**DESCRIPTION**

Audio storytelling is an intimate, powerful and affordable way for journalists, nonprofit organizations and companies to showcase their stories for various audiences by creating narratives and producing meaningful interviews and profiles. Podcasts are increasingly popular, fascinating and creative. Excellent, genuine writing and meticulous research are at the heart of memorable audio storytelling. Oral history is another important application for these skills. Thoughtful scripts combined with skillfully edited digital audio are the building blocks of high-quality stories. Simple audio narratives paired with photos are easily shared on social media and websites. In this class, students will gather, edit and archive audio, and write companion stories, for a range of purposes. Readings focus on the history, impact and practice of audio storytelling; story analyses challenge students to evaluate diverse audio examples; story projects give students hands-on experience researching, interviewing, recording, writing and editing.

**GOALS**

- learn how audio storytelling can enrich the work of journalists and communicators in a variety of fields
- analyze a range of audio storytelling structures
- evaluate trends in audio storytelling, the impact of digital technology and the growth of podcasting
- develop interview skills
- learn principles of writing for the ear
- learn fundamentals of digital audio recording, editing and production workflows using Zoom H2n recorders and Adobe Audition editing software
- learn fundamentals of recording high-quality interviews, natural sound and ambient sound
- focus on the role of characters, scenes and narration
- understand traditional news values and how they guide audio storytelling
- learn how producers use natural sound to create transitions, set scenes and influence mood
- learn characteristics of effective narration
- take active and professional still photos for journalism
- appreciate the power and joy of great storytelling
COURSE ORGANIZATION

Communication on D2L: Check the class D2L news and content pages first for updated information on assignments and deadlines. I will post updates, assignment sheets, readings and other documents after every class. If you have a question after checking D2L, feel free to contact me for clarification. The week-by-week class outline is subject to change and will be updated after changes are posted to the D2L news page.

Rough draft review: I am happy to review work (written or produced) with students before an assignment is due – in person - during office hours or by appointment. I cannot review rough drafts via email.

Equipment and lab use: The class requires strict organization and timely communication. When writing and producing stories, work well in advance on both the editorial and technical aspects. If you have a question, get in touch right away.

Students will use the JAMS computer and radio labs/classrooms to check out digital recorders, log audio recordings, and edit. JAMS open lab schedules are posted on the JAMS tech resources page and on lab doors (Bolton 296, Bolton 510). Always work ahead on assignments and plan for open lab time - this will result in more successful stories and better grades.

Audio recorders can be checked out during class and must be returned by the next scheduled class period unless the instructor approves other arrangements.

Our equipment (like equipment in any newsroom or organization) can break down or work imperfectly. In addition, all producers make technical mistakes that cause aggravation and lost time. Avoid these hassles by planning ahead.

All students must sign an equipment use contract. Read the terms carefully. Understand that you are responsible for the replacement cost of equipment that is lost or damaged. Failure to return JAMS equipment on time can result in delayed posting of your final grade and/or loss of credit for “adherence to class rules.” See grade breakdown below.

REQUIRED TEXTS & MATERIALS

Earbuds – bring to every class

Access to a digital camera or high-quality cell phone (out-of-focus photos are not acceptable)


D2L QUIZZES – complete before 8:30 a.m. on due date

Some weeks, there will be a D2L quiz on assigned readings. Completion of all readings is essential to understanding basic course principles.

All quizzes are due before 8 a.m. on due date. No exceptions. Quizzes will be posted on D2L at least 48 hours before the deadline. Start the quiz early, do not use a wireless Internet connection, and save each answer to avoid D2L quiz problems. Unless there is a documented, campus-wide D2L failure, I cannot offer quiz re-takes.

ASSIGNMENTS – submit to dropbox before 8:30 a.m. on due date

All writing/outside assignments are due one hour before the start of class on the due date. Assignments will be graded based on use of writing and production principles outlined in class. See format guidelines under JAMS Policies.
ATTENDANCE

Attendance will be taken during every class. With advance notice of an excused absence, I can review material or assignments outside of class. Classes offer information and technical instruction that is vital to success in the class. Doctors’ notes or links to obituary notices are required for excused absences due to illness or a death in the family.

GRADING CRITERIA

- Audio story projects 50 percent
- Audio story analyses 40 percent
- Quizzes 5 percent
- Attendance, participation & adherence to class rules 5 percent

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>86-84</td>
</tr>
<tr>
<td>B-</td>
<td>74-76</td>
</tr>
<tr>
<td>C+</td>
<td>77-73</td>
</tr>
<tr>
<td>C</td>
<td>70-69</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>66-63</td>
</tr>
<tr>
<td>D-</td>
<td>62-59</td>
</tr>
<tr>
<td>F</td>
<td>59-00</td>
</tr>
</tbody>
</table>

JAMS JOURNALISM POLICIES

Plagiarism:
Plagiarism can result in an F for the assignment or the class, and/or referral to the university system for academic misconduct. Copying the words of others from the Internet or any source is plagiarism. If you have a question about use of any material, contact the instructor. Don’t risk the consequences of stealing words or ideas belonging to someone else. University policy on plagiarism and academic misconduct: https://www4.uwm.edu/dos/conduct/academic-misconduct.cfm

Re-using material:
Re-using stories or assignments from other classes and representing them as original work for JAMS 204 can result in an F for the assignment or the class.

Sources/Interviews/Accuracy:
Faking or misrepresenting sources can result in an F for the assignment or the class, and/or referral to the university system for academic misconduct. Anonymous sources: use only with prior instructor approval and under extraordinary circumstances. Family members or friends as sources: only with prior instructor approval. Phone/email interviews: identify as such in story i.e. “County Supervisor Charlie Jones said in an email…” “…Wendy Smith said in a phone interview.” The best way to obtain an interview is to talk with your source in person. Quoting other news media or using quotes from other media is unacceptable in news writing and can result in an F for the assignment. Transparency: tell all sources you are a student reporter for the multimedia news site Media Milwaukee, and that your story could be published on the Internet. Incorrect titles or facts: can result in an F for the assignment.

Photo credits:
Take your own photos. Failure to credit stock photos or photos from any source other than your camera can result in an F for the assignment.

Media Milwaukee:
High-quality student work may be eligible for posting on the award-winning JAMS multimedia news site Media Milwaukee. Content posted to Media Milwaukee can be used as “clips” or work samples for internship and job applications. Stories will be considered for publication when all suggested edits are complete and all print, photo, audio and video elements are formatted correctly (see formatting requirements below). All elements must be of professional quality. All elements must be clearly labeled and left in the Media Milwaukee dropbox or class folder per instructor guidelines.

**Assignment formats:**

At the top of every assignment include name, course, assignment, date – failure to include this information will result in a 10 percent grade reduction.

Use Word .doc or .docx formats ONLY – wrong documents, blank documents, un-openable documents or assignment sheets uploaded in place of completed assignments will get grades of 0. Students will not get credit for documents submitted to the wrong dropbox. No exceptions. Microsoft Office 365 including Word is available FREE to UWM students: http://www4.uwm.edu/techstore/personal/software.cfm

**Student technology requirements & responsibilities:**

Never use department equipment or technology for personal projects or for any purpose other than JAMS 204 assignments

- Gain access to a digital camera that meets JAMS criteria OR sign out a digital camera from the department
- Learn and follow rules for creating and saving material to JAMS class folders
- Learn SoundSlides photo and audio slideshow software
- Learn Adobe Audition audio editing software
- Learn basics of digital still camera functions and file management

**Professionalism:**

Inappropriate emails or other unprofessional communication will result in a referral to the JAMS department chair.

**Distractions:**

Use of the Internet, smart phones and cell phones is discouraged unless related to in-class assignments and can result in a lower grade for participation and adherence to class rules.

**UNIVERSITY POLICIES**

1. **Students with disabilities.** Accommodations for students with disabilities: http://www4.uwm.edu/sac/SACItr.pdf

2. **Religious observances.** Accommodations for absences due to religious observance:
   http://www4.uwm.edu/secu/docs/other/S1.5.htm

3. **Students called to active military duty.** Accommodations for absences due to call -up of reserves to active military duty:
   Students: http://www4.uwm.edu/academics/military.cfm

4. **Incompletes.** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work:
   http://www4.uwm.edu/secu/docs/other/S31.pdf

5. **Discriminatory conduct (such as sexual harassment).** Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff:
6. **Academic misconduct.** Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University: https://www4.uwm.edu/dos/conduct/academic-misconduct.cfm

7. **Complaint procedures.** Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy: http://www4.uwm.edu/dos/support/complaints-and-grievances.cfm

8. **Grade appeal procedures:** [http://www4.uwm.edu/dos/support/complaints-and-grievances.cfm](http://www4.uwm.edu/dos/support/complaints-and-grievances.cfm)

9. **Final exam requirements & dates:**
   [https://www4.uwm.edu/secu/docs/other/S22.htm](https://www4.uwm.edu/secu/docs/other/S22.htm)
   (There is no final exam in this class.)

**ABOUT THE INSTRUCTOR:**

*Jane Hampden Daley* has more than 20 years’ experience in broadcast journalism. For five years, she hosted the *Lake Effect* interview program on WUWM, Milwaukee Public Radio. Before pursuing a career in public radio, Hampden worked for 15 years as a television news anchor and reporter in Denver and Milwaukee, most recently as five o’clock anchor for WISN Channel 12. She has received many awards for broadcast writing and reporting, including three regional Edward R. Murrow awards for her work at WUWM. Hampden is a graduate of Northwestern University’s Medill School of Journalism and Columbia University’s Graduate School of Journalism.