JAMS 204 | NEWS WRITING AND TECHNOLOGY | spring 2019

Writing, storytelling, digital editing and production for journalism.

204-001 Monday/Wednesday 11 a.m.
204-002 Tuesday/Thursday 11 a.m.
Bolton 296 | University of Wisconsin-Milwaukee

Jane Hampden Daley, senior lecturer
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(or by appointment)

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JAMS Tech Resources (open lab hours, tech instructions)

Canvas Student Guide (Canvas help)

DESCRIPTION

JAMS 204 News Writing and Technology covers the basics of objective news writing and storytelling. We’ll focus on excellent media writing with an emphasis on grammar, sentence structure and clarity. We’ll learn what makes stories newsworthy and how to tell compelling stories online and via social media.

We’ll learn the basics of digital storytelling using photos, audio recording and editing via Adobe Audition and Premiere. Throughout the course, we’ll highlight the demand for innovation in journalism as we observe traditional and non-traditional news organizations presenting stories in ever-changing formats. We’ll see how multimedia storytelling techniques can be used for a variety of purposes and audiences. To begin mastering news writing and digital editing, students will write and produce news and feature stories for online and audio, learning the difference between writing for the eye and ear.

This is the theme of the course: no matter the genre or technology, great writing is at the heart of all journalism. JAMS 204 lays the foundation for success in JAMS 320 Integrated Reporting, when students put skills developed in 204 into action, covering a range of stories for Media Milwaukee, our award-winning student-produced news site.

GOALS

- understand the style, conventions and purpose of objective news writing for journalism
- follow current events and analyze how journalists cover news online and via social media
- appreciate the power and joy of great storytelling
- identify and follow rules of grammar, sentence structure and punctuation
- write clearly, simply and vividly using AP Style
- understand traditional news values and how they guide media writing, reporting and communication via social media
- identify a variety of news story structures; learn to choose a story structure depending on the material you gather as a reporter
- learn characteristics of broadcast writing
- learn principles of digital audio recording and editing, and photojournalism

COURSE ORGANIZATION

Communication on Canvas: Check Canvas Home first for updated information on assignments and deadlines. Always check Canvas first if you have a question, and feel free to contact me for clarification via email, text or phone. The week-by-week class outline is subject to change and will be updated after any changes are posted to Canvas.

Rough draft review: I strongly encourage students to work ahead and bring rough drafts to me in person before assignments are due, during my office hours or by appointment. I can answer general questions about assignments via email or text, but will not review rough drafts via email.

Equipment and lab use: Success in the class requires organization skills 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 labs/classrooms to log and edit audio and produce social media videos. JAMS open lab schedules are posted on the JAMS Tech Resources page. Work can also be done on Mac computers in some campus computer labs (CCLs). Always work ahead on assignments and plan for open lab time - this will result in better stories and better grades.

Audio recorders can be checked out after class and must be returned by the next scheduled class period unless the instructor approves other arrangements. Our equipment (like equipment in any newsroom) can break down or work imperfectly. In addition, all reporters make technical mistakes that cause aggravation and lost time. Avoid these hassles and disappointments 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 lost or damaged equipment. 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

The Associated Press Stylebook ISBN-13: 978-0465093045 ($15 or less - older editions are fine)

Access to a digital camera or cell phone (digital cameras are available for checkout in JAMS and at the UWM library)

Earbuds or headphones – bring to every class during multimedia production

READINGS

Readings posted to Canvas as PDFs or links will come from the following sources (see week-by-week syllabus for chapters):

The Missouri Group. News Writing and Reporting. Bedford/St. Martin’s, 2010
Macadam, Alison. The journey from print to audio storytelling. NPR, 2017.

QUIZZES – complete before 11:59 p.m. on the due date

All assigned readings are accompanied by a D2L quiz. Completion of readings is essential to understanding basic principles in JAMS 204. All quizzes must be completed before 11:59 p.m. on the due date. Quizzes not completed before the deadline will receive grades of zero. Quizzes will be posted on D2L at least 48 hours before the deadline. Begin will before the deadline, 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, instructor will not offer quiz re-takes.

**ASSIGNMENTS** – submit via Canvas before 11:59 p.m. on the due date

**Deadlines and grading:** All writing/outside assignments must be submitted in Canvas before 11:59 p.m. on the due date. Late submissions will receive a grade of zero. Assignments will be graded on grammar and writing principles outlined in required texts and in class. Carefully proofread all writing assignments.

**Assignment formats:** Use Word .doc or .docx formats ONLY – wrong documents, blank documents, un-openable documents or assignment sheets uploaded in place of completed assignments will receive grades of zero. 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](http://www4.uwm.edu/techstore/personal/software.cfm). At the top of every assignment include *name, course and date.*

**LATE ASSIGNMENT/QUIZ POLICY**

Assignments, quizzes or projects submitted after deadline will receive grades of zero. With advance notice of a scheduling conflict or problem, instructor may agree to work with a student on an extended deadline.

**ATTENDANCE**

Attendance will be taken during every class. With advance notice of an excused absence, instructor may offer to review material or assignments with students. Lectures offer information and 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 death in the family. Two late arrivals will be counted as one absence. Attendance counts for 5% of the final grade.

**FINAL EXAM**

The “No Excuses” final exam is a Canvas quiz due one week after the last class of the semester before 11:59 p.m.. The exam covers basic grammar, sentence structure, punctuation, AP Style and story structure concepts identified throughout the semester. Study materials for the final exam will be posted under the “No Excuses” module on Canvas.

**GRADING CRITERIA**

- Writing Assignments-Intro: 15 percent
- Writing Assignments-Advanced: 30 percent
- Tech Assignments-Benchmarks: 10 percent
- Tech Assignments-Final: 20 percent
- Quizzes: 10 percent
- Final Exam: 10 percent
- Attendance: 5 percent

Grading category descriptions:

- **Writing Assignments-Intro:** Assignments that introduce a concept or story structure for the first time
- **Writing Assignments-Advanced:** Assignments given after students have had several opportunities to master a concept or story structure
- **Tech Assignments-Benchmark:** Steps leading to completion of final projects
- **Tech Assignments-Final:** Final projects
- **Quizzes:** Quiz readings introduce grammar, punctuation, AP Style and story structure concepts that will be on the Final Exam
TIME COMMITMENT

The average student should expect to devote about 145 hours during the semester to this class. Please note that some students might need to devote more time to meet learning outcomes. The total includes about 45 hours of classroom learning, about 50 hours for outside assignments, and about 50 hours for audio and video story research, recording, writing and editing.

CLASS 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.
http://guides.library.uwm.edu/noplagiarism

University policy on plagiarism and academic misconduct: http://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/

Re-using material:
Re-using assignments from other classes or from UWM Post stories and representing them as original work for JAMS 204 can result in an F for the assignment. Talk with all instructors involved -- in advance -- about using the same or similar material for an assignment.

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.
Email interviews: identify as such in story i.e. “...County Supervisor Charlie Jones said in an email.” The best way to conduct 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 news site Media Milwaukee, and that your story could be published on the internet; Media Milwaukee identification cards are available from the instructor or JAMS office.
Incorrect names, spelling or professional titles or facts can result in an F for the assignment.

Photo credits:
Take your own photos. Failure to credit stock photos, photos from social media, or photos from any source other than your phone/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 news site Media Milwaukee. Content posted to Media Milwaukee can be used as “clips” or portfolio material 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. 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.

Student technology requirements & responsibilities:
Do not use department equipment or technology for personal projects or for any purpose other than JAMS 204 assignments. Gain access to a phone or digital camera that meets JAMS criteria OR sign out a digital camera from the department. Learn and follow rules for saving material to JAMS class folders. Learn Adobe Audition audio editing software and Adobe Premier photo and video editing software as required.

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

**UNIVERSITY POLICIES**

1. *Students with disabilities.* Students have a right to accommodations: [http://uwm.edu/arc/](http://uwm.edu/arc/)

2. *Religious observances.* Students have a right to accommodations:
   [http://www4.uwm.edu/secu/docs/other/S1.5.htm](http://www4.uwm.edu/secu/docs/other/S1.5.htm)


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. [https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf](https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.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. [https://www4.uwm.edu/secu/docs/other/S_47_Discriminatory_Policy.pdf](https://www4.uwm.edu/secu/docs/other/S_47_Discriminatory_Policy.pdf)

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. [http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/](http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/)

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. [https://www4.uwm.edu/secu/docs/other/S_47_Discriminatory_Policy.pdf](https://www4.uwm.edu/secu/docs/other/S_47_Discriminatory_Policy.pdf)

8. *Grade appeal procedures.* A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School. [http://www4.uwm.edu/secu/docs/other/S28.htm](http://www4.uwm.edu/secu/docs/other/S28.htm)

9. *LGBT+ resources.* Faculty and staff can find resources to support inclusivity of students who identify as LGBT+ in the learning environment. [http://uwm.edu/lgbtrc/](http://uwm.edu/lgbtrc/)

10. *Other.* The final exam requirement, the final exam date requirement, etc. [http://www4.uwm.edu/secu/docs/other/S22.htm](http://www4.uwm.edu/secu/docs/other/S22.htm)

11. Link to UWM syllabus policies: [http://uwm.edu/secu/syllabus-links/](http://uwm.edu/secu/syllabus-links/)

(Editorially Revised, 8/26/11; 8/21/15; 5/4/17)
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 that, Hampden Daley worked for 15 years as a television news anchor and reporter in Denver and Milwaukee, most recently for WISN Channel 12. She has received many awards for writing and reporting, including three regional Edward R. Murrow awards for her work at WUWM. Hampden Daley is a graduate of Northwestern University’s Medill School of Journalism and Columbia University's Graduate School of Journalism.