

**University of North Texas  
Mayborn School of Journalism  
Online Journalism - JOUR 3340.002**

**Instructor: Neil Foote, Principal Lecturer, GAB 102**  
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**Office hours: Tuesdays/Thursdays 2:00 p.m. – 4:00 p.m.**

**Semester: Spring 2014**  
**Class Sessions:**  
**Tuesdays & Thursdays, 5:00 p.m. – 6:20 p.m.**  
**Meeting Place: GAB 319**

**Required Reading:**

*Reporters' Guide to Multimedia Proficiency*, by Professor Mindy McAdams  
FREE download: <http://www.jou.ufl.edu/faculty/mmcadams/PDFs/RGMPbook.pdf>

**Recommended Reading:**

*JournalismNext, A Practical Guide to Digital Reporting and Editor*, Mark Briggs, (CQ Press)

*Entrepreneurial Journalism, How to Build What's Next for News*, Mark Briggs (CQ Press)

Additional readings will be made available online.

**Recommended "tools":**

- Jump drive/Flash Drive with Min. 2GB or more, to store images and/or video files; or
- External hard drive
- Virtual storage (e.g. Google Drive, DropBox, etc)

**JOURNALISM COURSE REGISTRATION**

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

**RE-TAKING FAILED JOURNALISM CLASSES**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

## **TEXTBOOK POLICY**

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

## **FIRST CLASS DAY ATTENDANCE**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

## **ATTENDANCE**

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

## **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

## **ACADEMIC ADVISING**

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (January 28) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after the 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

## **IMPORTANT SPRING 2014 DATES\***

January 20	Martin Luther King, Jr. Day – University closed.
January 17	Last day to add a class.
January 27	Census date. Beginning this date, a student must first receive written consent of the instructor to drop a course.
February 4	Last day to drop with an automatic W. The W does not impact a student's GPA.

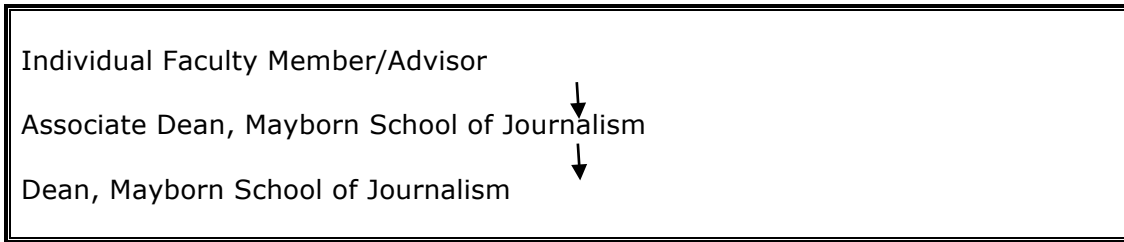
February 14	Spring 2014 undergraduate graduation application due.
February 21	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 10 – 14	Classes dismissed for Spring Break. University closed on March 10 only.
March 25	Last day to drop with W or WF.
March 25	Last day for an instructor to drop a student with a grade of WF for nonattendance.
Late March	Registration begins by classification for Summer 2014/Fall 2014.
April 18	Last date to withdraw from classes.
April 26	Pre-finals week begins.
May 2	Reading day. No classes.
May 3-9	Finals week.
May 9-10	Commencement – Details to be announced.

\*Some dates are subject to change. Check the registrar's website for updates:

<http://registrar.unt.edu/registration/spring-registration-guide>

## ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



## OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

## COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

## ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook

## **MSOJ ACADEMIC INTEGRITY POLICY**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

## **CLASSROOM POLICIES**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

## **STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

## **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

## **ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

## Course Objectives

By the end of this class you will:

- Learn how traditional media has transformed from analog to digital
- Learn how to write for the web and understand the fundamentals of multimedia storytelling
- Understand basic concepts of how news media websites function, including understanding how to identify the elements of website design and critique functionality
- Learn how to post content – text, video and audio – on the web
- Understand the basic concepts of how journalists can use social media as a tool to report, curate and distribute news – text, images, and video.
- Publish a final website project showcasing your reporting, writing and multimedia storytelling skills

This class is designed to help you learn how to become an effective online journalist and multimedia storyteller. You'll learn some of the history, theory and strategy of how traditional news websites are transitioning to digital media platforms. You'll learn the importance of how best to engage readers, listeners and viewers as well as use some of the most current digital media tools.

Additionally, this course addresses nine of the ACEJMC core competencies (#1, 2, 3, 4, 5, 6, 8, 9, 11):

1. Understand and apply First Amendment principles and the law appropriate to professional practice;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
4. Understand concepts and apply theories in the use and presentation of images and information;
5. Work ethically in pursuit of truth, accuracy, fairness and diversity;
6. Think critically, creatively and independently;
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. Apply basic numerical and statistical concepts;
11. Apply tools and technologies appropriate for the communications professions in which they work.

## Getting the Most Out of This Class

- ✓ We will be using BlackBoard Learn for this class. Course readings, assignments and some grading will be posted on <http://learn.unt.edu>
- ✓ In case of inclement weather or campus closure, we will use the virtual classroom or chat programs to conduct coursework.
- ✓ Since the goal of this class is to prepare you to become a multimedia journalist, you will be expected to become as knowledgeable as possible about the current media trends and issues as well as how news websites are using their websites and social media to report, write, produce and distribute news. You will see several links to industry blogs on Blackboard with which you should immediately become familiar.

- ✓ **TURN OFF YOUR CELL PHONES. DO NOT SURF THE WEB DURING CLASS. Do not check your email, Facebook, Twitter, SnapChat or text message during class unless it is part of class work. I will ask you to leave the class - immediately. You will lose 5 points on your next story assignment.**
- ✓ **If you are not in class at 11:00 a.m., you are late and will be marked absent unless you have a written excuse. More than three (3) times late, you will loose five (5) points on your next story assignment for each lateness after that.**

**GRADING:**

There are several components of this class that contribute to your grade. This is subject to change, but you will be notified of any changes throughout the course of the semester.

<b>ARTICLES (4)</b>	40%
<b>BLOG POSTS/WRITING (10 posts)</b>	30%
<b>FINAL PROJECT Proposal</b>	5%
<b>FINAL PROJECT</b>	15%
<b>TEACHER EVALUATION / ATTENDANCE</b>	10%
<b>TOTAL POSSIBLE</b>	100%

**NOTE: The work you do in this class must be original and may not be turned in for any other class.** You are allowed to use equipment assigned to this class and, with approval from the professor, other equipment as long as it is similar to the equipment accessible from the University.

**Your grades posted on Blackboard will not reflect your final grades,** but will give you an estimate. Remember, each assignment is weighted so for each assignment, you will receive a certain number of points. For example, the assignment has a weight of 15% of the total grade. If you get an 85 on one of that homework assignment, you multiply 85 by .15 to get the total points for that specific assignment: 12.75. Total all the points for each assignment to get your final grade.

**You must follow all rules and guidelines related to checking out any audio/visual equipment. Any violation of those guidelines will limit or completely restrict your usage of the equipment. You also are responsible for all costs related to any damage to the equipment.**

**STORIES**

Online Journalism will work as a “functioning newsroom” where you will work in **two-person** teams to write, shoot stills, capture audio and post stories that may run in the NT Daily and NT Daily.com. You will be assigned a category where you will be assigned to generate stories based on that beat.

You’ll be responsible for coming to class prepared to pitch your story ideas that must include original reporting and pictures, live interviews and a written story. It’s up to you and your team member to figure out where to find the story. You can use find your ideas anywhere in North Texas. You’re free to go beyond UNT’s campus into Denton, Dallas, Plano, Frisco, Flower Mound or any of the surrounding communities to report the story.

Your stories will be graded on the following:

- ✓ Originality (You **MAY NOT** use any stories from any other class.)
- ✓ Clear, concise and organized writing
- ✓ Effective use of grammar, punctuation and spelling
- ✓ Extensive use of sources (**Minimum:** three (3) people. **Best:** As many as possible)

- ✓ Use of pictures to tell a story
- ✓ Effective editing of audio to create a compelling multimedia story

Since this class is preparing you for a real-life journalism experience, you must follow the rules accuracy, clarity, conciseness, spelling, usage, and grammar. You are expected to know and understand AP Style for print or broadcast. You must meet all deadlines. You cannot make up in-class writing assignments.

You will have **four (4) story assignments** throughout the semester that will require original reporting, images and video. The **best stories** will be recommended to the NTDaily for publication.

#### **Stories are due:**

- Thursday, February 20
- Thursday, March 6
- Thursday, March 27
- Thursday, April 10

#### **WRITING ASSIGNMENTS / BLOG ENTRIES**

Part of your experience of becoming a journalist of the 21st Century is that you constantly practice the craft. Throughout the course, you must write an item for a blog that will be posted on Blackboard Learn that may discuss and/or analyze topics we discuss in class or items you find in the news or on media websites. You will be given a specific assignment that will be tied to a certain aspect we are currently studying in class. **Your weekly posting must be made posted by the deadline.**

Your blog post will be graded using the following rubric:

- ✓ Quality of writing
- ✓ Embedding at least three links
- ✓ Embedding at least one picture (or screenshot)
- ✓ Embedding at least one related video from a **news** website with a YouTube page.

#### **READINGS**

You are expected to complete the readings as assigned. There will be occasional pop quizzes on the reading material.

#### **FINAL PROJECT**

This project is going to reflect a culmination of all your coursework. Your final project is designed to: (1) Take our class readings, discussions and analysis and put them into practice; (2) Tap into your skill as a journalist and novice at understanding how the internet works, particularly how content can be presented on the Internet; and (3) Allow you to create a blog that could serve as an important component of your portfolio. Your final grade for this project will be based on your thoroughness in reporting and writing; use of interactivity (e.g. use of related links, photos, slideshows, audio and video), your creativity and the option to do a 5-minute in-class presentation. You are not expected or required to hire a web designer or a programmer. All the tools you need are readily available for free on the web, and do not require any sophisticated technical knowledge. Your grade will be based on the submission of your idea, your site map and your short presentation during class.

#### **TEACHER EVALUATION:**

You will be judged throughout the semester on your attendance, attitude, participation, creativity, energy, ideas and overall improvement.

*(SUBJECT TO CHANGE)*  
**COURSE OUTLINE**

**WEEK 1 – JANUARY 14 / JANUARY 16**

Introduction: Review syllabus, grading, class format. Course goals. Discuss evolution, role and importance of online journalism. Becoming a Digital First Journalist. Evolution of news websites –Web 1.0 to Web. 2.0, now Web 3.0.

**WEEK 2 – JANUARY 21 / 23**

What makes a good news website? News Websites: The Good, The Bad & The Ugly / Analyzing/Critiquing websites. Media company structures. How news organizations have changed. Types of Convergence/Characteristics of Online News & Reporting for Web: New roles, new responsibilities.

**>>>> HOMEWORK DUE: Thursday, Jan. 23 – Blog Post #1:**

- ✓ Please read this section of State of Media Report, Digital: As Mobile Grows Rapidly, the Pressures on News Intensify (<http://stateofthedia.org/2013/digital-as-mobile-grows-rapidly-the-pressures-on-news-intensify/>) Write a **memo** with at least **three suggestions** to a local media company on what it should do to become a more digitally successful publication.

**WEEK 3 – JANUARY 28 / 30**

Writing for the web. Writing in multiple formats.

- Components of the Online News Story; Basic HTML; Story Forms.
- Beat assignments/Discussions

**>>>> READ:**

- Jakob Nielsen, guru of web design and usability:
  - **Top Ten Mistakes in Web Design:** <http://www.useit.com/alertbox/9605.html>
  - **Top Ten New Mistakes in Web design:** <http://www.useit.com/alertbox/990530.html>
  - **Top Ten Guidelines for Homepage Usability:** <http://www.useit.com/alertbox/20020512.html>

**>>>> HOMEWORK DUE: Thursday, January 30 -- Blog Post #2:**

- Analyzing a Website Part 1: Based on today's lecture on websites, go to <http://www.newslink.org/index.html> to find a local newspaper or television website (outside of North Texas). Critique the newspaper or television station website based on your current knowledge.

**>>>> Blog Posts #3 & #4:** IN CLASS WRITING assignments– You will be given a handout in class and instructions.

## **WEEK 4 – FEBRUARY 4 / 6**

What makes a good audio/visual Slideshow. Defining/Discussing Digital Storytelling. Creating slide shows. Using SoundSlides. Using Audacity. Telling great multimedia stories.

### **>>>> HOMEWORK DUE: Thursday, February 6 - Blog Post # 5**

- Beat memo. Describe your beat. Discuss how you will cover your beat. What are some of the key sources? Identify three possible stories.

## **WEEK 5 – FEBRUARY 11 / 13**

Elements of a digital storytelling. Working with audio. Shooting good pictures.

### **>>>> HOMEWORK DUE: Thursday, FEBRUARY 13**

Read:

- Picking the Right Media for Reporting Your Story, <http://multimedia.journalism.berkeley.edu/tutorials/picking-right-media-reporting-story/>
- 5 Types of Photos that Make for Strong Photo Essays, Audio Slideshows: <http://www.poynter.org/how-tos/newsgathering-storytelling/visual-voice/171050/5-types-of-photos-that-make-for-strong-photo-essays-audio-slideshows/>
- Take a look at the National Press Photographers' Association website: <https://nppa.org/competitions/best-of-photojournalism>

### **>>>> HOMEWORK DUE: Thursday, FEBRUARY 13**

- Read "Inside the Story" – available on Blackboard Learn.
- Read Chapters 4, 7, 8, 10 and 11, "Reporter's Guide to Multimedia Proficiency"
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## **WEEK 6 – FEBRUARY 18 / 20**

- **HOMEWORK DUE: Story # 1 - Thursday, FEBRUARY 20**



### **>>>> HOMEWORK DUE: Thursday, February 20 - Blog Post # 6**

- Find an AUDIO/VIDEO SLIDESHOW on a news website (OUTSIDE OF NORTH TEXAS). How effective is the piece in telling the story? How well does the journalist use the elements of digital story telling based on the advice suggested in "*Inside the Story*"?

## **WEEK 7 – FEBRUARY 25/ 27**

News v. Blogs: Defining the Difference. Are blogs journalism? Analysis of media blogs v. pundits. What are the elements of a blog? What makes a good blog? Crowdsourcing.

### **>>>> HOMEWORK DUE Tuesday, FEBRUARY 25:**

Read

- When Journalists Blog: How It Changes What They Do," by Paul Bradshaw, Nieman Reports, Winter 2008, <http://www.nieman.harvard.edu/reportsitem.aspx?id=100696>
- "The Twisted Psychology of Journalists v. Bloggers," by Jay Rosen, <http://pressthink.org/2011/03/the-psychology-of-bloggers-vs-journalists-my-talk-at-south-by-southwest/>

### **>>>> HOMEWORK DUE: Thursday, February 27**

- **BLOG POST #7:** Based on these readings and our class discussion, find an example of a news blog. Discuss how effective is this in helping inform readers.

## **WEEK 8 – MARCH 4 / 6**

Overview: Social Media for Journalists.

### ➤ **HOMEWORK DUE: STORY # 2 - Thursday, MARCH 6**



#### **>>>> HOMEWORK DUE: Thursday,**

##### **READ:**

- Facebook & Journalists: What Works
- Twitter for Journalists

## **WEEK 9 -- NO CLASSES - MARCH 11 / 13: SPRING BREAK**

### **Week 10 – MARCH 18 / 20**

**Discussion of final project. Handout distributed.**

Social Media for Journalists. What journalists need to know about how to use Facebook, Twitter, YouTube, Pinterest for covering news.

#### **>>>> HOMEWORK DUE: Tuesday, MARCH 18**

##### **READ:**

- Chapter 4, “Microblogging,” **Mark Briggs**, Journalism Next: A Practical Guide to Digital Reporting and Publishing
- Find online or on Blackboard Learn in "Course Readings" Folder:
  - 10 Ways Journalists Can Use Twitter Before, During and After Reporting a Story: <http://www.poynter.org/how-tos/digital-strategies/146345/10-ways-journalists-can-use-twitter-before-during-and-after-reporting-a-story/>
  - The Five Types of Stories that Make Good Storify's:
  - <http://www.poynter.org/how-tos/newsgathering-storytelling/153697/the-5-types-of-stories-that-make-good-storify/>

### **Week 11 -- MARCH 25 / 27**

Social Media for Journalists continued. Tweeting the news. Using Storify.

#### **>>>> HOMEWORK DUE: Thursday, March 27: Blog Post #8**

Find a local newspaper or TV station outside of North Texas (go to <http://newslink.org>) and map out your strategy on how the media outlet is using social media. Be specific. Find out if the newspaper or TV station has a Facebook page and/or Twitter accounts. Clearly define how successful these tools are based on our discussion of how we measure social media success.

### ➤ **HOMEWORK DUE: Story #3 – Thursday, March 27**



## **Week 12 -- APRIL 1 / 3**

Understanding Search Engine Optimization. Understanding how to analyze site traffic and impact social media. What makes a successful news website. Measuring success. Website Metrics 101.

READ:

- Search Engine Optimization – Basics:  
<http://multimedia.journalism.berkeley.edu/tutorials/seo-search-engine-optimization-basics/>  
(Also available in the “Readings” folder on Blackboard)
- Top 5 SEO Tips for Media Owners and Journalists:  
<http://www.wordtracker.com/academy/seo-tips-media-journalists> (Also available in the “Readings” folder on Blackboard)
- **READ:** Chapter 11, “Building a Digital Audience for News,” by Mark Briggs, “JournalismNext”

**>>>> HOMEWORK DUE: Thursday, April 3 - Blog Post #9**

- Based on Briggs' Chapter 11, write a memo explaining how you would increase traffic at your news website.

**Week 13 – APRIL 8 / 10**

Hyper-local News: What is it? How it’s impacting media outlets and fueling a wave of new sites.

**>>>> HOMEWORK DUE: Tuesday, April 8**

READ:

- “*Local and Niche Sites: The Advantage of Being Small*”, Chapter 3, “The Story So Far, What We Know about the Business of Digital Journalism”. AVAILABLE on Blackboard.

➤ **HOMEWORK DUE: Story #4 – Thursday, April 10**



**Week 14 -- APRIL 15 / 17**

Entrepreneurial Journalism: What you need to know to become an “entrepreneurial journalist”. Final project workshop. Be prepared to discuss your final project.

**>>>> HOMEWORK DUE: Tuesday, April 15:**

– Final Project Overview. Post on Blackboard

**>>>> HOMEWORK DUE: Thursday, April 17 - Blog Post #10**

Based on the readings, lecture and guest speakers, what would you do – using technology or business strategy – that would impact traditional media companies the most.

**Week 15—APRIL 22 / 24**

Ethics: Doing the Right Thing Legal/Copyright: Knowing What’s Right. Future media trends. Searching for a job.

**>>>> HOMEWORK DUE: Tuesday, April 22: Assigned Reading Posted on Blackboard**

**>>>> HOMEWORK DUE: Final Project Presentations Begin on Thursday, Dec. 5**

**Week 16 – APRIL 29 / MAY 1**

Final Project Presentations