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

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 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 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.

**Texts & Materials**

**Required:**

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

Earbuds or headphones – bring to every class

Access to a digital camera or cell phone

**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

**D2L Quizzes – complete before 11:59 p.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 class on due date.* 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 11:59 p.m. on 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 and assigned readings.

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 a death in the family. Repeated late arrivals may be counted as absences. Attendance and participation count as 5% of your final grade. Each missed class results in a 1/15 reduction of this portion of your 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 (see week-by-week calendar below for specific assignments and due dates)

<table>
<thead>
<tr>
<th>Audio story projects</th>
<th>50% of final grade</th>
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</thead>
<tbody>
<tr>
<td>Audio story analyses &amp; reading quizzes</td>
<td>45% percent of final grade</td>
</tr>
<tr>
<td>Attendance and participation</td>
<td>5% percent of final grade</td>
</tr>
</tbody>
</table>

| 100-94=A | 83-80=B- | 69-67=D+ |
| 93-90=A- | 79-77=C+ | 66-64=D |
| 89-87=B+ | 76-74=C | 63-60=D- |
| 86-84=B | 73-70=C- | 59-0=F |

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.
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 325 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
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 380 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 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
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: 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.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

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


9. Final exam requirements & dates: 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.