JR102 FOUNDATIONS OF JOURNALISM
FALL 2014

Instructor: Sarah Wright
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Location: Walker 634
Class hours:
Section 01: 12 pm – 1:45 pm
Wednesdays and Fridays

Section 05: 2 pm - 3:45 pm
Wednesdays and Fridays

Conference availability: Wednesdays and Fridays,
11:00 am – 12 pm; 3:45 – 4:30 pm, and by appointment

COURSE DESCRIPTION: The foundations of success in journalism include great, concise writing plus the ABC’s -- accuracy, balance, and curiosity. In this course you will master the basic tools of reporting, writing, editing and production for print, audio and video stories.

Class discussions will focus on current news, on identifying and developing story ideas, and on exploring the ethical standards and legal protections for working journalists. In-class writing and research assignments will provide opportunities to edit and suggest positive changes in one another’s work.
Outside class, you will work individually and as teams on reporting assignments. You will interview people using a notebook, recorder or camera. You will turn notes and impressions into clear ledes and concise, solid stories. You will enjoy a hearty daily news diet.

**LEARNING OUTCOMES:** You will do work you are proud of. You will develop solid skills in writing ledes, establishing context, and interviewing sources across print, audio and video media. You will learn the tools of effective research, using both the Internet and diverse human sources to attain balance in your stories. You will understand how an editorial calendar works; how breaking news turns everything upside down, and what a great field this is.

**REQUIRED DAILY READING**


*The Boston Globe.* Student discount: [http://digitalaccess.bostonglobe.com](http://digitalaccess.bostonglobe.com)

Bookmark these sites: WBUR; The Nation online; The National Review online; [https://news.vice.com](https://news.vice.com)

**TEXTBOOKS/MATERIALS**

*Associated Press Stylebook* (2010 or newer edition) Perseus Publishing (hard copy) or online edition. [AP Stylebook Online](https://apstylebook.org)
YOU MUST BRING OR HAVE ACCESS TO THE APSTYLEBOOK IN EVERY CLASS.

Earbuds – bring to every class

TOOLS

Reporter’s Notebooks
Notebook for in-class discussions, lectures
2 Memory cards – SanDisk 16 GB SDHC Class 10
Phone charger

Emerson journalism databases

http://guides.library.emerson.edu/journalism

ATTENDANCE IS MANDATORY. Ditto punctuality. If you miss more than 3 classes you will fail the course. Exceptions may be made for medical, religious or emergency circumstances.

TEXTING: Do not send or receive personal communications in any media during class, on assignment or during conferences. Texting is a form of absence.

GRADES are based on a combination of reporting, writing and quiz scores, assignments completed outside and within class time, and on participation/initiative in class.

WRITING HELP: Any student doubtful about his or her writing should contact the Writing and Academic Resource Center (617-824-7874) and arrange for tutoring.
PLAGIARISM AND FABRICATION: If you plagiarize or fabricate you will fail the class and face suspension. Do not “borrow” passages, video, photos or audio. All information in your stories must be original work that you produced through interviews and research. You may quote from studies or other works but all of that information must be attributed. It is your responsibility to know and adhere to the Emerson's policy on plagiarism, which you can find here: http://bit.ly/plagiarismpolicy.

ETHICAL INTERVIEWING:

The Two Degrees of Separation Rule:
You may NOT interview relatives, friends, coworkers, teammates, classmates or former classmates in any story. Objectivity is vital to a free press. Using people in your social network as sources in your reporting subverts objectivity and employability.

NO ANONYMOUS SOURCES: Every source must be on record, and each source must be clearly identified by a real, full name and residence (i.e. “of Boston) in every story. WHILE REPORTING, you must get the person’s phone number and email address for your source list.

SOURCE LIST: A source list including the names and phone numbers of everyone you interviewed must be appended to all stories.

NO DOUBLE DIPPING: The work you do for this class cannot be recycled from work you have done or are doing for another class.
DEADLINES: The harsh and sacred reality. In newsrooms, stories that miss deadlines are “killed.” In JR102, assignments will lose 10 points per each day late, up to 3 days. Then they, too, will die.


ASSIGNMENTS: You are responsible for completing both scheduled assignments AND any additional assignments developed during class. As in any newsroom, breaking or significant news will disrupt our plans.

REPORTING ASSIGNMENTS
FORMAT:
Hard copy (bring 2 to class)
Triple-spaced
Your name at top left
Label story (POS, event, etc)
Exact word count or time sig at end
Be sure you have access to doc in class/lab

Person on the Street (POS)
250 words + source list + pix
Due Wed. Sept. 10

Cover a speech or public talk
500 words + source list + pix
Due Friday Sept. 19
Cover a local event
500 words + source list + pix
Due Wed Oct. 1

Cover a public meeting
600 words + source list + pix
Due Friday Oct. 10

Cover an issue
60 second audio + source list
Pitch worksheet + script
Due Friday Oct. 31

Feature/news follow
60-second video + source list
Pitch + script
Due Wed. Nov. 12

Produce a multi-media package
Text + audio + video + graphic
Map + source list
Due Wed. Dec. 3

GRADES combine quiz scores, participation in class, exams, and initiative. I will provide rubrics for reporting assignments.

SUBMITTING WRITTEN WORK: I will outline standards and procedures in the first class.
Send all assignments in word.docx format to wrightprof@gmail.com
CLASS SCHEDULE

Review syllabus & class expectations
Thinking like a reporter: Looking ahead
Identifying stories, people, issues
Preparing to cover Mass. Gubernatorial election –
5Ws; thumbnails; questions for POS

#2. Friday Sept. 5 –
Review POS questions;
Intro to ledes
QUIZ: AP Stylebook, open book
Election quiz: what IS a primary???
What function does it serve in a democracy?
Main issues/Governor race

ASSIGNMENT:
250-word POS due in class 9/10
hard copy X 2
topic: ONE question related to Gub. Election issues
Due Wed. Sept. 10

#3. Wed. Sept. 10
DEADLINE FOR POS
QUIZ: who won state primary?
Ledeapalooza1
Hard news ledes. The Inverted Pyramid
Journalism as service to democracy.

ASSIGN: Select 3 talks or lectures to cover
Email list to me Thursday Sept. 11, 5 pm
#4. Friday Sept 12: Newsworthiness; Thinking like an editor; pitching stories
Review ledes; summary ledes.
**ASSIGN:** Pick speech/talk
Who, what, where, when, why & what conflict

#5 Wed Sept. 17: Advance reporting on speech:
Who, what, where, when, why & what conflict
Finding background on people
[http://bo.st/massfacts](http://bo.st/massfacts)

**ASSIGN:** Cover a speech, talk or lecture. 
500 words + photo + source list.
Use INVERTED PYRAMID structure
DEADLINE: FRIDAY SEPT 19
Hard copy X 2 in class

#6 Friday Sept. 19: **SPEECH STORY DUE**
Nut graf2: linking local/personal to larger issues.

#7 Wed Sept. 24
Event coverage: background, context,
USING NUMBERS
Ledes, color & kickers.

**ASSIGNMENT1:** due Friday Sept 26
Freedom of the Press:
ASSIGNMENT2: event story. 500 words + source list + 2 images
Deadline: WED. OCT. 1

#8. Friday Sept 26

QUIZ: news terms & newsworthiness

#9 WED. Oct. 1
Review: 1st-4th amendments.
Sunshine Laws; Shield Laws; FOIA.
Open meetings.

#10 Friday Oct. 3
EVENT STORY DUE – hard copy X 2

Finding meetings
http://www.cityofboston.gov/citycouncil/schedule.asp
http://www.bostonpublicschools.org/Page/253
http://www.cityofboston.gov/citycouncil/schedule.asp
http://www.cityofboston.gov/citycouncil/

Backgrounding people using public records;
Short url: http://j.mp/backgroundingpeople

Handout: Tips on covering a meeting

ASSIGN1: Pick 3 meetings; pitch newsworthiness
Assign2: meeting story, 600 words, due FRIDAY OCT. 10.
#11 Wed Oct. 8 –
QUIZ: Amendments 1-4; Sunshine, Shield, privacy laws.
REWWRITING/INDIVIDUAL CONFERENCES

#12 Friday Oct. 10: MEETING STORY DUE
News review

#13 Wed Oct. 15:
REWRITES DUE

#13: Friday Oct. 17 Mid-term.
AP Quiz included

#14 Wed. Oct. 22: AUDIO EQUIPMENT/arrives
AUDIO/Broadcast lede intro.
Handout: Audio pitch worksheet.

#15 Fri. Oct. 24: AUDIO. Pitch + Script
for 60-sec. audio. Audio terms.
Handout: rubric.

**ASSIGN:** Complete pitch worksheet + script
For 60-sec. DEADLINE: Oct. 31

#16 Wed. Oct. 29 AUDIO: working with NATSOT,
ambi; FX. Breaking news/audio.
Audio scripts – review/rewrite
**ASSIGN:** 60 sec. audio package on ISSUE
(pitch, script, audio)
**Due** Friday Nov. 7

NOTE: GUB. ELECTION 11/4
#17 Fri. Oct. 31
**AP Quiz.**
**ASSIGN:** 60 sec audio piece ON ISSUES due TODAY


VIDEO SEGMENT; VIDEO TERMS/.
Quiz: Election outcome/winner/lede

#19 Fri. Nov. 7 Video scripts.
**ASSIGN:** Pitch + Script for 60-sec video due end of class.
**ASSIGN:** 60-sec video/FEATURE OR NEWS FOLO
Due Nov. 12

#20 Wed. Nov. 12
**ASSIGN:** 60-sec video/FEATURE OR NEWS FOLO
deadline
**AP QUIZ**

**ASSIGN:** Topic & list of elements due Nov. 18

#22 Wed. Nov. 19 Multimedia news packages:
wordpress, tumblr, etc.
**IN-CLASS CONFERENCES**

#23 Friday 21 In-class MM pak conferences. Headlines; cutlines; packaging stories.

***** NO CLASSES WED 11/26; FRIDAY 11/28 *****
#24 Wed. Dec. 3. MM PAKS DUE/
In class: viewing/critiques

#25 Fri. Dec. 5: /CLASS REVIEW

FINAL EXAMS –
Section 01 – Dec. 12, 1-3 pm
Section 05 – Dec. 15, 1-3 pm