

JOU 4950 (16178) APPLIED JOURNALISM

Section CAP1 • Summer C 2024

University of Florida College of Journalism and Communications

12:30-1:45 p.m. • Period 4

Wednesdays • May 15 to Aug. 7

No class June 19 or June 26

Hybrid

— Sometimes in person, sometime on Zoom —
Zoom Link Available on Canvas

In-Person Class Location

Weimer Hall 1090

INSTRUCTORS

Professor Joanna Hernandez, MPA

Lecturer; CJC Director of Community and Culture; jhernandez@jou.ufl.edu

Professor Jessica Marsh; jmarsh@ufl.edu

OFFICE HOURS

In-Person @ Weimer 3046 / **or on Zoom**

9 a.m.-noon Wednesdays

And By Appointment

COURSE DESCRIPTION

THIS IS A CAPSTONE course. Its purpose is to showcase your journalism skills. Professional-caliber journalism work produced by you is expected. This summer semester, generating digital stories for the local 2024 election cycle is our focus.

THE GOAL IS TO PUBLISH. You'll be working on a project that is a work in progress, begun last semester in spring 2024, in which students were successful in getting their election reports published on WUFT. We want high-quality publishable journalism from you, senior-level journalistic work with depth and critical thinking. And good writing. You'll get feedback to improve and strengthen your work in new, creative ways.

ATTENDANCE IS IMPORTANT. This is a hybrid course that meets 11 times over the summer, seven times in-person in Weimer 1090 and four sessions on Zoom. If you're going to miss class, this is my policy for all absences for all reasons: First absence, 100% excused; second absence, 70% excused; third absence and subsequent absences, 0% excused, plus one letter-grade drop. No doctor's note needed; I will believe you without one.

FROM THE FIRST DAY of class, we jump right in, brainstorming and focusing on idea generation, research, reporting, sourcing and pitching.

A PANEL COMPRISED OF journalists and educators will provide you with feedback on your pitch and final project. This feedback will help guide you to producing a multimedia reporting package.

WE WILL WORK to ensure that you are progressing through the project and getting feedback to produce professional-caliber, publishable acts of journalism.

WELCOMING CLASS ENVIRONMENT

REPORTERS TELL STORIES of a community and all individuals who make up a given community. These stories serve, help and inform everyone.

TO BEST CARRY OUT these ideals, it's best to be respectful, kind and exhibit an understanding for all people. These expectations during field work will also be carried into this classroom.

OUR DIFFERENCES SERVE as a strength we embrace as we discuss relevant story ideas, developing contacts within a community or even storytelling techniques. Exposure to different perspectives, values, ideals and experiences make us all better, more compassionate and understanding journalists. We all learn best and maximize our outcomes when we feel comfortable.

COURSE OBJECTIVES

- Students gain refresher in multimedia reporting and production tools.
- Students get hands-on multimedia experience.
- Students practice best practices in written, visual and audio storytelling.
- Students collaborate with journalists of different strengths than their own.
- Students produce digital- and multiplatform-journalism stories.

COURSE OUTCOMES: PROJECTS

1. Students work on publishable projects.
2. Each project is a story or journalistic resource produced for an external audience.
3. Student determines goals and timelines within context of syllabus deadlines.

EXPECTATIONS: FINAL PROJECT

Final Project Elements include:

1. A deeply reported written story of 800 or more words that includes hyperlinks, evidence of research and multiple originally reported interviews.
2. Multimedia components include:
 - At least one video (2.5 minutes maximum);
 - Or two audio sound bites no longer than a minute each;
 - Multiple photos;
 - Educational component utilizing maps, data visualization and/or informational graphics;
 - Quotes from at least three sources who are real live people.

COURSE TEXT, READINGS and RESOURCES

WEB READINGS AND ARTICLES, will be posted on Canvas by the instructors.

APRIL HINES is our Journalism Department guide at the UF George A. Smathers Libraries. You will meet her when she comes to our class on Sept.12. Below is a link to her homepage, where there are multiple research tools and resources:

<https://guides.uflib.ufl.edu/journalism>

LEARNING JOURNALS, MEET UPS, AP STYLE QUIZ AND THE POINT

1. Each student is required to submit weekly Learning Journals created on Adobe Express. Learning Journals are worth 10% of your final grade.
2. Each student will meet in person or on Zoom with the professor three times over the semester, once in May, June and July. These meet ups are worth 15% of your final grade. The Canvas assignment has dates and times for you to select from for these meet ups. Schedule your appointment to lock it in. First come, first served.
3. Each student will have more than a week to take the open-book AP Style Quiz, which is worth 15% of your final grade. No extensions will be granted.
4. Each student must subscribe to The Point. Class discussions may focus on news found on The Point. Students can subscribe using this link:
<https://www.wuft.org/the-point>

EQUIPMENT AND SUPPLIES

ALL JOU 4950 STUDENTS this semester are granted permission to check out gear for cellphone reporting from the GO20 Equipment Room. But you must follow all established student/course access policies.

THESE POLICIES ARE provided for you in Canvas; look in “Files” for Gear Documents; then find the folder with your name. This folder contains two documents – 2024 Gear PickUp:Return Loading ZonePolicy and 2024 JOU 4950 GearPolicy – that we will go over on the first day of class; your signature is required on the gear policy document in order to take out equipment.

OTHERWISE, STUDENTS ARE expected to own basic digital audio, photo and video equipment as well as a laptop with necessary software installed. Specific requirements can be found at this link:

<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/>

HOWEVER, IF YOUR need for equipment is crucial (for example, your lack of access to equipment is harming the project), please speak with the professors. We want your success and can work with you to overcome any difficulty.

EMAIL POLICY

IMPORTANT TIP: **Write “JOU 4950”** and a few words that describes the essence of your message **on the Subject Line**. Why? Because it makes it easier for us to identify at a glance that it’s from you, our students. line might not be considered a high priority at first glance.

ATTENDANCE POLICY

THIS CLASS IS scheduled to meet once a week for one hour and 15 minutes. Class is in session this summer 11 times – seven in-person sessions and four on Zoom. Whether we meet in person or on Zoom, your attendance is mandatory.

IF YOU MUST miss class, remember to email us at least half an hour before class starts to let us know – or else, you will receive a zero for that session. Remember

that after two absences for whatever reason, your final grade will be reduced by one letter grade. WE **DON'T NEED EXCUSE NOTES**. If we want one, we will ask you for it (and that would be only in extreme cases).

BUT WE DO want you to give us a heads up if you are not going to attend class. When you email us at least half an hour before class that you are not going to be in attendance, it becomes “excused” — up to two absences. If you don't email us ahead of time, your absence receives a zero. Check out the way absences are being recorded:

1. First absence, 100% excused
2. Second absence, 70%
3. Third and subsequent absences, 0% plus one letter-grade drop

YOUR ABSENCE OR INTERRUPTION of your peers' learning process with late arrivals or early departures could lower your grade. Schedule yourself accordingly — don't be late and don't leave early.

IN ADDITION, students meet in person or on Zoom with the professor for 30 minutes three times over the semester, as mentioned above. Attendance at these meet ups are worth 15% of your grade.

PROFESSIONAL VALUES AND COMPETENCIES:

ACEJMC Objectives

University of Florida's College of Journalism and Communication is accredited by the [Accrediting Council on Education in Journalism and Mass Communication](#) (ACEJMC). The ACEJMC has identified several [core values and competencies](#) that journalism and mass communication students ought to possess upon graduation:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use/presentation of images and information.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

JOU 4950 SUMMER 2024 COURSE SCHEDULE

*— This course schedule is subject to change at the professor's discretion. —
Attendance is important. This class meets 11 times over the course of this
semester; seven times in person in Weimer 1090 and four times on Zoom.*

Week 1 – MAY 15 / Location: Weimer 1090

Welcome, Introductions, Semester Review, Adobe Express, Interviews

Week 2 – MAY 22 / Location: Weimer 1090

Research Part 1 – guest lecturer April Hines, beat assignments

Week 3 – MAY 29 / Location: Weimer 1090

Cellphone reporting – guest lecturer Kalisha Whitman; first reporting assignment due

Week 4 – JUNE 5 / Location: ZOOM

Research Part 2, guest lecturer with April Hines

Week 5 – JUNE 12 / Location: Weimer 1090

PitchFest – “Speed date” story ideas; AP Style Quiz opens at 11:59 p.m. for 10 days

Week 6 – NO CLASS JUNE 19

AP Style Quiz closes 11:59 p.m. Saturday, June 22; second reporting assignment due

Week 7 – NO CLASS JUNE 26

Week 8 – JULY 3 / Location: ZOOM

Pitch Presentation

Week 9 – JULY 10 / Location: ZOOM

How to Find That Source / Building Relationships with Sources

Week 10 – JULY 17 / Location: Weimer 1090

Interviewing and Project Check-in

Week 11 – JULY 24 / Location: Weimer 1090

Reporting Challenges and How to Overcome Them

Week 12 – JULY 31 / Location: Weimer 1090

Project Check-In; Third Reporting Assignment Due

Week 13 – AUG. 7 (Last Day of Class) / Location: ZOOM

Final Project Presentations

GRADING

The instructor and students can work together to develop additional rubrics based on expectations and goals for each project.

Grading Rubric

10% - Class & Homework Assignments

You are expected to complete class assignments and homework when assigned. Communicate with the instructor if you think you are going to miss deadline. 10 points deducted for each day an assignment is late.

10% - Attendance

Attendance is taken at 12:30 p.m. If you enter class late, please do so with the least amount of disruption. Please see the first page of this syllabus and Page 3 for the class policy on absences.

10% - Weekly Learning Journal (on Adobe Express).

Instead of quizzes, I've found it more useful for students to reflect in writing on lectures, readings and other class work in a learning journal on Adobe Express. No PDFs or Word Docs. Deadline 11:59 p.m. Sundays. 10 points deducted for each day the journal is late.

15% - Three Individual Meet Ups With Professor (May, June, July)

The Canvas assignment has dates and times for you to select from for these meet ups.

15% - AP Style Quiz

You'll have 10 days to take this open-book quiz on your own time. It opens at 11:59 p.m. on June 12 and closes 11:59 p.m. on June 22

15% - Pitch Presentation

Panelists will listen to your pitch for your main story on June 12.

25% - FINAL Project Package with Presentation

Panelists will listen to your presentation on the last day of class, Aug. 7

Grading Scale

Grades are rounded to the nearest whole point: 89.4 rounds down to 89 (B+), while 89.5 rounds up to 90 (A-).

A	100-94
A-	< 94-90
B+	< 90-87
B	< 87-84
B-	< 84-80
C+	< 80-77
C	< 77-74
C-	< 74-70
D+	< 70-67
D	< 67-64
D-	< 64-60
E	< 60

ZOOM PROFESSIONALISM

Please be mindful of maintaining a professional appearance and conduct when our class meets online. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

You are expected to have your camera on during Zoom sessions. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor's discretion. Note that lectures might be recorded for educational purposes. If you have extenuating circumstances or concerns about Zoom attendance, please see let us know.

Virtual backgrounds

You are encouraged to use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings.

MASK-RELATED PRACTICES

- There may be times when we meet in person when I feel more comfortable wearing a mask. You are welcome to wear one, too.
- Use your best judgment on physical distancing, particularly when indoors.
- If you are experiencing any illness symptoms ([click here for guidance from the CDC on symptoms of coronavirus](#)), DON'T COME TO CLASS. But please email us and let us know of your impending absence; then rest and know we want you to get better — and see you the following week. REMEMBER: Absence is no excuse for not getting the work done on time.
- Check out [the university attendance and illness policies](#) for more information.

RECORDED MATERIALS

If any of our class sessions are recorded, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

WORDS OF CAUTION

- Missed deadlines could result in failure of the assignment/project.
- Errors in facts can result in failure of the assignment/project.
- Stories in which reporters have conflicts of interest shall result in automatic failure.
- Grades can be lowered to zero if students misrepresent themselves or act unprofessionally while committing the act of journalism.

DO YOUR OWN REPORTING AND WRITING

PLAGIARISM — including using material from news releases and information gathered from the internet without attribution — will result in serious and harsh consequences. Should that be discovered, you will fail the course and be recommended for University expulsion. Get educated on plagiarism here:

<https://guides.uflib.ufl.edu/copyright/plagiarism>

If you have **even the smallest doubt or are confused** about this or anything else in the course, **ASK YOUR INSTRUCTOR FOR CLARITY.**

YOUR CONDUCT AS A STUDENT

Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to the student's department chair AND to the university's Dean of Students — and ***it will result in a failing grade for this course***. A formal report of the offense will be filed with the university's Dean of Students.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person *or automated system, such as an AI text generator*, and submitting it for a class assignment, quiz or exam.
- Submitting work you did for another class or course.
- Copying and pasting text written by another person *or automated system* without use of quotation marks AND complete attribution, including a URL (online) or page number (print).
- Paraphrasing text written by others, such that it constitutes de facto plagiarism (e.g. word substitutions).
- Sharing answers to exams or quizzes online or with anyone.

A Note About ChatGPT and Similar AI Systems

If the instructor suspects that a student used an AI system to generate text used in a written assignment or any type of project, the student will be subject to an oral examination (in Zoom), which will be recorded. If the student is unable to adequately answer questions related to the suspect material(s), a violation of the UF Student Honor Code will be assumed and the above penalties will be applied. Refusal to submit to a recorded oral exam will be taken as an admission of the violation.

UF Student Honor Code

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

ACCOMMODATIONS FOR DISABILITIES

LET US KNOW immediately – informally and then with a formal letter from the proper authorities – if you have a life issue that would hinder your work in this course. We will do our best to help you. Students requesting accommodation must register with the Disability Resource Center — <https://disability.ufl.edu/students/>

STUDENT HEALTH AND WELLNESS

THE U MATTER, WE CARE initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

IN CASE of emergency, call 911.

GATOR EVALUATIONS

It's appreciated when students provide feedback on the quality of instruction in this course by completing online evaluation. You will be notified by email and/or Canvas when the evaluations are open, typically in the last two or three weeks of the semester. Summary results are available to you and the public.

ACADEMIC RESOURCES

- E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu or reach the [website](#).
- For career or academic advice and planning, contact the [Career Connections Center](#) in the Reitz Union, 392-1601.
- To find resources, ask a UF librarian through [Library Support](#). [April Hines](#) serves as the CJC librarian. You can reach her at 273-2728 or aprhine@uflib.ufl.edu
- General study skills and tutoring available from the [Teaching Center](#), Broward Hall, 392-2010 or 392-6420.

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