

Communication 246. Reporting and Editing.

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Office Hours: W 9-noon (or when door is open)

Communication Program Goals for Student Learning:

Develop a professional toolbox for gathering information in a news (and public relations) setting in the digital media age.

#### COURSE OUTCOMES

- To develop appreciation for journalistic ethics and principles.
- To use Social Media, the Web and other traditional sources for gathering information.
- To develop interviewing and basic reporting skills.
- To learn more about the role of data, mapping and government documents in reporting. - To learn how to become an “expert” and cover a beat.

#### TEXT:

Instead of a textbook the course will use a “Flipboard” magazine, UND REPORTING. That’s where reading assignments will be found. The easiest way to access Clipboard is via a smart phone or tablet.

#### WHAT YOU WILL NEED

Students are expected to follow the news every day and participate in a Twitter discussion board that is the basis for near weekly news quizzes. Keeping up with news makes it possible to finish homework assigned to you.

No-cost materials posted will be posted.

COMPUTER: Internet access and a Twitter account, Facebook and Flipboard.

During the first class we will assess students’ technology.

Tests: There are no tests in this course so it’s absolutely essential that students keep up with the writing and editing assignments.

Tentative Schedule.

SCHEDULE:

Because this is a journalism class, schedule will change based on news events.

Every class will begin with a “news check.” A conversation about what’s going on and how that story might be approached. Students will send tweets, at least one with a link, reflecting on a story or a post of a story idea. Hashtag must be used for credit: #UNDREPORTING

Week 1 and 2

Intro to class  
Mark Trahan biography, career.

Media landscape  
Trends in journalism.

What do we read? How do we read? Exploring the types of journalism sources. Why “reporting” is different than other nonfiction. The elements of a good news story.

**No class on Sept. 7**

Week 3

Who is Tim Pool? Digital first. What does that mean? Building a strategy for information gathering, dissemination of news accounts. What is disruption?

Breaking down a news story, media, social media, versus the Truth.

**No class on Sept. 14**

Week 4

Week 5

Week 6

The heart of information gathering: The Interview

Journalism's test: Verify. Theory of countervailing forces; multiple sources. Building a database for your reporting

Mapping a story (1) Mapping a story (2)

**No class on Oct. 5**

Week 7

Week 8

Week 9

Demographics. Matching numbers to your reporting and narrative. Exploring data. Finding stories in the numbers. Correlation.

Pursuing records, scraping data.

Developing a beat, become the expert on a subject matter.

Structuring a beat, becoming an expert.

The news is funny. From ancient Rome to the John Oliver's Last Week Tonight.

Week 10

Week 11

Week 12

Week 13

Week 14

Week 15

What's your flip? Aggregation is journalism The cellphone changes the world.

Final projects pitches / coaching

Crowd sourcing (Good, bad & ugly)

Power of experimenting. New rules of journalism are unwritten, so ...

No delete button (ever again?) The age of a "permanent" recording. Ethical decision making.

Two Bobs: Bob Maynard and Robert Maynard Hutchins Reporting versus Storytelling

(Scheduled to include finals)

Final projects should be a high quality story, a map, video, photo essay, that will be an entry into your portfolio.

Final projects / social media Requirements and grading percentages:

News gathering assignments (30 percent)

Class participation (30 percent). Prepared to talk about news events.

Final project, production or presentation (40 percent). Due before finals week.