

INSTRUCTOR: Jenny Moore

Tel: 210.784.1051

E-mail: jenny.moore@tamusa.edu

Office: Central Academic Building, 320C

Class Time: 11-12:15 am T/R

Class Location: CAB 320F

Office Hours: T/TH: 1-3pm

CATALOG DESCRIPTION:

(3 Credit hours) Theory and practice in news gathering and writing; types and techniques of public affairs reporting.

COURSE OBJECTIVES:

- Introduce students to the core values of journalism;
- Practice a digital-first journalism philosophy in a deadline-driven environment;
- Understand methods and practice of community engagement;
- Consider and apply the role of ethics in web-based storytelling as it relates to fairness; accuracy and truth-seeking in a digital age

REQUIRED TEXTS:

All materials, including homework assignments, will be uploaded to Blackboard.

COURSE REQUIREMENTS:

- 5% Beat Proposal
- 20% Live Storytelling Event (May 07)
- 20% Story Pitches (4 total)
- 20% Stories (4 total)
- 35% Reading/Listening assignments (“On the Media” and additional readings) (7 total)

COURSE OBJECTIVES ELABORATED:

Over the course of this exciting semester, you will learn to think more deeply, write more clearly, edit more sharply and produce focused, professionally produced stories. Students will have the opportunity to think about and produce stories that serve the audience of The Mesquite, A&M-San Antonio’s online campus news site. The site is dedicated to providing diverse, high-quality coverage of stories of interest to the campus community and readers throughout San Antonio. Contributing reporters will experience the rewards and challenges of deciding what content/stories best serve the audience, and why. The Mesquite will let you practice journalism in real time for a real audience and connect with your local community.

STORY TYPES:**Campus News/Event Coverage + 1 Multimedia Element**

Once we determine your beat, you will have the opportunity to cover a critical campus news story and produce 1 multimedia element (a photo slideshow, video, audio story, or data element and social media posts). After you pitch your ideas, we will determine in workshop which of these ideas meets the criteria and qualifications for Campus News. Three Sources Required. Average Word Count: 300-400

San Antonio/South Side – Human Interest Coverage + 1 Multimedia Element

Focus on a story that could be published in either The Mesquite or the South Side Reporter. The focus of this story could be on a problem that exists in the community and how residents are going about addressing and solving the problem. Three Sources Required. In addition to your story, you will produce 1 multimedia element (a photo slideshow, video, audio story, or data element and social media posts. Roughly 500-600 words.

Campus or South Side Community + 2 Multimedia Elements

You can also develop your own enterprise stories. No fluff. It's not an event. It's not breaking news. It's self-generated. And it's along your beat line. These stories often take weeks to develop. Not surprisingly, they are often the best stories. Average Word Count: 400-600. In addition to your story, you will produce a multimedia element (a photo slideshow, video, audio story, or data element and social media posts). Three Sources Required.

There are other types of stories. We will talk about them during pitch sessions. Remember, our responsibility is to cover Campus News.

Final Exam:

Increasingly, digital news sites are holding live community events to help promote their brand and bring their audiences together. Live events increase exposure and allow us to interact with our readers and viewers. On May 07, we are holding a live event during class in collaboration with First Year Experience and the Speech Program. All students enrolled in my course will participate, in roles ranging from event planning, advertising, promotions, and facility management. We are responsible for planning and overseeing the live event, from the big picture down to all the details. This project will provide you a job title, a resume entry, and an opportunity to practice community engagement. This is a semester long project, with all details documented in Blackboard. This is your final exam.

Workflow Tools:

Students in this class will use Facebook, Twitter, Slack, Trello and Google Drive and other applications as needed. Instruction provided.

INSTRUCTOR EXPECTATIONS:

DEADLINES

Deadlines are strictly followed. If a story is due on a certain date, that deadline must be met. If a student cannot attend class when an assignment is due, he/she is required to make prior arrangements with the instructor and Team Leader. Late assignments will be docked one letter grade (10 points) for each class day they are late.

ATTENDANCE

Attendance to this professor means being in class ON-TIME. Being late to class is akin to being late for work. We take you seriously and we expect you to take yourself seriously.

COMM 3301 – REPORTING

[Spring 2019]

Communication Program

Texas A&M-San Antonio, College of Arts & Sciences

Major deadlines are included below. You are required to use Blackboard learning modules to stay on top of detailed story assignments and required readings.

Course Schedule

Week	Class Date	Summary
1	Tues. Jan. 15	Introductions. Syllabus review. Expectations for professionalism and ethical behavior in this class. Beats Email, Cell & Social Media Directory Social Media Newsroom Tools overview: Google Drive Trello
	Thurs. Jan. 17	Reporting Workshop Check Blackboard
2	Tues. Jan. 22	Major Assignment: Reading/Listening Assignment #1
	Thurs. Jan. 24	Reporting Workshop Check Blackboard
3	Tues. Jan. 29	Reporting Workshop Check Blackboard
	Thurs. Jan. 31	I will be working closely with you to make sure you have filed and published Story 1 by this date.
4	Tues. Feb. 5	Reporting Workshop Check Blackboard
	Thurs. Feb. 7	Reporting Workshop Check Blackboard
5	Tues. Feb. 12	Major Assignment: Reading/Listening Assignment #2
	Thurs. Feb. 14	No Class. Continue to work on your story.
6	Tues. Feb. 19	Reporting Workshop Check Blackboard
	Thurs. Feb. 21	Reporting Workshop Check Blackboard
7	Tues. Feb. 26	Major Assignment: Reading/Listening Assignment #3
	Thurs. Feb. 28	Major Assignment: I will be working closely with you to make sure you have filed and published Story 2 by this date.
8	Tues. March 5	Reporting Workshop Check Blackboard
	Thurs. March 7	Reporting Workshop Check Blackboard
SPRING BREAK MARCH 11-17 Reporters from The Mesquite, El Espejo and the Univision Media Lab will be in Corpus this week competing at the Texas Intercollegiate Press Association. Wish them luck! Go Jaguar Media!		
11	Tues. March 19	Reporting Workshop Check Blackboard

COMM 3301 – REPORTING

[Spring 2019]

Communication Program

Texas A&M-San Antonio, College of Arts & Sciences

	Thurs. March 21	Check Blackboard Reporting Workshop
12	Tues. March 26	Major Assignment: Reading/Listening Assignment #4
	Thurs. March 28	Major Assignment: I will be working closely with you to make sure you have filed and published Story 3 by this date.
13	Tues. April 2	Check Blackboard
	Thurs. April 4	Check Blackboard
14	Tues. April 09	Major Assignment: Reading/Listening Assignment #5
	Thurs. April 11	Check Blackboard
Professional Development Opportunity: International Symposium on Online Journalism (UT Austin)		
15	Tues. April 16	Check Blackboard
	Thurs. April 18	
SPJ Ethics Week: https://www.spj.org/ethicsweek.asp (April 23-April 27): Stay tuned for program-related events at A&M-SA		
16	Tues. April 23	Major Assignment: Reading/Listening Assignment #6
	Thurs. April 25	Major Assignment: I will be working closely with you to make sure you have filed and published Story 4 by this date.
	Tues. April 30- May 02	Major Assignment: Reading/Listening Assignment #7 Major Assignment: DRESS REHEARSALS April 23 and April 25 – APRIL 30 FINAL EXAM / Your News Organization's Live Event
	Thurs. May 3	May 04 is the last day of scheduled classes. We will use May 06-07 are considered 'readying days' and instructors are not allowed to introduce 'new material.' We will use this week for individual editing conferences as needed.
May 7-12		Final Examinations