

**San José State University**  
**School of Journalism & Mass Communications**  
**Jour 130, Student Media Apprenticeship, Fall 2019**

**Course and Contact Information**

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<b>Office Hours:</b>	Craig: Wednesday 4:30-6:00 p.m. (DBH209H); Monday 10:30-11:45 a.m. (DBH108), and by appointment
<b>Class Days/Time:</b>	TTh 10:30-11:45 a.m.
<b>Classroom:</b>	DBH 209, 209I
<b>Prerequisites:</b>	Jour 61

**Course Description**

Take a deep dive into a pool of multimedia concepts, techniques and skills, as you work as a student media apprentice reporter. The adventure starts by focusing on the fundamentals of reporting, writing, shooting and editing. As the weeks progress, you will practice storytelling equally in video, audio and text with photo. By the end of the semester, you will be prepared to have your stories published and aired on student media.

Various sections of this course will be taught simultaneously by professors who are experts in various media products. Your section will rotate with other sections for equal emphasis of instruction in video, audio and text.

**Course Learning Outcomes (CLO)**

Upon successful completion of this course, students will be able to:

- 1) *Demonstrate knowledge of the diversity of groups in global society by including a wide variety of story topics and sources.*
- 2) *Demonstrate the ability to think critically, creatively and independently.*
- 3) *Write correctly and clearly in forms and styles appropriate for print, broadcast and online media.*
- 4) *Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.*
- 5) *Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.*
- 6) *Assess their interest in working in various types of media products.*

## Required Texts/Readings (Required)

### Textbook

No text. Professors will assign readings online.

### Other Readings

Sign up and follow the feeds for Poynter's News University: [www.newsu.org](http://www.newsu.org)

### Other technology requirements / equipment / material

Access to a laptop with Adobe Premiere, an external hard drive of 1 TB. Mobile phone, camcorder or DSLR that is capable of shooting video and equipped with an external microphone. Tripod.

## Course Requirements & Assignments

40 points: Text stories with photos for at least two of the stories (4 stories, 10 points each story) (CLO 1,2,3,4,5)

40 points: Video stories (two vo/sots and two pkgs) (4 stories, 10 points each) (CLO 1,2,3,4,5)

20 points: Final project, telling a story with video/audio, text and photos. (CLO 4, 6)

## Final Examination or Evaluation

The final exam, as stated above, worth 20 points, will be presentation of a project: One web package consisting of a single story focus told with video, audio, text and photos.

## Grading Scale:

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A+ = 97% and above

B+ = 87 to 89%

C+ = 77 to 79%

D+ = 67- to 69%

below 60% = F

A = 94 to 96%

B = 84 to 86%

C = 74 to 76%

D = 64 to 66%

I = incomplete

A minus = 90 to 93%

B minus = 80 to 83%

C minus = 70 to 73%

D minus = 60 to 63%

## Classroom Protocol

No late work accepted. Please be on time to take advantage of every learning opportunity.

Please make sure you support your classmates, as teamwork is key in media work.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

## Jour 130 / Student Media Apprentice, Fall 2019, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines	
1	Aug. 22	Course introduction. All sections meet together to review syllabus.	
2	Aug. 27	Sections meet individually starting now. Reporting fundamentals. In this sample semester of 40 students, we are looking at two sections of 20 students each. This semester is divided between newspaper and broadcast. When enrollment is greater, there will be three sections, with an added medium, such as radio/web podcasting.	
2	Aug. 29	Reporting fundamentals and exercises.	
3	Sept. 3	Field trip to Mercury News, Metro and/or Silicon Valley Business Journal	
3	Sept. 5	Field trip to NBC 11 or KQED South Bay Bureau	
4	Sept. 10	Group A-- Begin text sequence Overview of newspaper/web newsroom staffing and operations.	Group B-- Begin broadcast sequence. Go over story forms: rdr, vo/sot, pkg Broadcast writing in-class exercises.
4	Sept. 12	Fundamentals of working with editors to edit and develop stories	Shooting & lighting
5	Sept. 17	In-class deadline writing assignment	Editing
5	Sept. 19		Editing
6	Sept. 24	Text story 1 due	vo/sot 1 due
6	Sept. 26		
7	Oct. 1	Text story 2 due	vo/sot 2 due
7	Oct. 3		
8	Oct. 8	Text story 3 due	Pkg 1 due
8	Oct. 10		
9	Oct. 15	Text story 4 due	Pkg 2 due
9	Oct. 17	Group A-- Begin broadcast sequence. Go over story forms: rdr, vo/sot, pkg Broadcast writing in-class exercises.	Group B-- Begin text sequence Overview of newspaper/web newsroom staffing and operations.
10	Oct. 22	Shooting & lighting	Fundamentals of working with editors to edit and develop stories
10	Oct. 24	Editing	In-class deadline writing assignment

Week	Date	Topics, Readings, Assignments, Deadlines	
11	Oct. 29	Editing	
11	Oct. 31	vo/sot 1 due	Text story 1 due
12	Nov. 5		
12	Nov. 7	vo/sot 2 due	Text story 2 due
13	Nov. 12		
13	Nov. 14	Pkg 1 due	Text story 3 due
14	Nov. 19		
14	Nov. 21	Pkg 2 due	Text story 4 due
15	Nov. 26	Both groups work in converged newsroom on their web packages: Telling one story with video/audio, text, photos. Professors guide all students, regardless of their sections, working on the various story forms.	
15	Nov. 28 NO CLASS		
16	Dec. 3		
16	Dec. 5		
Final Exam	Dec. 13	Presentation of projects	