JAMS 325
AUDIO STORYTELLING

Spring 2019 | University of Wisconsin-Milwaukee | Facebook
Tuesday/Thursday 9:30 a.m. | Bolton 296

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Office Hours: Wednesdays 12:30 – 2:30 p.m. (or by appointment)
Office: Bolton 530

JAMS Tech Resources (open lab hours, tech instructions)
Canvas Student Guide (Canvas help)

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
- evaluate the impact of audio storytelling and the growth of podcasting
- analyze a range of audio storytelling genres and structures
- focus on the role of characters, scenes and narration
- learn how producers use natural and ambient sound to set scenes, create transitions and influence mood
- develop interview skills for long-form audio
- learn principles of writing for the ear
- learn fundamentals of recording high-quality interviews, natural sound and ambient sound
- learn fundamentals of digital audio editing and production using Zoom H2n recorders and Adobe Audition software

COURSE ORGANIZATION ON CANVAS

Communication on Canvas: Check the Canvas Home page first for updated information on assignments and deadlines. I will post updates, assignments, readings and other documents there. 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. Help with Canvas: Canvas Student Guide

Rough draft review: I am happy to review rough drafts with students before the assignment is due – in person - during office hours or by appointment. I can answer questions about assignments via email, but cannot review rough drafts via email.
**Equipment and lab use:** The class requires strong 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.

**TEXTS & MATERIALS**

**Required:**

Earbuds or headphones – bring to every class

Access to a digital camera or cell phone

**Recommended for all forms of media writing:**

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

Readings and listening assignments will be available on D2L as links or PDFs and may include:


Third Coast International Audio Festival, [https://thirdcoastfestival.org](https://thirdcoastfestival.org) (selected articles and audio stories)

One or two outside listening assignments per week; links will be available on D2L at least 48 hours before due date

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

Some weeks, there will be a Canvas quiz on assigned readings. Completion of all readings is essential to understanding basic course principles. Quizzes are located on the Canvas Home page under the week’s assignments.

*All quizzes are due before 11:59 p.m. on the due date.* Quizzes will be posted at least 48 hours before the deadline. Unless there is a documented, campus-wide Canvas failure, I cannot offer quiz re-takes.
ASSIGNMENTS – submit via Canvas before 11:59 p.m. on the due date; late submissions will receive a grade of zero.

Assignments will be graded based on use of writing and production principles outlined in class.

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 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

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 course. Doctors’ notes or links to obituary notices are required for excused absences due to illness or death in the family. Please arrive to class on time. Two late arrivals will be counted as one absence. Attendance and participation count as 5% of your final grade.

FINAL EXAM

There is no final exam in JAMS 325.

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 devoted to classroom learning, about 45 hours to outside audio listening, written analyses and quizzes, and about 55 hours to audio production research, recording, writing and editing.

GRADING CRITERIA

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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Audio Analyses &amp; Quizzes</td>
<td>45 percent</td>
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<td>Audio Projects-Introductory</td>
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<td>Music Interview</td>
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<td>Natural Sound</td>
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<td>Q&amp;A Interview</td>
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<td>Audio Projects-Advanced</td>
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<td>Audio Package</td>
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<td>Final Project</td>
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<td>Attendance &amp; In-Class Assignments</td>
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<td>Weeks 1-8</td>
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<td>Weeks 9-15</td>
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COURSE 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 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.
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 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 (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.

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 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.

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


2. Religious observances. Accommodations for absences due to religious observance:
   [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. Accommodations for absences due to call-up of reserves to active military duty:
   Students: [http://www4.uwm.edu/academics/military.cfm](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:
   [https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRAD.pdf](https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRAD.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.pdf](https://www4.uwm.edu/secu/docs/other/S_47.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:
   [https://www4.uwm.edu/dos/conduct/academic-misconduct.cfm](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](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 evening 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.