DESCRIPTION

*JAMS 204 News Writing and Technology* covers the basics of journalistic 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 those stories simply and compellingly online and via social media.

We’ll learn the basics of digital storytelling using photos, audio recording and editing. Throughout the course, we’ll highlight the demand for innovation in journalism as we observe traditional and non-traditional news organizations presenting news 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 venue 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 various media
- 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 and reporting
- learn how news values drive effective use of social media
- identify and write various types of print/online story leads; identify story parts and formats
- learn characteristics of broadcast writing
- learn guidelines for taking active and professional still photos and sharing on social media
- learn the basics of digital audio recording and editing
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. 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.

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 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. 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 stronger 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 high-quality cell phone

Earbuds or headphones – bring to every class during audio production

D2L QUIZZES – complete one hour before the start of class on due date

Deadlines: All assigned readings are accompanied by a D2L quiz. Completion of all readings is essential to understanding basic principles. Quizzes may also include questions on current events. Journalists must be well-informed. Get in the habit of reading quality online and print news sources, watching television news, listening to radio news. Current events quiz questions can cover campus, local, state, national and international news stories.

All quizzes must be completed one hour before the start of class on the 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, instructor cannot offer quiz re-takes.

ASSIGNMENTS – submit to dropbox one hour before the start of class on the due date

Deadlines and grading: All writing/outside assignments must be submitted to D2L dropbox one hour before the start of class on the due date. Late submissions will get a grade of zero. Assignments will be graded on grammar and writing principles outlined in
required texts as well as in class. Assignments missing basic punctuation such as periods will automatically begin with grades of C and be marked down from there. Carefully proofread all writing assignments!

**Assignment formats:** At the top of every assignment include name, course, assignment, date. 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

**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 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. Repeated late arrivals may be counted as absences.

**GRADING CRITERIA**

- Writing assignments 50 percent
- Tech assignments 30 percent
- Quizzes 15 percent
- Attendance, participation & adherence to class rules 5 percent

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<th>Percentage Range</th>
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<td>100-94</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 devoted to classroom learning, about 50 hours to outside assignments, and about 50 hours to 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](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 or the class. Talk with all instructors 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 multimedia 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 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

1. Students with disabilities. Students have a right to accommodations: http://uwm.edu/arc/
2. Religious observances. Students have a right to accommodations:
   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
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)

(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 transitioning to public radio, 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 broadcast 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.