

## **Syllabus – J4462/Emerging Technologies in Journalism (Section 3A/B)**

Instructor: Jim Flink, Reynolds Journalism Institute, (573) 999-0506, [flinkj@missouri.edu](mailto:flinkj@missouri.edu)

Office Hours: RJI204 (By appointment only)

Class Session: Friday, 2:30-3:45, Walter Williams 45

Class Size: 15-20

Graduate Teaching Assistant: John O'Conner, [jto266@mail.missouri.edu](mailto:jto266@mail.missouri.edu), phone: (660) 422-8100

### **Overview**

**Newsrooms:** *KOMU, KBIA, Global Journalist, Missouri Business Alert, Treepple, IRE*

**Premise:** Content optimizes differently, depending on platform. The goal of this class is to help develop, execute against and measure the strategic distribution of video/visual content elements to various newsrooms' mobile and web platforms, in concert with and under the direction of newsroom leaders within the partnering Missouri School of Journalism properties.

**Plan:** Develop vertically trained and integrated teams of two to four (2-4) members assigned to each participating newsroom. These teams will be charged with delivering content to every core platform within each specific partnering newsroom setting, and, under the guidance of online and core news managers, execute against specific newsroom objectives. It is recommended, though not required, that each of these students has/had prior experience in his or her assigned newsroom, and each will have been chosen by the leadership of the newsroom to be a part of the "Advanced Multi-platform Storytelling" (AMPS) team.

### **Objectives:**

- \* Gain insights into the needs of various newsroom leaders across the Missouri School of Journalism, and execute against video/visual content distribution to multiple platforms.
- \* Develop, in concert with newsroom leaders, specific strategies, techniques and measurable outcomes, along with suggested team members to execute against these video/visual objectives.
- \* Train students within partnering newsrooms in the specifics of CMS, server, social strategies, and core delivery best practices to optimize performance across multiple platforms.
- \* Seek broad cross-section of vertically integrated team members who have demonstrated prior experience (or a willingness to learn) in visual story telling, big data, multi-platform distribution of content, and other skills necessary to execute against a larger mission.
- \* Develop POC within newsroom who would assist in coordination/execution of content across multiple platforms.
- \* Develop strategic mission statement for tactical AMPS teams to make sure the team delivers against larger newsroom objectives.
- \* Assign AMPS specific stories each week to execute against within the newsroom setting.

**Pre-requisites:** Consent of newsroom leadership AND instructor

## **Texts and Supporting Material**

### **Required Texts:**

[\*Searchlight and Sunglasses: Field Notes from the Digital Age of Journalism\*](#), Eric Newton

### **Recommended Texts:**

[\*Entrepreneurial Journalism: How to Build What's Next for News\*](#), Mark Briggs

[\*Journalism Next: A Practical Guide to Digital Reporting and Publishing\*](#), Mark Briggs

[\*Newsonomics: Twelve New Trends That Will Shape the News You Get\*](#), Ken Doctor

[\*The Forbes Model for Journalism in the Digital Age\*](#), Lewis DVorkin

### **Online Resources:**

[Cross-Screen Engagement: Multi-screen pathways reveal new opportunities](#), Microsoft

[The New Multi-screen World: Understanding Cross-platform Consumer Behavior](#), Google

[Reuters Institute for the Study of Journalism](#), News Report 2013, Reuters

[YouTube Insights: October, 2013](#), YouTube

### **Recommended Daily Reading:**

[Reynolds Journalism Institute](#)

[eMarketer](#)

[Pew Research Center](#)

[Poynter](#)

[Techmeme](#)

[Media Gazer](#)

[New York Times Tech Blog](#)

<http://recode.net/>

## **Assignments/Teams:**

*KOMU*

Taylor Beck

Jake Lasofsky

*KBIA*

Ryan Schuessler  
Mark Bergin  
Meredith Turk

*Global Journalist*

Stephanie Halovanic  
Clare Murphy  
Kari Paul  
Teddy Nykiel

*Missouri Business Alert*

Nicole Lunger  
Tori Partridge  
Luke Lydden

*Trepple*

Megan Rentschler  
Tyler Fine  
Jack Doyle

*IRE*

Hannah Schmidt  
George Varney  
Christine Roto

**Expectations:**

The following are expectations for each individual and team:

1. Each newsroom has created an extra layer of expectation and work to accommodate the students in this class. The goal is to create layered, multi-platform content, distributed to social, web, mobile and core products, which supports and strengthens the overall tapestry of coverage provided. This could include, but is not limited to social media campaigns and content, data visualization, side-bar video content, slideshows, summaries, big data, and other “deep dive” elements, as assigned by leadership in concert with the team’s already established skill set.
2. Each newsroom will have its own set of distinct objectives, determined by newsroom leadership in concert with the team and the instructor of J4462-03. The objectives will change from week to week. Therefore, for example, the tasks taken on by a team at KOMU could vary widely from that taken up by Trepple or Global Journalist.
3. Each individual and team will meet with the corresponding newsroom leaders to map out a weekly plan for execution strategies. This meeting will happen on a Monday, informally or in person, and will lay out specific objectives to be accomplished during the week
4. Each team member will be required to keep a log of hours worked, and must work a minimum of 8-10 hours a week. This work can be done in flex time, so long as it meets the approval of the newsroom leadership.
5. The Friday class lecture session will serve as a combination staff meeting, ideas session, and hearing from thought leaders from the profession in a particular vertical. (See visitors section)
6. Grades will be determined on a week-to-week basis and will be communicated with the team no later than one week after each assignment week is complete. This determination will be made by the class instructor, along with newsroom leaders.

7. Under no circumstances should any member of the team abdicate his or her weekly responsibilities nor “trade” in exchange for another week’s work. Each week, each individual team member will have a task he or she is assigned to complete, either alone, or with his or her teammates. These assignments will be clearly delineated and will carry with them deadlines for completion and expectations for quality execution.
8. The intellectual property of each product produced will be the sole property of the corresponding newsroom, and the producer of the content will have no claim to any intellectual property therein.
9. Each individual will be asked to create distinct and new forms of story telling, across multiple platforms that weaves in with and supports other newsroom content.
10. Grades will be issued on a weekly basis, with a mid-term evaluation session and a final grade session with the instructor, who will be the final arbiter of any grades issued.

### **Topics/Assignments/Visitors**

January 24: Welcome, introduction and a getting to know you session.

January 31: Basics of Multi-Platform Execution. Visitors: Steve Rice and Judd Slivka, Convergence Professors, Refreshing the basics (confirmed)

February 7: Captivating Video. Visitor: Scott Schafer, Veteran’s United (confirmed)

February 14: Connecting with Audience Through Social Media, Part 1. Visitor: Sarah Hill, Veteran’s United, Google Glass and Chats (confirmed)

February 21: Connecting with Audience Through Social Media, Part 2. Visitor: Joy Mayer, Columbia Missourian (confirmed)

February 28: Connecting with Audience Through Social Media, Part 3. Visitor: Kris Ketz, Anchor, KMBC-TV, Executing on multi-platform strategies (confirmed)

March 7: Curating and Blogging, A Bigger Play. Visitor: Kim Garretson, Publish This (confirmed)

March 14: Data Visualization: Telling Stories with Data. Visitor: Trina Chaisson, Founder, Infoactive (confirmed)

March 21: Infographics: Simplifying Complex Concepts. Visitor: Chris Spurlock, St. Louis Post-Dispatch, Interactive Big Data (confirmed)

Week of March 24: SPRING BREAK

Week of March 31: ASSIST WITH RJI SYMPOSIUM IN LIEU OF CLASS

April 4: Channeling Web Video Content. Virtual Visitor: Victoria Craig, Fox Business News, Online content provider (confirmed)

April 11: The Rapid Pace of Change; Mobile Migration Trends. Virtual Visitor: Ken Doctor, Author, “Newsonomics” (confirmed)

April 18: Analytics and Audience. Visitor: Chris Shipley (confirmed)

April 25: Coding/OS Optimization. Visitor: Tyten Teegarden, RJI (confirmed)

May 2: Second Screen. Visitor: Stacey Woelfel, KOMU News Director and RJI Fellow (confirmed)

May 9: Final evaluations, discussion.

Week of May 12 – FINALS WEEK/COMMENCEMENT. Happy Graduation!

### **Grading:**

Grades will be based upon the following criteria:

1. Attendance in class is mandatory, and you will be docked one third a letter grade for each time you are recorded not attending lectures on Friday afternoon.
2. If you fail to complete a weekly assignment you will also be docked a third of a letter grade for the semester for each assignment missed.
3. If it is discovered you have abdicated your weekly task to a teammate, you and the teammate will lose an entire letter grade for the semester.
4. Weekly points will be awarded for project work. 30 POINTS PER WEEK FOR PROJECT. CLASS ATTENDANCE MANDATORY. 450 POINTS TOTAL AVAILABLE.
5. GRADES WILL BREAK DOWN AS FOLLOWS: 90+=A; 80-90=B; 70-80=C; 60-70=D; >60=F.
6. Each student will be required to keep and submit a weekly blog of hours worked, projects assigned and completed, and learning outcomes determined.

### **Graduate student projects:**

Graduate students are expected to take a leadership role in the class. Additionally, each graduate student will be required to complete a literature review and analysis of a theory that addresses mobile technology as it applies to. The results of the research/paper will be presented to the class. As an alternate, graduate students may propose a field project and report their findings to the class.

### **Attendance and participation:**

Class attendance is mandatory unless excused by the instructor in advance. You are also expected to participate in classroom.

### **Academic Honesty**

Academic integrity is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards breaches of the academic integrity rules as extremely serious matters. Sanctions for such a breach may include academic sanctions from the instructor, including failing the course for any violation, to disciplinary sanctions ranging from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, collaboration, or any other form of cheating, consult the course instructor.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.

- Extensive use of materials from assignments in other classes without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.
- Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

Again, when in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

### **Classroom Misconduct**

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

### **Dishonesty and Misconduct Reporting Procedures**

MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

### **Professional Standards and Ethics**

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

### **Audio and Video Recordings of Classes**

Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

### **University of Missouri-Columbia Notice of Nondiscrimination**

The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia's compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 1095 Virginia Ave., Room 101, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

### **Accommodation/ADA Compliance**

If you anticipate barriers related to the format or requirements of this course, if you have emergency medical information to share with me, or if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible.

If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the Office of Disability Services (<http://disabilityservices.missouri.edu>), S5 Memorial Union, 573- 882-4696, and then notify me of your eligibility for reasonable accommodations. For other MU resources for students with disabilities, click on "Disability Resources" on the MU homepage. If you have any other special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

### **Religious Holidays**

Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

### **Intellectual Pluralism:**

The University community welcomes intellectual diversity and respects student rights. Students who have questions or concerns regarding the atmosphere in this class (including respect for diverse opinions) may contact the Departmental Chair or Divisional Director; the Director of the *Office of Students Rights and Responsibilities* (<http://osrr.missouri.edu/>); or the *MU Equity Office* (<http://equity.missouri.edu/>), or by email at [equity@missouri.edu](mailto:equity@missouri.edu). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

### **Copyright requirement:**

All materials for this class should conform to commercial copyright laws. That means you may use text, images and music in reports only if they are copyright-free, Creative Commons or you have

obtained permission to use it. This is especially important for your final video reports, as they may be available to the public.

### **Executive Order #38, Academic Inquiry, Course Discussion and Privacy**

#### **Faculty allowing recording:**

University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, students may make audio or video recordings of course activity unless specifically prohibited by the faculty member. However, the redistribution of audio or video recordings of statements or comments from the course to individuals who are not students in the course is prohibited without the express permission of the faculty member and of any students who are recorded. Students found to have violated this policy are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

#### **Faculty not allowing recording:**

University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, students may not make audio or video recordings of course activity, except students permitted to record as an accommodation under Section 240.040 of the Collected Rules. All other students who record and/or distribute audio or video recordings of class activity are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

Those students who are permitted to record are not permitted to redistribute audio or video recordings of statements or comments from the course to individuals who are not students in the course without the express permission of the faculty member and of any students who are recorded. Students found to have violated this policy are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters

#### **About Jim Flink:**

Jim Flink is working with the prestigious Reynolds Journalism Institute (RJI) at The Missouri School of Journalism, focusing on best practices in mobile, video news content and production, as well as distribution and monetization strategies.

During his previous four years as Vice President of News Operations, and then General Manager of Newsy, Jim led, coached and cultivated a young startup newsroom into an established, strong, internationally respected newsroom publishing quality video content on emerging digital platforms. Under his leadership, Newsy delivered highly-engaging, professional, timely, scalable content for iOS, Android, Windows, Blackberry and web to its core products and for partners such as MSN, AOL, Huffington Post, Mashable, and many more. Along the way, Newsy won the 2011 "Appy" for Best in News, over CNN and Flipboard, and the 2013 "Appy" for Best in iPad Publishing.

Prior to his new media career, Jim worked for Kansas City's KMBC-TV from 1995-2010, serving as a primary anchor (mornings, nights, weekends) and as reporter for the most-watched ABC affiliate in America. Jim's work has been featured internationally on "Larry King Live," ABC's "Good Morning America," CNN News, BBC, and in documentaries and film. Jim has also won many awards: Emmy,



Murrow, AP, Sigma Delta Chi, Missouri and Kansas Broadcasters and many more. And Jim has international journalism experience, working for the Korean Broadcasting System, UNESCO, and guest teaching in The Philippines.