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Spring 2-1-2017

JRNL 431.01: Online Journalism

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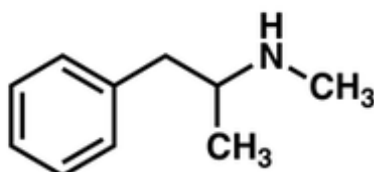Banville, Lee M., "JRNL 431.01: Online Journalism" (2017). *Syllabi*. 5723.
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Online journalism

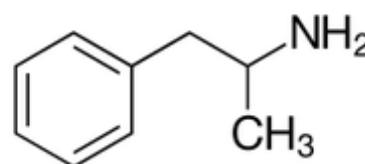Adipex
(Phentermine)
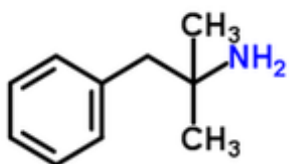
Crystal Meth
Methamphetamine

Adderall
Amphetamine

JRNL 431 / SPRING 2017 / TT / 11-12:20 / DAH 316

Associate Prof. Lee Banville

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Office hours: Mondays 9-10:30 a.m. and Thursdays 3-4:00 p.m. I'm also available at other times by appointment.
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My regular e-mail: lee.banville@umontana.edu.

COURSE DESCRIPTION AND OBJECTIVES
This course will co-convene with JRNL 440 Advanced Audio taught by Associate Professor Jule Banville to produce pro-quality audio-visual packages that explore, in-depth, Meth in Montana. In the last decade, Montana has seen drastic increases in meth use, meth seizures, meth cases in the criminal justice system, neglect and abuse cases linked to meth and children of meth-addicted parents in the foster care system. Although this particular drug has had a dramatic effect on all levels of Montana's criminal and social systems, to date there has not been great, in-depth journalism around the reasons and ramifications. You will change that. The website and social media presence we create will document this story in the most complete way done in the state. Our stories may be syndicated to local and national media outlets and we will work with audio to distribute their content as part of the seemless package of stories.

LEARNING OUTCOMES
By the end of the semester, successful students will:
- Recognize and research audiences and develop content to appeal to them across digital and social platforms.
- Meet all deadlines.

- Participate fully in collaborations. These include but are not limited to:
    - pitching and, if successful, working with Reveal, the weekly radio program and podcast produced with the Center for Investigative Reporting, and/or PBS NewsHour. Both outlets are aware of and interested in our project.
    - pitching and, if successful, working with Montana Public Radio, the NPR affiliate for Western Montana. MTPR is aware of and interested in our project.
    - working with and filing stories via the Public Radio Exchange, or PRX.org. PRX is aware of and interested in our project. We'll be consulting with Chief Content Officer John Barth.
    - working in collaboration with JRNL 4440 Advanced Audio to co-produce content that works together.
- Complete all listening, viewing and reading assignments
- Actively engage in all discussions around the places where audio and digital journalism intersect.
- Understand how to build and post content to multiple websites and social media platforms.

ABOUT SLACK
I will use Slack to organize this class. YouI know, it is annoying. But I think it is the easiest way to self-organize and potentially work with the audio kids. I will use Moodle/UM Online for grading and will do a check-in half-way through the semester to see how you are doing.

READING ASSIGNMENTS
Keep a folder. You'll have multiple handouts that will act as your text for this class. All are fodder for unannounced quizzes.

LISTENING and MULTIMEDIA ASSIGNMENTS
In addition to reading about audio and the Internet, you'll need to listen to it. At regular intervals, you'll be assigned to listen to and become familiar with audio and visual projects produced by other journalists for discussion. These discussions will sometimes happen with our class and sometimes in conjunction with JRNL 440 Online Journalism. Often, they'll be part of "Thieving Thursdays," where the two classes come together to discuss what other journalists have done or are doing to dissect it and figure out what we adapt to our project.

MORE ABOUT WORKING WITH JRNL 440 ADVANCED AUDIO
As a first of its kind co-convening class at the UM J-School, this collaboration will be a work in progress. But you can expect to team up with other audio journalists on stories from the idea stage through the finished presentation of your combined work. A big reason for co-convening these classes is for you to learn about how audio intersects with digital journalism. You'll be graded, in part, on how responsive and engaged you are with this collaboration.

PRODUCTION ASSIGNMENTS
This is a 400-level class, so expect to work on a variety of projects. This class is essentially a standalone newsroom that is working with an audio newsroom to produce a single project.

THAT SAID: THERE ARE DEADLINES. Our plan is to produce content with a variety of partners and therefore deadlines are not malleable. This is a capstone course and work will be significant..

You'll notice grades are based on a primary project, secondary project and work on other elements of the site. During the mapping out of our site and work I will make clear what each of these mean to you. Photographers, data folks, designers, editors and reporters will all have different projects they work on during the semester, but I will be clear about what is expected of you and what category for grades this part of your work falls into.

All deadlines: TBA. They will be announced in class and posted to Moodle.

GRADING
Primary assignment for the project: 50 percent
Secondary assignment for the project: 20 percent
Assistance of others in class: 10 percent
Participation in discussions/presentations: 10 percent
Attendance: 10 percent

Grades will be based on a scale of 100 percent and will use the University of Montana's plus/minus system. Letter grades will not be used in this course, although the final grade (per requirement) will be given as a letter grade. The equivalents are as follows:

90 - 100 percent: A
80 - 89 percent: B
70 - 79 percent: C
60 - 69 percent: D
50 - 59 percent: F

UM's plus/minus system also makes the following distinctions:
A+: 97-100
A: 93-96
A-: 90-92
B+: 87-89
B: 83-86
B-: 80-82
C+: 77-79
C: 73-76
C-: 70-72

D+: 67-69
D: 63-66
D-: 60-62
F: 59 or lower

EQUIPMENT

If you are going to use equipment – still or video cameras, lighting kits, recorders – please fill out a liability form. Not all people will be producing the same content and so if you are not sure if you will need to take out gear, fill out the form so you have the option.

ATTENDANCE

This is a small(ish), upper-division, seminar-type class. Your absence will be obvious. If you must miss class because you are really sick (with more than the sniffles) or you have an unmovable conflict, you must notify me at least an hour before class via email. Unexcused absences will be reflected in your final grade. More than two unexcused absences will result in an F for the attendance portion of your final grade.

ADDITIONAL COURSE POLICIES

- The University of Montana assures equal access to instruction by supporting collaboration between students with disabilities, instructors, and Disability Services for Students. If you have a disability that requires an accommodation, contact your instructor during the first week of the semester so that proper accommodations can be provided. Please contact Disability Services for Students if you have questions, or call Disability Services for Students (DSS) for voice/text 406.243.2243. You may also fax the Lommasson Center 154 for more information 406.243.5330.

- Academic Misconduct and the Student Conduct Code: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at www.umt.edu/SA/VPSA/Index.cfm/page/1321. And, more on academic honesty, is available here: http://life.umt.edu/vpsa/student_conduct.php

- PLAGIARIASM and ETHICS: Have pride in your work and banish the idea of turning in something written or recorded by someone else and presented as your own. Also note: Coaching someone to read a prepared script or misrepresenting someone as a legitimate source when that person is acting as a stage actor would is against the standards and practices of journalism and will not be tolerated. Penalties range from failing this class to expulsion from school.

- CLASS WORK: You may not submit for this course any assignment or variation on an assignment that was, or will be concurrently, submitted for another class unless you receive prior, documented approval from the professor for this course. To do so without permission will result in an F for the course. That said, you may and are encouraged to submit any work you do in this class for any outside outlet.