead lectures and class discussions. They will also divide the sections into groups of no fewer than four or five students. The goal will be for each group to produce a Final Group Project by the end of Week 4. Groups will develop a story idea based on a broader topic decided upon in advance by the school's Graduate Curriculum Subcommittee. They will research their story proposal and then pitch it to their section for approval by fellow students and their three instructors.

Final Group Projects are a major outcome of this course. Each student will be required to exercise the full set of multimedia skills within his or her group's reporting and production activities. After Week 4, the projects will be submitted to the MC editors and producers for eventual publication or airing on the school's news outlets.

In accomplishing these projects, each student will:

- Gather facts, background and context.
- Gather video, audio and stills, as well as conduct on-camera interviews.
- Edit video, interviews and stills.
- Write text articles.
- Create headlines, subheadings and captions.
- Copy edit material for the group.
- Harness social media for reporting purposes.
- Use multimedia tools for storytelling.
- Post completed stories and elements with instructor approval.

During the Final Group Project phase of the course, instructors will each be responsible for a student group. Each group will have specific reporting and production goals for their projects. The instructors will lead workshops and provide feedback and guidance during this phase. Instructors will float between teams as needed. Some workshops may involve the entire class. Ultimately, instructors will be involved with every group as they edit and critique work within their areas of expertise (text, video/audio, digital).

Students will experience first-hand what is meant by collaborative and networked journalism. They will work together and will each contribute elements (such as a segment, a profile, a thumbnail video, a photo gallery or perhaps an audio collage) that help to complete a story, a package or a major portion of the overall project. As production on the Final Project continues, some elements will be completed, approved and posted before others. Instructors will be responsible for keeping the groups and individuals on track and productive throughout. As they work, students are required to post to social media (such as Twitter and Facebook) about their ongoing efforts and to utilize those platforms as research tools for their projects.

By the end of the four-week Immersion, students will have been exposed to the myriad aspects of cross-platform journalism and will be fully prepared to choose more specific directions to pursue in the coming year, while continuing to produce work in a converged multimedia environment.

OPTIONAL LATE AFTERNOON WORKSHOPS

There will be additional late afternoon talks and workshops offered by Annenberg Faculty during the Immersion. Most will start at 3 p.m. and run for an hour or so. These are optional and will not be scheduled on days when major homework assignments are given out. Students are encouraged to attend these sessions as they will provide more instruction that may help with the Immersion and future fall courses. The talks are also designed to introduce faculty members and the classes they offer in the coming semesters.

AP MODULES & GRADUATE GSP TEST

Students must complete the online AP learning modules on Blackboard before the first day of class on July 27 and be familiar with AP style. The only required text for this course is the 2015 "Associated Press Stylebook."

Students are also required to take the Grammar, Spelling and Punctuation (GSP) exam during this summer course (on 8/14). Please complete the online GSP modules (also on Blackboard) before the test date. If you do not pass on the first attempt, you must retake the test during the fall semester. All students (M.S., M.S.J.-Arts, and M.S.J.-News) must complete the AP learning modules and pass the GSP test to continue in Annenberg's graduate programs.

Learning Objectives:

Ethics, Standards and Perspective

Students will gain:

- Ability to recognize best ethical practices.
- Understanding of the principles of live, Web-based journalism, how the Web works and what role cross-platform journalism plays in the evolving industry landscape.
- Familiarization with the legal rights and responsibilities of all working journalists.

Skill Sets for Cross-Platform Production

Students will gain:

- Exposure to the various forms of multimedia production, including text, photography, videography, audio and HTML, as well as their convergence.
- Familiarization and practice with different writing styles for multiple platforms, including the Web, television, radio and social media.
- Exposure to working in collaborative networked teams with emphasis on sharing work that is produced.
- Familiarization with professional audio/video equipment (and personal mobile devices).
- Familiarization with the growing symbiosis between social media and newsgathering, production and distribution, plus its impact on journalism.
- An understanding of Web production and development, including analytics, publishing (CMS) and Web interfaces.

Effective Reporting, Storytelling and Pitching

Students will gain:

- An understanding of the basic research and strategic planning required for effective reporting and storytelling, as well as an introduction to the art of story pitching.
- Exposure to basic multimedia production and editing techniques required to prepare content for publication and broadcast.
- An introduction to the skills necessary to manage breaking and crisis news stories via coordination of reporters, curation of social media and maximum leveraging of reporting tools such as Facebook, Reddit, Twitter, SnapChat, Periscope and Storify.

The Summer Immersion Program is a full-time commitment – from 9 a.m. to 3 p.m., with optional and required afternoon meetings that may go until 6 p.m. Professionalism is the mandate, and we expect students to be on time. Be sure to plan each day’s commute so that you arrive early – perhaps have breakfast on campus and check the news before class. You must alert your instructors by phone, email or text if you are going to be unavoidably late.

IV. Grading

A word about grades in this course: This is a practicum. That means you will be assessed on how quickly and how well you absorb new skills and put them to use. If you had been experts in all of the multimedia areas of digital journalism before arriving at Annenberg, you needn’t have made the effort to be here. In other words, you will make mistakes, many of them, especially in the first two weeks, and this will be frustrating. But, trust us, your skills will start to come together and cross-platform journalism will soon make sense. We are looking for improvement through these four weeks. If you persist, work hard and act professionally, initial low grades – yes, perhaps even an “F” on an assignment – will become of little importance, and you will be judged on the basis of where you are at the end of Week 4.

a. Breakdown of Grade

<i>Assignment</i>	<i>% of Grade</i>
Class Participation	10
Daily Assignments	30
Final Group Project	40
Self and Peer Course Review	10
Quizzes	10
TOTAL	100%

b. Grading Scale

95 to 100: A	80 to less than 83: B-	67 to less than 70: D+
90 to less than 95: A-	77 to less than 80: C+	63 to less than 67: D
87 to less than 90: B+	73 to less than 77: C	60 to less than 63: D-
83 to less than 87: B	70 to less than 73: C-	0 to less than 60: F

c. Grading Standards

In all assignments, you will be judged first on the accuracy, fairness and objectivity of your stories. You will be evaluated for AP style, grammar, broadcast style, editing, production value, originality and ability to meet deadlines. Writing will also be graded on correct punctuation and spelling.

Any indication that a student has fabricated or plagiarized information will result in an “F” in the course and possible expulsion from the School of Journalism and USC. Be aware that stories will be randomly checked to verify sourcing and attribution.

If you are concerned about your grade during this course, please contact an instructor to schedule a discussion. Keep in mind that achieving high grades should not be your goal.

"A" and "B" stories should have ALL components; students will not get a grade higher than a C+ unless everything is turned in.

1. “A” stories are accurate, clear, comprehensive stories that are well written and require only minor copy editing (i.e., they would air). They are also shot and edited creatively, are well paced, and include good sound bites and natural sound that add flavor, color or emotion to the story.

2. “B” stories require more than minor editing, and have a few style or spelling errors or one significant error of omission. There may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites.
3. “C” stories need considerable editing or rewriting and/or have many spelling, style or omission errors. Camera work and editing techniques are mediocre or unimaginative, but passable. Sound bites add little or no color – only information that could be better told in the reporter’s narration.
4. “D” stories require excessive rewriting and have numerous errors, and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.
5. “F” stories have failed to meet the major criteria of the assignment, have numerous errors, or both. A story that has a factual error that is material to the story merits an “F.”

The following are some other circumstances that would warrant a grade of “F”:

- Plagiarizing a script, portions of a script or information from any source – wire copy, feed packages, another reporter’s package or story script.
- Staging video: When the reporter tells or asks someone to do something specific, unless that is revealed or made obvious in the context of the story. (Gray areas will be discussed in class.)
- Using video shot by someone else and presenting it as original work.
- Telling interview subjects what you want them to say.
- Distorting video: shooting video in one location and presenting it as being another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more “dramatic” video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Misspellings of proper names and/or factual errors = Automatic “F” on the assignment.
- Missing a deadline.

V. Assignment Submission Policy

All assignments are due on the dates specified by your instructors in class. Most assignments are due by 9 a.m. the following class day. The Final Group Project must be posted by the last day of the Summer Immersion. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of “F.” Your instructors will also inform you of their preferred submission method (Blackboard, XChange – our Multimedia Asset Management (MAM) system, email, etc.). We will also utilize class Wordpress blogs (one for each section) as a way to share and comment on daily assignments.

Each student must have a USC Internet account for this class to facilitate the distribution of class materials and for communication between the instructors and students. *Instructors will not send emails to non-USC accounts.* You may set forwarding mechanisms if you wish to use your own account. We will also make use of the Blackboard website (<http://blackboard.usc.edu>) for this class — please sign on regularly for announcements and additional reading assignments.

VI. Required Readings and Supplementary Materials

We will work together in this course to make it, as much as possible, a paperless experience.

Required Textbooks:

1. AP Stylebook

IX. Additional Policies and Procedures

CELLPHONE/LAPTOP POLICY

Information communication technologies are a part of the modern education landscape. Students are welcome to use laptop computers in classrooms for purposes relevant to the class lesson and furthering discussion. However, out of consideration for the learning environment and fellow classmates, we respectfully ask that you refrain from extraneous activities such as instant messaging, gaming or accessing other online services. On the occasions when the professor asks for laptops and devices to be put away in the classroom, please honor those requests.

CLASS PROTOCOL AND PROFESSIONAL DRESS CODE

This is a professional degree program. As such, students are expected to deal with each other and with their instructors in a collegial manner. That means you should immediately talk to your instructor if you have any concerns about the course, grading, fellow students, the length of time it takes to get back graded assignments, etc.

For purposes of this class, you are a bona fide member of the working press. You should expect to be treated with all of the normal courtesies and privileges afforded to the news media. In return, you are expected to represent the profession in a dignified and appropriate manner. That means that while you are reporting or working in the field you should dress like a professional, not a college student. Business casual is best: Women should wear skirts or dresses of an appropriate length and pants that are not jeans; men should wear button-down shirts and pants that are not jeans. No skimpy or tight clothing, shorts, wrinkled t-shirts or flip-flops. Avoid clothing with any sort of logo, including USC logos.

RESEARCH ASSISTANCE

USC has 23 libraries and research centers that provide access to thousands of electronic and print resources. Make sure you become familiar with resources available to you. The librarian for the Annenberg School for Communication and Journalism is Chimene Tucker, 213-740-2332 cetucker@usc.edu. For your research needs schedule an appointment with Chimene or visit the Reference Desk in Doheny Library. <http://www.usc.edu/libraries>

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

Presenting someone else's ideas as your own — either verbatim or recast in your own words — is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/b/11-00-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism." All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Equity and Diversity Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety of the whole USC community. Another member of the university community — such as a friend, classmate, advisor or faculty member — can help initiate the report or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center Web page <https://sarc.usc.edu/> describes reporting options and other resources.

Support with Scholarly Writing

A number of USC's schools provide support for students who need help with scholarly writing. Check with your adviser or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs

http://sait.usc.edu/academic-support/center-programs/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations.

Stress Management

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

Emergency Information

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing and other technology.

* Sweat The Small Stuff But Remember, "Perfection Is The Enemy Of The Good."

* Make Slot Not Art

SCIENCE OF US

nymag.com/scienceofus/

September 30, 2014 8:00 a.m.

The Alarming New Research on Perfectionism

By Melissa Dahl



Photo: Jamie Grill/Corbis

A Word On Team-Teaching

- * Three Faculty Per Section: Text, Digital, Video/Audio
- * An Ongoing, Cross-Platform Discussion
- * One Instructor May Lead Lectures In Sections & General Sessions, But Others Will Chime In Often To Make Points
- * Why? In Our Core, We Don't Teach Very Many Separate Print, Digital, Video & Audio Classes
- * And There Is So Much Overlap These Days

The Goal:

- * Cover All The Bases In The Time We Have
- * Can't Teach 4 Weeks of Text Or 4 Weeks Of Video
- * Expect To Hear From Several Points Of View
- * Some Will Agree While Others Will Not
- * That Is Not Disagreement Or Argument
- * It's Context And Perspective On The Keys To Success In A Cross-Platform World

Other Forms Of Support:

- * The Annenberg Digital Lounge Will Be Open On The 3rd Floor Starting On 8/3 From 3 p.m. to 5 p.m.
- * Annenberg's Technical Staff Will Be Teaching You And Helping You
- * Other Faculty Members Will Be Offering The Optional Afternoon Workshops
- * Your Academic Advisors And Program Coordinators Can All Help Too
- * Your Team Of Instructors

A Gift To All Of You:



To Get You Started On Mobile Journalism

Courtesy Of Serena Cha and The Media Center Faculty & Staff

Equipment Sign-Out: Tim Yuge



Equipment Room Hours:

- July 27-29: Open Noon-1 p.m. and Open 3-5 p.m.
July 30 to Aug. 20 (Weekdays Only): Open 3-5 p.m.
Aug. 21: Open Noon-6 p.m. (Tentative)

