

**THE GROUP
PROJECTS
ARE
COMING...**



No Drama Please

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.

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.

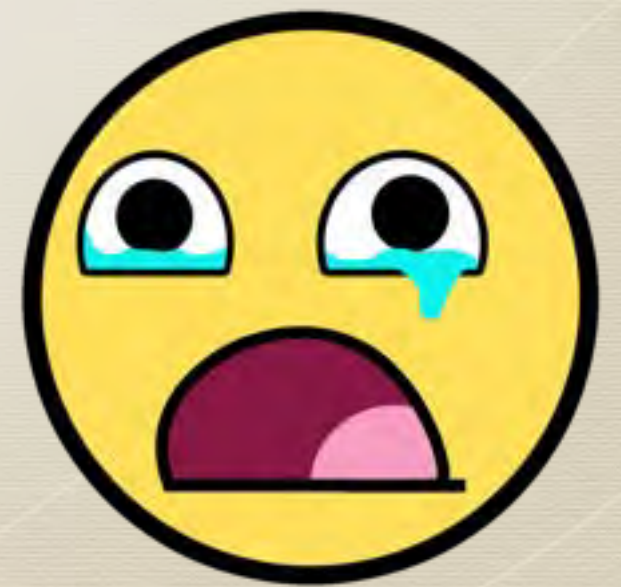
Effective Reporting, Storytelling and Pitching

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.

Last Year's Topic:

Health & Mortality
in
Los Angeles



USC University of Southern California

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NEWS SPORTS ENTERTAINMENT ARTS + CULTURE OPINION

LOS ANGELES AND REGION

The High Cost of Dying in L.A.

Comments (1) | California, consumer, consumer rights, death, dying, funeral homes, funerals, Los Angeles, Los Angeles and Region, mortuary, Southern California

Rebecca Gibian, David Hodari, Vanessa Okoth-Obbo | August 21, 2014 | 3:36 p.m. PDT
Staff Reporters

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Dealing with the loss of a loved one is always difficult. Not long after mourning begins, the complications of planning for a funeral set in. Given that everyone must eventually confront this difficult process, the costs associated with funerals should not be ignored.



The median cost of an adult funeral in the United States has increased by approximately 35.2 percent over the past decade. Now funerals cost an average of

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<http://www.neontommy.com/news/2014/08/high-cost-dying-la>



LOS ANGELES AND REGION

Will A Mass Grave In L.A. Be Your Final Resting Place?

Comments (2) | Cremation, death, funeral, homicides, la county, LA County Coroner, Los Angeles and Region, unidentified

Christian Brown | August 25, 2014 | 9:10 a.m. PDT
Staff Reporter

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Thousands of people who die in Los Angeles County each year get a free funeral.

These funerals are not a gathering of loved ones or joyful celebrations of life, but rather burials of ashes in a mass grave in Boyle Heights where their remains join an unknown number of poor and unidentified persons.

"The county was never intended to be the mortuary of last resort, but the way the laws are written, the county has to make sure [burial] happens," said [Craig R. Harvey](#), the chief coroner



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<http://www.neontommy.com/news/2014/08/will-mass-grave-la-be-your-final-resting-place>

LOS ANGELES AND REGION

What Can I Do With My Body After I Die?

Comments (0) | Burial, California, custom, death, funeral, Los Angeles, Los Angeles and Region, Southern California, tradition

Jessica Harrington | August 21, 2014 | 5:56 p.m. PDT Staff Reporter

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There are alternative options to a burial or cremation after death, but just what options do people have to choose from?

LifeGem—Ashes to Diamonds: The company produces a "high-quality diamond created from a lock of hair, or the cremated ashes of your loved one as a



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http://www.neontommy.com/news/2014/08/alternate-options-funeral

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NEWS SPORTS ENTERTAINMENT ARTS + CULTURE OPINION

LOS ANGELES

South L.A. Programs Tackle Pressing Community Health Challenges

Comments (2) | baldwin hills, BFit, Black Diamond, Black Diamond Gym, Crenshaw, diabetes, farmers market, gym, Health, Health and Wellness, Health Clinics, Health Initiatives, I.a., Los Angeles, Los Angeles, Los Angeles Health and Wellness, South Central, South L.A., yoga, zumba

Belinda Cai, Diana Crandall, Bentley Curtis, Taylor Haney, Daniel Jimenez, Kevin Mallory, Ken Mashinchi, Jonathan Tolliver, Yingzhi Yang | August 21, 2014 | 2:55 p.m. PDT
Staff Reporters

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Zumba @Crenshaw Mall

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<http://www.neontommy.com/news/2014/08/baldwin-hillscrenshaw-programs-meet-ongoing-health-challenges>



HEALTH

Mental Demons Afflict The Creative

Comments (1) | Actors, aerial, aerial dance, aerialists, anxiety, artistry, Artists, Ballet, ballet dancers, bipolar, bipolar disorder, California, Catherine Zeta-Jones, cdc, Celebrities, Center for Disease Control and Depression, comedians, Creativity, dancers, Demi Lovato, Depression, DMX, entertainment, Health, Health, isolation, Journal of Psychiatry, Los Angeles, los angeles county department of public health, Mania, manic thinking, mental health, obsessive compulsive disorder, OCD, panic disorder, performance anxiety, Philip Seymour Hoffman, phobia, phobias, psychiatry, Robin Williams, schizophrenia, social phobia, social phobias, stress, therapy, world health organization

Marah Alindogan, Danica Ceballos, Priyanka Deo, Hillary Jackson, Signe Larsen, Mary Grace Montemayor, Jessica Moulite, Jordan Plaut, Carrie Poppy | August 25, 2014 | 8:00 a.m. PDT
Staff Reporters

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Mental health and artists through the ages



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Stories via @kevindgrant

<http://www.neontommy.com/news/2014/08/local-artists-face-mental-health-challenges>

This Year's Topic:

Los Angeles:
New Money,
Old Money,
No Money

How Do We Proceed?

- * Groups are picked within sections (by faculty)
- * Groups brainstorm, research, come up with ideas
- * Groups consult with instructors for guidance
- * Groups build a pitch
- * Groups pitch to their section instructors as a team
- * IF the pitch is NOT approved, the group goes back to the drawing board (hint: keep your instructors in the loop early if you want to avoid this)
- * IF approved, the group begins working on the project in their “spare time” until Production Week begins

Week 4	PRODUCTION WEEK		
8/17	In Newsroom Sections: <i>9 a.m.</i> SCRUM meeting (30min)	In Newsroom Sections: <i>3 p.m.</i> SCRUM meeting (30min)	AUDITORIUM: <i>4 p.m.</i> MS Student Fall Immersion Intro --Required for all MS Students --Fall Instructors will attend <i>4 p.m.</i> MSJ Thesis Meeting --Required for all MSJ students Evening hours as needed for completion of group projects.
8/18	In Newsroom Sections: <i>9 a.m.</i> SCRUM meeting (30min)	In Newsroom Sections: <i>3 p.m.</i> SCRUM meeting (30min)	AUDITORIUM: <i>4 p.m.</i> Special Assignment Reporting (Beats) Class Intro --Required for all MS Students --Beat Instructors will attend <i>4 p.m.</i> MSJ Thesis Meeting --Required for all MSJ students Evening hours as needed for completion of group projects.
8/19	In Newsroom Sections: <i>9 a.m.</i> SCRUM meeting (30min)	In Newsroom Sections: <i>3 p.m.</i> SCRUM meeting (30min)	AUDITORIUM: <i>4 p.m. (Courtney, Charles, Factech, MC Staff)</i> Fork/Xchange & Bluehost briefing (required for ALL Students) Evening hours as needed for completion of group projects.
8/20	In Newsroom Sections: <i>9 a.m.</i> SCRUM meeting (30min) Noon-1:30pm Taste of Annenberg New Student Picnic Founders Park	In Newsroom Sections: <i>3 p.m.</i> SCRUM meeting (30min)	Evening hours as needed for completion of group projects. Begin working on your self and group evaluations. ALL GROUP PROJECT WORK SHOULD BE DONE, EDITED, AND POSTED BY THE END BY THE END OF THE DAY.

Production Week

- * No lectures
- * SCRUM Meetings
- * Reporting & production should actually begin before Production Week
- * During the week, instructors will act as editors — approving materials or sending them back for revisions
- * Nothing can be declared done or be posted with final faculty approval
- * Take material to the relevant faculty member (video to the video/audio instructor, digital to the digital instructor, etc.)

Working In Groups

- * Journalism is a collaborative craft
- * Check your ego at the door because it's about teamwork
- * Listen to each other
- * Play to (and lean on) each other's strengths
- * Work it out yourselves
- * Plan it out clearly and completely
- * Be prepared to triage
- * Pull your own weight because everyone will complete...
- * A Peer & Self Review

Story Pitching

No Ideas Wanted

What Is NOT A Pitch?

- * It's NOT an "idea"
- * Any pitch that begins, "We have this idea..." is already dead and buried
- * Ideas are like _____, everybody has one
- * It's NOT a collection of facts - no matter how interesting
- * It's NOT a book report proposal, thesis statement or academic paper abstract
- * It's NOT something you just whip up the night before

What Is A Pitch?

What Is A Pitch?

- * It's a half-reported story (not just an idea for one)
- * You must have some facts
- * You must have talked to people involved for background
- * People have already agreed to talk on the record (don't pitch a story if you don't have people willing to talk)
- * You are ready to go the minute the pitch is approved
- * You have to be fairly sure you can deliver what you pitch

Other Details:

- * A slug and a temporary first headline
- * A news peg
- * A summary of previous coverage (Has this story been done?)
- * Your group's angle on the story and how you found it
- * Think about the who, what, where, when, why & how of the project
- * Lists of committed interviews and possible interviews
- * A plan for the design of the site: the anchor story, other major stories, possible smaller sidebar stories
- * A list of major elements: video, audio, digital
- * A list of other elements: documents, maps, infographics, interactives, archival materials

Don't Pitch Us:

- * Skid Row/Homeless stories
- * How to make money on instagram, twitter, etc.
- * The Jefferson H.S. band
- * USC stories (university programs & faculty can appear as elements in a larger story)
- * Stories about fraternities or sororities
- * Restaurant/Movie/Hotel/Doggie Daycare reviews
- * Stories that involve your family, friends, fiancé, boyfriend/girlfriend, roommate, etc.
- * Stories that demand international travel

UNLESS...

You Find:

- * A completely new angle or take on an old story
- * A story that your instructors have never heard of before
- * A story your instructors just can't turn down



That is often the challenge...



GOOGLE

Beyond Google — Use Your Brain

Advanced Searches, FOIA, Database Research

Google

Google Search

I'm Feeling Lucky

This Is Not Your Last Stop

If You Only Use This Page You Are Using About 1% Of Google's Capacity

Advanced Google Search Options

The image shows a screenshot of the Google Advanced Search page. At the top, there is a search bar with a red box around it and a red arrow pointing to the 'Advanced Search' link. Below the search bar are buttons for 'Google Search' and 'I'm Feeling Lucky'. The main content area is titled 'Advanced Search' and includes a search query: 'washington "no child left behind" assessment -dc filetype:pdf site:gov'. The query is annotated with a red box and a red arrow pointing to it, with the text '(Google fills in this box)'. Below the query, there are several sections for refining the search:

- Find web pages that have...**
 - all these words:
 - this exact wording or phrase: [tip](#)
 - one or more of these words: OR OR [tip](#)
- But don't show pages that have...**
 - any of these unwanted words: [tip](#)
- Need more tools?**
 - Results per page:
 - Language:
 - File type:
 - Search within a site or domain: (e.g. youtube.com, .edu)

At the bottom, there is a link for '+ Date, usage rights, numeric range, and more' and a button for 'Advanced Search'.

Ways To Use Advanced Search

- ❖ Search Just For Specific File Types: PDF, DOC, MP3, Etc.
- ❖ Search Keyword Just Within A Domain / Site
- ❖ Search For Just Certain File Types Within A Site: PDF, Excel, MP3 In .Mil Or USC.Edu
- ❖ Once Could Search For Live Video Cameras Within A Site
- ❖ Eliminate Terms You Don't Want ("-" use a minus in search bar)

Advanced Twitter Search Options

Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Dates

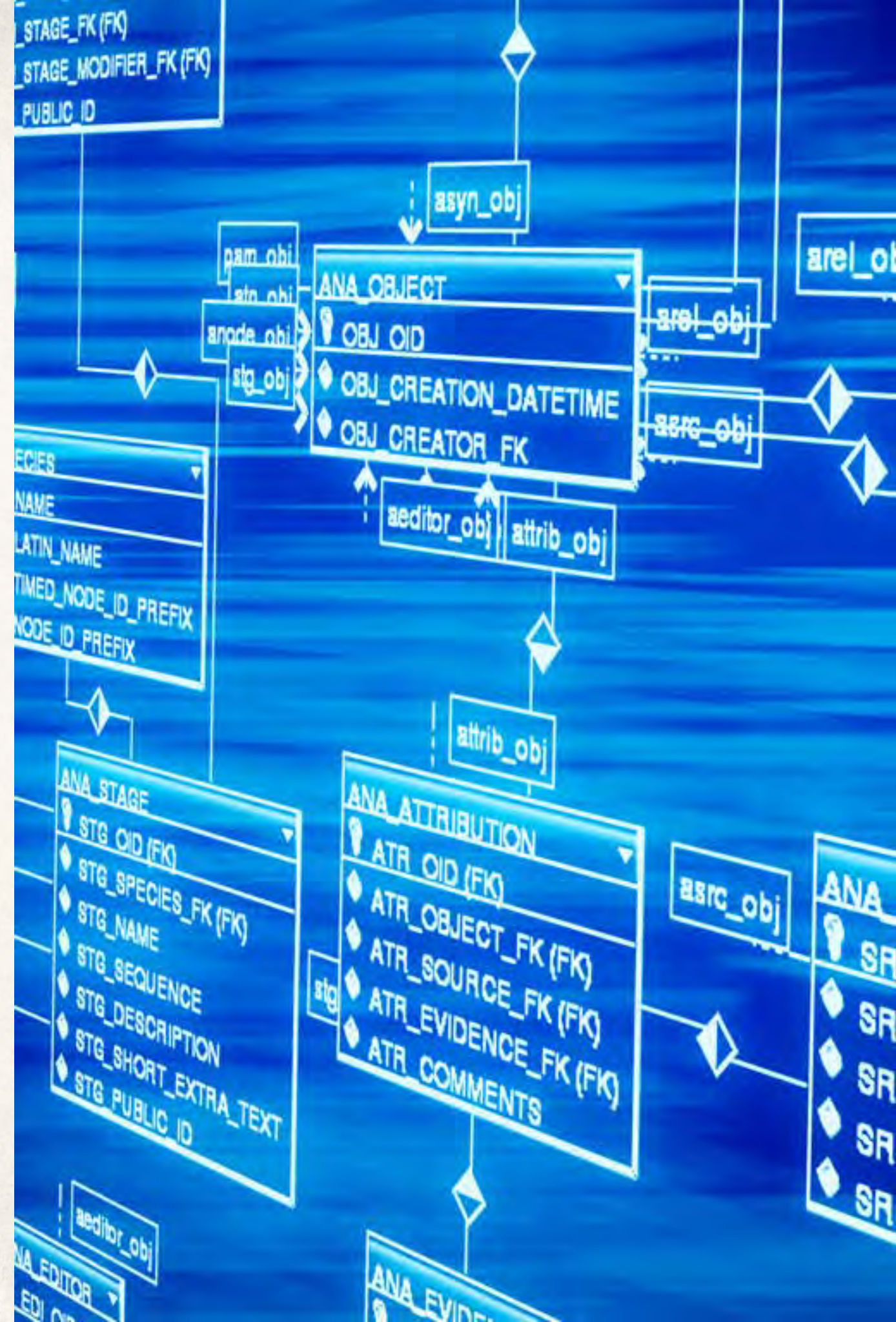
From this date to

Other

Select: Positive :) Negative :(Question ? Include retweets

Databases Are Also Online

- ❖ Government Web Sites: Federal, State, Local (City Of L-A & L-A County)
- ❖ Journalism Sites: IRE, NICAR, SPJ, ProPublica, OpenGovt
- ❖ Private Services: Lexis-Nexis, ProQuest, USC Libraries Electronic Resources
- ❖ Geneological Websites: ancestry.com
- ❖ Online Background Checks & People Finders



Government Databases:

- ❖ Census Data
- ❖ School Test Scores
- ❖ Boat, Truck, Car Accidents
- ❖ ATF Gun Traces
- ❖ CPSC Recalls
- ❖ FAA Accidents & Aircraft Registry
- ❖ FDA Recalls
- ❖ Bridge & Dam Safety
- ❖ OSHA Accident/Death Data

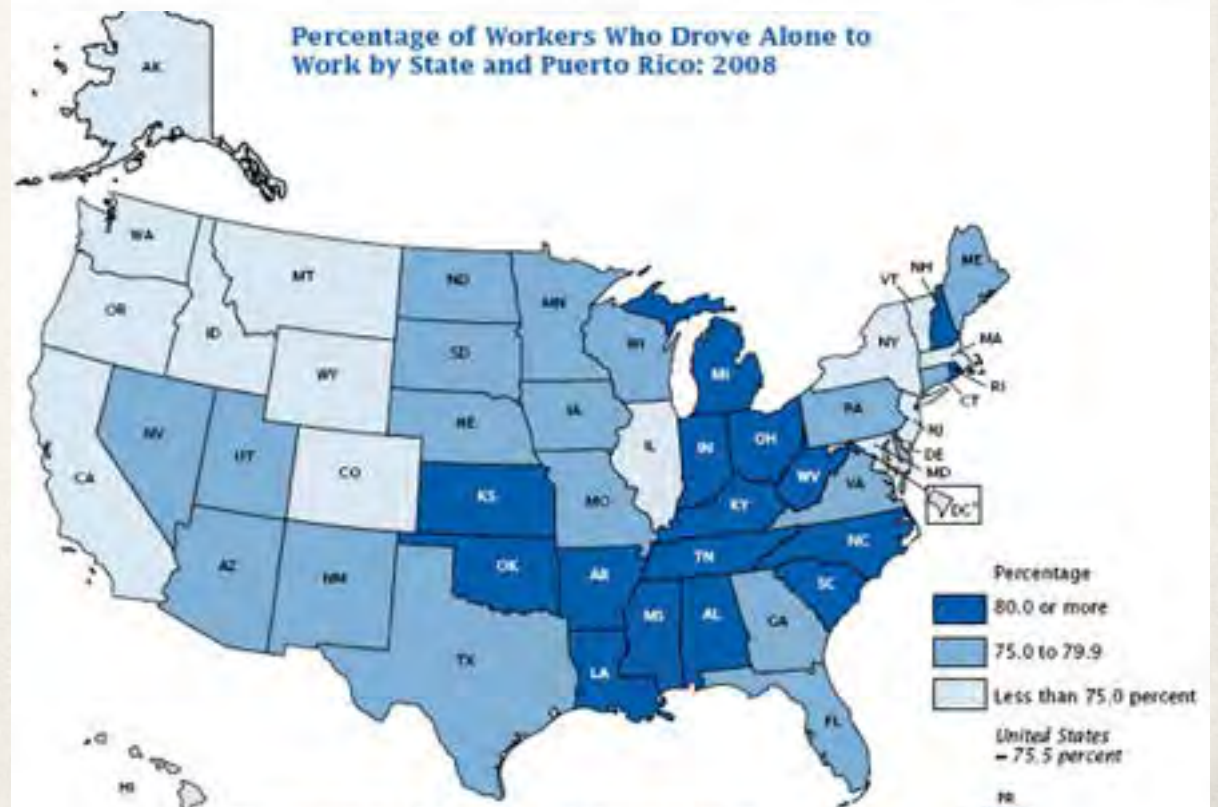
No. 67. Self-Described Religious Identification of Adult Population: 1990 and 2001

[In thousands (175,440 represents 175,440,000). The American Religious Identification Survey (ARIS) 2001 was based on a random digit-dialed telephone survey of 50,281 American residential households in the continental U.S.A. (48 states). Respondents were asked to describe themselves in terms of religion with an open-ended question. Interviewers did not prompt or offer a suggested list of potential answers. Moreover, the self-description of respondents was not based on whether established religious bodies, institutions, churches, mosques or synagogues considered them to be members. Quite the contrary, the survey sought to determine whether the respondents themselves regarded themselves as adherents of a religious community. Subjective rather than objective standards of religious identification were tapped by the surveys.]

Religious group	1990	2001	Religious group	1990	2001
Adult population, total ¹	175,440	207,990	Fundamentalist	27	51
Total Christian	151,496	159,506	Salvation Army	27	25
Catholic	46,004	50,873	Independent Christian Church	25	71
Baptist	39,864	39,890	Total other religions	5,853	7,740
Protestant - no denomination supplied	17,214	4,647	Jewish	3,137	2,831
Methodist/Wesleyan	14,174	14,150	Muslim/Islamic	527	1,104
Lutheran	9,110	9,590	Buddhist	401	1,082
Christian - no denomination supplied	8,073	14,150	Unitarian/Universalist	502	629
Presbyterian	4,985	5,596	Hindu	227	766
Pentecostal/Charismatic	3,191	4,407	Native American	47	103
Episcopalian/Anglican	3,042	3,451	Scientologist	45	55
Mormon/Latter-Day Saints	2,487	2,787	Baha'i	28	84
Churches of Christ	1,769	2,593	Taoist	23	40
Jehovah's Witness	1,381	1,331	New Age	20	68
Seventh-Day Adventist	668	724	Eckankar	18	26
Assemblies of God	660	1,108	Rastafarian	14	11
Holiness/Holy	610	569	Sikh	13	57
Congregational/United Church of Christ	599	1,376	Wiccan	8	134
Church of the Nazarene	549	544	Daily	6	49
Church of God	531	944	Druid	(NA)	33
Orthodox (Eastern)	502	845	Santena	(NA)	22
Evangelical	242	1,032	Pagan	(NA)	140
Mennonite	235	348	Spiritualist	(NA)	116
Christian Science	214	194	Ethical Culture	(NA)	4
Church of the Brethren	206	358	Other unclassified	897	386
Born Again	204	56	No religion specified, total	14,331	29,481
Nondenominational ²	195	2,489	Atheist	(NA)	902
Disciples of Christ	144	492	Agnostic	1,186	391
Reformed/Dutch Reform	161	289	Humanist	29	49
Apostolic/New Apostolic	117	254	Secular	(NA)	53
Quaker	67	217	No religion	13,116	27,486
Full Gospel	51	168	Refused to reply to question	4,031	11,246
Christian Reform	40	79			
Foursquare Gospel	28	70			

NA Not available. ¹ Refers to the total number of adults in all fifty states. All other figures are based on projections from surveys conducted in the continental United States (48 states). ² Because of the subjective nature of replies to open-ended question, these categories are the most unstable as they do not refer to clearly identifiable denominations as much as underlying feelings about religion. Thus they may be the most subject to fluctuation over time.

Source: 1990 data, Barry A. Kosmin and Seymour P. Lachman, "One Nation Under God: Religion in Contemporary American Society", 1993; 2001 data, The Graduate Center of the City University of New York, New York, NY, Barry A. Kosmin, Egon Mayer and Anela Keysar, American Religious Identification Survey, 2001. (copyright).



Other Sources:



- ❖ University Reports, Research & Data
- ❖ Law Enforcement Data
- ❖ Private Industry Research: Insurance, Economic

Don't Forget Social Media & Others

