

JOUR A126: MULTI-MEDIA REPORTING AND PRODUCING LEVEL 2

Item	Value
Curriculum Committee Approval Date	12/02/2020
Top Code	060200 - Journalism
Units	3.5 Total Units
Hours	126 Total Hours (Lecture Hours 36; Lab Hours 90)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Students will acquire the skills needed to research, write and produce multi-media stories for posting on CoastReportOnline.com. Students will also cover news judgment and advanced editing and hardware and software skills specific to news websites. PREREQUISITE: JOUR A116. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a complete multi-media presentation for use on the campus newspaper website CoastReportOnline.com.
2. Design and complete news-oriented slide shows and online videos.
3. Post stories onto the website through YouTube.
4. Develop a social media campaign to attract readers to the paper's website.

Course Objectives

- 1. Judge the needs of news websites and how they differ from printed newspapers.
- 2. Choose from an assortment of storytelling techniques to design an interesting Internet only feature.
- 3. Design and produce a slide show for an Internet newspaper.
- 4. Design and produce a video for an Internet newspaper.
- 5. Design a complete storyboard.
- 6. Select stories for placement on the Web as opposed to in print.
- 7. Apply AP Style to written words.
- 8. Use social media to highlight upcoming stories or tease new stories.
- 9. Post slide shows and videos to the Coast Report website through YouTube.

Lecture Content

1. a. Reminder of news websites and the importance of online media. b. Discussion of CoastReportOnline needs for the semester.

- c. Working in the 24/7 newsroom. d. Remaining objective while reporting and producing stories.
2. a. Discussing the First Amendment and Libel. b. AP style refresher. c. Discussion of appropriate news and feature stories for the campus newspaper website.
3. a. Deconstructing the elements of multi-media storytelling b. Pitching stories for inclusion on the CoastReportOnline website.
4. a. Refresher on video camera, still camera and voice recorder. b. First team stories assigned and discussion on who to interview and what to ask.
5. a. Tutorial on Final Cut Pro software. b. Discussion on other software programs available for use. c. Posting to YouTube and the CoastReportOnline website.
6. a. Remembering to think like a journalist. b. Separating technical tasks from journalistic tasks. c. Understanding the importance of attention to detail, multi-tasking, meeting deadlines and working with editors/producers/writers. d. Discussion of the 24/7 newsroom and revolving deadlines. e. Blogging and its importance in the Internet world.
7. a. Critique of first stories. b. Brainstorm usable ideas for next on-campus assignment. c. Assign second feature story – video or slide show.
8. a. Discuss using social media to attract readers/viewers to the website. b. Use of Facebook and Twitter. c. Use of Twitter to tell a breaking news story. d. Examples of videos and slide shows used with social media to tell the news.
9. a. Discuss campus needs in telling stories. b. Discuss taking Coast Report stories and offering them to the OCC website home page. c. Discuss clicks received on the Coast Report website vs. the college website.
10. a. Critique of second stories. b. Brainstorm usable ideas for next on-campus assignment. c. Assign third story – video or slide show.
11. a. Working in teams, students will design third multi-media assignment. b. Determine if the video will be a stand alone piece or a companion to another story. c. Use some sort of social media to tease newest multi-media projects.
12. a. Discuss the need for ambient sound in videos. b. Listen to examples from National Public Radio features. c. What music can be used legally.
13. a. Critique of third stories. b. Brainstorm usable ideas for next on-campus assignment. c. Assign fourth story – video or slide show.
14. a. Design a social media campaign to tease the final project.
15. a. Post the final project on the web. b. Use the social media campaign to highlight the story. c. Follow the number of clicks received on the Coast Report website. d. Critique of final stories.

Lab Content

I. Deadlines II. Balancing the news. III. Storyboards IV. Digital still and video camera operation V. Sharpen slideshow and video software skills. VI. Interviewing VII. Recording interviews VIII. Pitching usable story ideas IX. Headline and introduction writing.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- Lab (04)
- DE Live Online Lab (04S)

Instructional Techniques

Instructor lectures in the techniques used by journalists and the skills needed for multi-media production gaining experience in a newsroom-like setting.

Reading Assignments

Reading the textbook, the Coast Report website, and other community websites will be expected. (1 hour a week)

Writing Assignments

Slideshow and video introductions and exit voiceovers will be required. Appropriate headlines and intro-lines for use on the website will be expected. (1 hour a week)

Out-of-class Assignments

Interviews and scheduled videotaping or photographing for stories will be required, as well as designing slideshows and videos with available software. (1 hour a week)

Demonstration of Critical Thinking

Students will design and develop more complex slide shows and video stories. Taking ideas from conception to completion will demonstrate critical thinking ability.

Required Writing, Problem Solving, Skills Demonstration

Students will be required to write scripts for slide shows and videos, arrange interviews and appropriate times to photograph, and construct a complete multi-media story. This process will require writing, problem solving, and a demonstration of skills.

Eligible Disciplines

Journalism: Masters degree in journalism or communication with a specialization in journalism OR bachelors degree in either of the above AND masters degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Masters degree required.

Textbooks Resources

1. Required George-Palilonis, J.. The Multimedia Journalist, ed. Oxford University Press, 2013