Welcome to Convergence Journalism

The Future
EPIC 2018

Agenda
• Introductions?
• Class Web Site
• Syllabus Review
• What Is Convergence and Why Does It Matter?

Introductions
• Name
• A bit about your background
  – Career at UCF?
  – Career Goals?
  – What’s your background?
  – What’s unusual about you?
  – What do you hope(expect to get Converged Reporting?

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• Office Hours: 2:00 p.m. – 4:30 p.m., Tuesday and Thursday
  10:00 a.m. – 11:00 a.m., Wednesday
  Other times available by appointment

Class Web Site
• http://pegasus.cc.ucf.edu/~dshaver
  – Syllabus
  – Class Announcements
  – Lecture Notes
  – Or, Google “dan shaver class”
• See syllabus for more detail
• Syllabus subject to change over course of the semester to reflect changes or opportunities
What This Is Not…

• A Technology Course
• A Finishing School for Converged Journalists

Goals

• Greater understanding of storytelling across print, video, visual and online
• Experience working as part of a team to develop and execute multimedia news packages
• Improved understanding of news website planning, production and design
• The ability to conceptualize and successfully execute a multimedia package.

Prerequisites

• JOU 2100
• MMC 4200
• Solid mastery of basic print journalism skills including reporting, writing and AP style.

Required Text/Readings

• Convergent Journalism, An Introduction (Quinn & Filak)
• Postings on the web site
• Other readings (available online) from the syllabus

NewsU

• Managed by Poynter and funded by The Knight Foundation
• Modules will be started in class
• Bring earphone

Structure

• News Production Teams
  – Team Assignments
  – Individual Assignments
Individual Elements (50%)

- Class Discussion Leader .............. 10%
- News Project Site Evaluation ......... 10%
- General News Site Evaluation ...... 10%
- Blog Site Evaluation ................. 10%
- Your Blog (10) ........................... 10%
- Breaking News Critiques (2) ........ 10%

Team Projects (50%)

- Breaking Coverage Exercise 1 ...... 10%
- Breaking Coverage Exercise 2 ...... 15%
- Final Project ............................. 25%
  - Print Package
  - Online Package

Grading Scale

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Grading Factors Include…

- Style, grammar and mechanical errors
- Style appropriate to medium
- Effective use of content and multimedia techniques to best tell the story
- Site and story planning
- Unity, consistency and identify of design
- Excellence in reporting and writing

Rewrites

- All individual critiques and evaluations.
- Must be submitted one week after original assignment is returned.
- Maximum improvement is A-.
- No guarantee that rewrite grade will improve your grade
- If rewrite grade is lower than original grade, you may do a second rewrite.

Rewrite Requirements

- Original edited/graded assignment and my original comments
- Revised assignment
- Statement describing the steps you took to improve the assignment and what you learned in the process.
Other Issues

• “Breaking Coverage” assignments will not be graded until 48 hours after your critiques. You’ll have a chance to make modifications and no re-grading will be permitted.
• No Rework on Final Project

NewsU

• Managed by Poynter and funded by The Knight Foundation
• Modules will be started in class
• If not completed in class, you are expected to complete the module before the next class
• Bring earphones on days we’re scheduled to use NewsU

Technology

• Free, online hosting services for web pages and photographs.
• Free, online blog hosting service

House Rules

• SPJ Code of Ethics
• Be on time and come to class
• Deadlines
• Attendance Sheet

Questions?

Survey
Let’s Look at Some Examples…

The Columbia Farmers Market
• Even Amateurs can do it…
• http://faculty.roosevelt.edu/mcclelland/newsplex/market/Web/index.html

Toxic Legacy—A Project Site
The(Bergen NJ) Record

Sun-Sentinel Uses Fusion
Sun-Sentinel.com

User Generated Customized Content
On Newsvine.com

Flickr Gallery on Website
With User Contributed Photos

http://www.newsvine.com/

http://www.chitowndailynews.org/
Bird Flu-ABC News

http://abcnews.go.com/Health/AvianFlu/

Radio With Video Newscasts

Wilmington, Delaware Radio
http://www.wdel.com/index.php

For Next Time…

• Quinn & Filak (Chapters 1 and 2)