JAMS 602 | LONGFORM MULTIMEDIA JOURNALISM | fall 2018

JAMS 602 (502) Specialized Reporting: Overview of the problems and challenges of specialized reporting in an area such as social science, science, the humanities and the arts.
Tuesday/Thursday 9:30 a.m. | Bolton 296

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Office Hours: Wednesday 12:30 – 1:30 p.m.
Thursday 12:30 – 1:30 p.m.
(or by appointment)

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JAMS Tech Resources (open lab hours, tech instructions)

DESCRIPTION

In JAMS 602 Longform Multimedia Journalism, you’ll use your reporting, writing and production skills to create an online, multimedia presentation of a single, in-depth story. You will choose the topic and decide whether to emphasize video, audio or print storytelling, but your site will feature elements of each medium. You’ll work throughout the semester on this final project, which has the potential to be a showcase of your resume portfolio. In addition, you’ll learn the characteristics of narrative and in-depth journalism through readings and multimedia examples, and work with classmates on a multimedia piece produced as a team. The heart of this course is understanding the ingredients of compelling long-form journalism.

OBJECTIVES

- Research and report on a substantive story using diverse primary, secondary and human sources and observational detail
- Understand the ethical and legal responsibilities inherent in publication of an in-depth news story
- Understand the importance of character, plot and storyline
- Understand the importance of data and context in reporting on a complicated issue
- Write clearly and concisely
- Learn various story formats for a variety of media and choose those that work most effectively with your topic
- Demonstrate planning, organization and discipline necessary for successful completion of a semester-long project
- Improve media analysis skills through exposure to innovative, alternative and traditional multimedia storytelling
- Appreciate how long-form multimedia storytelling applies to many genres, purposes and audiences

COURSE ORGANIZATION

Communication on D2L: Check the class D2L News and Content pages first for updated information on assignments and deadlines. Always check the D2L site 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 the D2L News page.

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 and video cameras 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

All readings will be PDFs or links posted to D2L Content. See week-by-week syllabus for details.

D2L QUIZZES – complete before 11:59 p.m. on the due date

All assigned readings are accompanied by a D2L quiz. 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 to dropbox before 11:59 p.m. on the due date

Deadlines and grading: All writing/outside assignments must be submitted to the D2L dropbox before 11:59 p.m. on the due date. Late submissions will receive a grade of zero. 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. 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. Repeated late arrivals may be counted as absences. Attendance counts for 5% of the final grade.

FINAL EXAM

There is no final exam in JAMS 602.

GRADING CRITERIA

- Analyses, assignments and quizzes 15 percent
- Attendance & participation 5 percent
- Group project 20 percent
- Individual project reporting progress 15 percent
- Individual project rough drafts & revisions 15 percent
- Individual project final 30 percent
  - Main story – print, audio or video (40%)
  - Secondary story – print, audio or video (30%)
  - Photo elements – quality, effort (20%)
  - Web design, effort (10%)

Either your main story or secondary story must be a print piece. Specific requirements for the final project will be posted on D2L under the “Syllabus” heading.

GRADING SCALE

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<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-94</td>
<td>A</td>
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<tr>
<td>93-90</td>
<td>A-</td>
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<tr>
<td>89-87</td>
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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 10 hours for reading assignments, and about 90 hours for audio and video story research, reporting, 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/](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](http://media.uwm.edu). 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)

3. **Students called to active military duty.** [http://uwm.edu/active-duty-military/](http://uwm.edu/active-duty-military/)

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

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_Discrimina_duct_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/

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_Discrimina_duct_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

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/

10. *Other.* The final exam requirement, the final exam date requirement, etc.  
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.