JMC 3400  
Specialized Reporting and Writing  
Cross-Platform Journalism  
Tuesday/Thursday 11:30 a.m. - 1:20 p.m.  
Location: W332 Adler Journalism Building (AJB)

Catalog Listing (Specialized Reporting and Writing)
Topics may include public affairs, law, science, business, medicine, intercultural affairs, education, computer-assisted reporting.

MyUI Listing
These days reporters are asked to take a story concept and be able to produce content across platform. This course will cover how to create and distribute content for platforms like YouTube, Twitter, Facebook and Instagram. Students will also learn about the specific strategies leading publishers are using to create content on and across platforms.

Instructor
Assistant Professor Daniel Lathrop  
daniel-lathrop@uiowa.edu - (319) 335 - 3331  
Office: W337 Adler Journalism Building (AJB)  
Office hours: Tuesdays and Thursdays 1:30-3 p.m. or by appointment

Textbooks
Engaged Journalism by Jake Batsell  
Accidental Billionairs by Ben Mezrich

Both are available at the University of Iowa Hawk Shop  
http://iowa.verbacompare.com/comparison?id=173_JMC_2300_0001

Department information
School of Journalism and Mass Communication  
Director: Professor David Ryfe  
Email: david-ryfe@uiowa.edu  
Main office: E305 Adler Journalism Building  
Office phone: 335-3486

WARNING: This course will contain material on controversial topics and frank discussions of material and subjects which may be offensive or upsetting.
Note
Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

Course description and goals
This course will be largely conducted as a “flipped classroom.” It’s the first time I’ve done it, so you’ll have to bear with me as we work out the kinks together.

That means most of the substantive material will be covered in online videos — some by me, some by others — and the reading. Class time will be, to the greatest extent possible, devoted to working on your assignments.

As a group, we will be creating a media venture called “SOME News” (Social Media News) for which each of you will have a beat to cover. That will involve:

• “feeding the beast” with “stories” on a weekly basis
• developing your personal social media presences and resume
• making a daily posts of a story from your beat to our social media
• writing / producing a busines-of-media story
• writing / producing a trend story
• producing a 30 minute interview podcast episode
• writing a memo evaluating social media and web engagement to your work
• complete certifications from HootSuite, Google, Facebook, LinkedIn and Parse.ly

School of Journalism and Mass Communication Learning Objectives
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by reinforcing the writing/storytelling, law/ethics and multiculturalism learning goals. Achieving these outcomes means the ability to:
• Demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account. [law/ethics]

• Gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences. [writing/storytelling]

• Display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards. [writing/storytelling]

• Demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.[multiculturalism]

**Conduct**
You are expected to conduct yourself in a manner befitting a professional. You are expected to follow two rules: courtesy and common sense. Repeated or egregious failure to do so can result in a significant reduction of your final grade at the sole discretion of the instructor.

In addition, plagiarism is a capitol crime in journalism. Therefore plagiarism or cheating will result in an F in the course.

All journalistic work must be conducted in accord with the Society of Professional Journalists Code of Ethics. Failure to do so will result in an F on the assignment.

**Grading and Assignments**
This class is graded out of 500 points … you start with 0 and earn points for successfully carrying out assignments and activities.

• Podcast episode (up to 100 points)
• Attendance (up to 100 points)
• Business-of-media story (up to 75 points)
• Trend story (up to 75 points)
• Weekly story (up to 5 points per week / 75 points overall)
• Social media posts (up 2.5 points per week / 37.5 points overall)
• Finishing required certifications (up to 30 points)
• Updating all your social media profiles and resume (up to 30 points)

That is a total of 522.5 possible points... Because nobody’s perfect.
Schedule
As always, there may be variations to this schedule depending on covering needed material during class, availability of guest speakers, etc. But…

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<thead>
<tr>
<th>Grade</th>
<th>Percent (rounded down)</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% and above</td>
<td>465 or more</td>
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<tr>
<td>A-</td>
<td>90% - 92%</td>
<td>450 - 464</td>
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<tr>
<td>B+</td>
<td>87% - 89%</td>
<td>435 - 449</td>
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<tr>
<td>B</td>
<td>83% - 86%</td>
<td>415 - 434</td>
</tr>
<tr>
<td>B-</td>
<td>80% - 82%</td>
<td>400 - 414</td>
</tr>
<tr>
<td>C+</td>
<td>77% - 79%</td>
<td>385 - 399</td>
</tr>
<tr>
<td>C</td>
<td>73% - 76%</td>
<td>365 - 384</td>
</tr>
<tr>
<td>C-</td>
<td>70% - 72%</td>
<td>350 - 364</td>
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<tr>
<td>D+</td>
<td>67% - 69%</td>
<td>335 - 349</td>
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<tr>
<td>D</td>
<td>63% - 66%</td>
<td>315 - 334</td>
</tr>
<tr>
<td>D-</td>
<td>60% - 62%</td>
<td>300 - 314</td>
</tr>
<tr>
<td>F</td>
<td></td>
<td>0 - 299</td>
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Grade

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Aug. 22/24</td>
<td>Intro, beat proposals, set personal goals</td>
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<tr>
<td>Aug. 29/31</td>
<td>Choose beats, begin background research for business story</td>
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<tr>
<td>Sept. 5/7</td>
<td>Choose interview subjects, HootSuite certification</td>
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<td>Sept. 12/14</td>
<td>Sept. 13 - attend 7:30 p.m. speech by Cokie Roberts (Hancher)</td>
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<td>Sept. 14 - class canceled</td>
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<td>Sept. 15 - Business story due at 5:02 p.m.</td>
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<td>Sept. 19/21</td>
<td>Trend stories, FB certification</td>
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<tr>
<td>Sept. 26/28</td>
<td>Podcasting basics, LinkedIn certification</td>
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<tr>
<td>Oct. 3/5</td>
<td>Video editing, Google/YouTube certification</td>
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<td>Oct. 10/12</td>
<td>Interviewing</td>
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<td>Oct. 10 - Guest: Art Cullen / The Storm Lake Times</td>
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<td></td>
<td>Oct. 13 - Trend story due at 5:02 p.m.</td>
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Attendance & Participation

Showing up for class is like showing up for work. You are expected to be present and prepared to participate every day. You receive credit based on the percent of classes at which you are present, prepared and take part in class.

But, since life does happen, you have three “PTO days.”

In the professional world, Paid Time Off (PTO) is an employee’s pool of available sick and vacation days off from work.

Your three “PTO days” can be used anytime other than during our in-class reporting projects, but you must notify me as far in advance as possible and at least 20 minutes before class via email or a voicemail (my office phone is 319-335-3331).

Use these days wisely. Additional excused absences will be given only in accordance with university policies, for student-athlete travel to out-of-town games, and in extraordinary cases such as documented inpatient hospitalization.

Remember, taking all three of those is already missing 10 percent of our of the class sessions. I encourage you not to do that.

For each additional absence you will lose 10 points from your participation grade.

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<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Oct. 17/19</td>
<td>Audio editing, checkout in podcasting studio</td>
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<td>Oct. 24/26</td>
<td>Social photography</td>
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<td>Oct. 31/Nov. 2</td>
<td>Social video, Snapping</td>
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<td>Nov. 7/9</td>
<td>Resumes</td>
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<td>Nov. 11/14</td>
<td>Social media and beat memos</td>
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<td>Nov. 10 - Podcast raw audio due at 5:02 p.m.</td>
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<tr>
<td>Nov. 21/23</td>
<td>Thanksgiving break</td>
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<td>Nov. 28/30</td>
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<tr>
<td>Dec. 5/7</td>
<td>Dec. 8 - Podcast episode due at 5:02 p.m.</td>
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Religious Holidays
It’s worth noting that university policy allows you to miss class in order participate in the observation the religious holidays of your faith.

If you intend to do so, you must notify the instructor of the holiday and day(s) you intend to miss by the end of the first week of classes.

Readings
Assignments will given on ICON and will be in the assigned textbooks or available electronically.

Videos
Videos for the next Monday will be available on ICON the previous Monday.

Resources for Students
Students will find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:
• Writing Center: https://writingcenter.uiowa.edu
• Speaking Center: https://speakingcenter.uiowa.edu
• Tutor Iowa: https://tutor.uiowa.edu

The College of Liberal Arts and Sciences: Important Policies and Procedures

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondence (Operations Manual, III.15.2. Scroll down to k.11).

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. See https://sds.studentlife.uiowa.edu/ for more information.
Nondiscrimination in the Classroom

The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit diversity.uiowa.edu.

Academic Honesty

All students taking CLAS courses have, in essence, agreed to the College’s Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies

The date and time of every final examination is announced by the Registrar generally by the fifth week of classes. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. It is the student's responsibility to know the date, time, and place of the final exam.

Making a Suggestion or a Complaint

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

Understanding Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.
Reacting Safely to Severe Weather

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety website.