Daily Sundial

News Practicum
Monday, 9:30 a.m. - 12:15 p.m.
MZ 112

Instructor
Melissa Lalum, Publisher
Office Hours: Monday, 12:30-1:30 p.m.,
MZ 140

Contact Info
818-677-2243
melissa.lalum@csun.edu
@qualum

About the class

The Daily Sundial gives students the opportunity to hone their news gathering and producing skills in a 24/7 newsroom environment. You will experience real assignments and deadlines while working at the Sundial. Your work will appear on multiple platforms and it will be accessible to a diverse university community and beyond.

The mandatory classes will focus on understanding the current digital newsroom and mobile journalism — including its challenges and areas of growth. This is a **myCSUNtablet course** and it requires an iPad. The class will concentrate on producing compelling content for **dailysundial.com**, our **mobile application**, social media platforms and the print product. Expect to work hard as an individual and on a team -- you have an amazing opportunity to create a dynamic product.

The Daily Sundial editors are responsible for assigning content and setting deadlines. Staff members are also expected to generate their own ideas for producing original content and work on stories and assignments outside of class. Remember: This is a 24/7 news cycle and dailysundial.com and social media needs to be updated throughout the day. When in the newsroom, be ready to answer phones and generally help out.

This is a myCSUNtablet class. Students are required, at minimum, to have an iPad running iOS 6 and a recommended 32 GB of space. Devices may include an iPad Mini, iPad 2 (though not recommended) or iPad with Retina Display, or any subsequent iPad model. Details about the initiative: myCSUNtablet course and support for students.

✦ Students CANNOT share their device with another classmate, friend, or family member during class hours or for class work.
✦ Students are required to bring their device to every class period.
✦ Students are to have their device and bring it to class by Sept. 9, 2013.
✦ Students are responsible for assuring that their device is charged, properly set-up, and connected to the wireless network prior to the start of each class.
✦ To foster a positive learning environment, students may not use the device for any distracting activities during lecture or discussion.

Journalism Program Mission

The Department of Journalism strives to prepare its students to become well-educated, principled citizens who are capable of initiating careers as skilled journalists, public relations practitioners and other related communication professionals.

Program Learning Outcomes

The department will help students to achieve the following objectives by the end of their program of study:

✦ Students will be able to report and write for diverse publics, using proper grammar and punctuation, word usage and spelling, sentence and storytelling structures across multiple journalistic formats.

✦ Students will be able to gather and analyze information, including basic numerical concepts, using reporting techniques, such as interviewing, observation, and researching primary and secondary sources.

✦ Students will be able to think critically, creatively and independently.

✦ Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.

✦ Students will apply tools and technologies appropriate for the news media professions in which they work to communicate for and with diverse publics.

✦Students will be able to understand and apply the historical, theoretical, legal and societal contexts for producing and consuming news media for consumers, ranging from local to global publics.

J397 Learning Objectives: Students in J397 will be able to complete a variety of written, visual, social media and multimedia assignments under tight deadlines; provide in-depth coverage of a focused topic or beat for a specific audience; and have the ability to produce content for multiple platforms (print, online, mobile and social media) using emerging media, such as a tablet device.

CLASS SCHEDULE – FALL 2013

(Lineup and elements of class schedule subject to change. See J397B in Moodle for full list of activities, links, resources and assignments.)

Aug. 26: Introduction/syllabus review
- Course and syllabus overview
- Getting to know the iPad, app overview
- Using your Box account, tech survey
- Turn in permission slips, Sundial policy form from Orientation
- Guest: Carmen Ramos Chandler, CSUN news and information director
- Return to Newsroom to meet with editors and continue to get story assignments and work on others

Sept. 2: NO CLASS, Labor Day holiday

Sept. 9: Interviews and asking the right questions
- iPad quiz
- App presentations: See Moodle for schedule
- Apps to download before class: Adobe Reader (free); Socrative (student version, free); AudioNote ($4.99); WavePad (free)

Sept. 16: Common mistakes and self-editing
- App presentations: See Moodle for schedule
- CSUN PD tour
- Apps to use in class: Adobe Reader (free); Socrative (student version, free); Inspiration Lite (free); AudioNote $4.99)

Sept. 23: Social media and the Sundial
- App presentations: See Moodle for schedule
- Twitter Scavenger Hunt
- Apps to use in class: Adobe Reader (free); Socrative (student version, free); Twitter (free); Instagram (free); Storify (free)

Sept. 30: Tours of VRC and Pride Center, practice social media skills
- App presentations: See Moodle for schedule
- Apps to use in class: Twitter (free); Instagram (free); Storify (free)

Oct. 7: Data visualization
- App presentations: See Moodle for schedule
- Apps to use in class: Adobe Reader (free); Socrative (student version, free)

Oct. 14: Alternative storytelling -- audio, audio slideshows and mobile video
- App presentations: See Moodle for schedule
- Apps to use in class: Adobe Reader (free); Socrative (student version, free), YouTube Capture (free), YouTube (free)

Oct. 21.: Mid-semester meeting with Melissa
- Review your work so far this semester with Melissa
- Meet in the newsroom at the time you signed up the previous week

Oct. 28: Online ethics -- commenting policies and takedown requests
- App presentations: See Moodle for schedule
- Apps to use in class: Adobe Reader (free); Socrative (student version, free)

Nov. 4: Finding a job in the digital age -- resumes and online portfolios
- App presentations: See Moodle for schedule
- Apps to use in class: Adobe Reader (free); Socrative (student version, free); Resume Designer Pro ($3.99, optional)

Nov. 11: NO CLASS, Veterans Day holiday

Nov. 18: Jobs in the digital age -- Cover letters, interviewing and job resources
- App presentations: See Moodle for schedule
- Apps to use in class: Adobe Reader (free); AudioNote ($4.99); Indeed Jobs (free); Glassdoor (free); Newspaper Studio (free)

Nov. 25: Jobs in the digital age -- Recent grads talk about real-world jobs; The ins and outs of freelancing
- Final app presentations: See Moodle for schedule
- Apps to use in class: Twitter

Dec. 2: Portfolio workshop
- Meet in newsroom, work on portfolio in newsroom

Dec. 6: Final assignments due via Moodle

Dec. 9: Final class -- staff awards, photo -- Mandatory
- Meet in newsroom for awards and photo
- Take final survey for class
- Optional assistance with portfolio

Dec. 12: Final portfolio due via Moodle

Prerequisites

Reporters: Completed Journalism 310 with C or better.
Photographers: Completed J350 with C or better.
Enroll in J397B (two units) if you are taking Sundial for the first time.
Enroll in J397A (one unit) If you have already taken Sundial or another practicum (KCSN News, PR).
Students must get a permission number from Melissa Lalum to enroll in the class.

Equipment and resources

Cloud access through your **CSUN Box account** or service (e.g,, Dropbox). Use this to save your assignments and multimedia projects. Sundial computers are cleaned weekly; DO NOT leave your work on the computers, always make a copy.

Equipment and checkout policy:
We have Daily Sundial equipment that students can check out. You must review the policies and procedures regarding staff gear before checking it out -- basically, if you break it or lose it you are responsible for replacing it. I follow the same policies as the department when checking out equipment. You must return equipment in the same condition it was checked out. If equipment is damaged or lost/stolen, the student is responsible for replacing it with a new version. Failure to do so will result in an INC or F in the course.

As many of you know, you can also check out a variety of equipment from our department (MZ335). Here is a reminder of a few policies:

1. Students must supply their own batteries.
2. Students must supply their own SDHC card (min. 8G recommended) for equipment.
3. Students MUST return the equipment within 24 hours unless you have prior permission.
4. Students must sign out equipment with an editor.

Apps for this class
A goal of the myCSUNtablet project is to cut down on costs for students. I consider the cost when selecting apps for this class.

Required apps (search in the App Store. Note: App creators can change cost of app at any time.)
✦ **AudioNote ($4.99)** - Note taking and audio recording app
✦ **YouTube Capture (free)** - Video capture/upload app
✦ **Daily Sundial (free)** - News app
✦ **Google Drive (free)** - Productivity app
✦ **Adobe Reader (free)** - Reading, PDF markup app
✦ **Socrative (free)** - Quiz and in-class activity app
✦ **WavePad (free)** - Audio recording and editing app
✦ **Inspiration Lite (free)** - Brainstorming and story organization app
✦ **Snapseed (free)** - Photo editing app
✦ **Twitter (free)** - Social media app
✦ **Instagram (free)** - Social media app
✦ **Storify (free)** - Social media storytelling app
✦ **Indeed Jobs (free)** - Job search app
✦ **Glassdoor (free)** - Job search/company info app

Optional apps (search in the App Store)
✦**Pages ($9.99)** - Writing app
✦ **Resume Designer Pro ($3.99)** - Resume creation app
✦ **VideoTransferPlus ($2.99)** - Video/image transfer app
✦ **Newspaper Studio (free)** - Teleprompter app
✦ **Apps Gone Free (free)** - Daily roundup and reviews of free apps

Books

AP Stylebook - You should already own this book or app for your iPad.

"Journalism 2.0: How to Survive and Thrive," Reported by Mark Briggs.

Edited by Jan Schaffer. Download it here for FREE. (Optional)

Other resources:

✦ Lynda.com tutorials, free for students (requires your CSUN ID/password to log in)

✦ See the For Staff page of journalism397.com

✦ Online writing style guide from Yahoo (free)

✦ Mobile Reporting Field Guide iBook from UC Berkeley (free)

Attendance and deadlines
Class attendance and newsroom shifts are mandatory. Each student is responsible for signing the attendance sheet at the start of class or the shift sheet (on Melissa's window in the newsroom). You drop 10 points for every two unexcused absences and you drop 10 points for every two missed deadlines. If you need to reschedule a shift, talk to your editor.

Editors will set deadlines for all assignments and inform the publisher if a deadline is missed. Turn in your ORIGINAL work to Melissa (see course requirement for weekly deadlines). When in doubt, ask.

Course requirements
Your goal is to complete as many assignments that are publishable as you can to gain maximum experience and develop your portfolio.

J397B (2 units):
Completing and turning in assignments
Staff members must complete a minimum of 20 assignments, at least five must be specifically interactive (e.g., video, social media, map, audio slideshow, photo gallery, etc.) for dailysundial.com. Each assignment is worth 5 points. At least one assignment is due each week. It is important that we have content throughout the semester, so finishing assignments early is not an option.

Graded assignments

• 15 assignments = 5 points each for total of **75 points** (the format of these is up to you and your editor)

    NOTE: Every staff member must contribute at least one story to the Opinion section

• 5 interactive assignments for website = 5 points each for total of **25 points**

    ✦ One video project (minimum 60 seconds)

    ✦ One audio project (minimum 60 seconds), this can be an audio file/podcast or audio slideshow

    ✦ One data visualization project, for instance, an interactive map or infographic, timeline, etc.

    ✦ Two projects of your choice using interactive media, this can be any of the above or slideshows, social media, etc.

Note: A story that is published both in print and online does not count as two, nor does a photo in both places. If you choose to have multiple components to a story (e.g., print story and online video or print photo and online audio slideshow on the same topic) the interactive component will count toward your interactive assignment and it will be graded separately.

If you choose to contribute to a **blog** or use **social media** in your coverage, this can count as an interactive/multimedia element. Every two blog posts are equivalent to one assignment. Twitter coverage must include a minimum of three tweets for the coverage of a single event. One Instagram photo/caption will count as an assignment. No more than three of these assignments will be graded during the semester. You cannot fulfill the assignments by only turning in one type of assignment.

    Example: If you cover a sports team and you write a game story for print, you can include the blog posts or tweets as your interactive element.

At least **ONE** assignment is due each week (editors set the deadlines). I will not grade stories that are more than **TWO** weeks old and I will grade up to **TWO** assignments per week. The more work you do, the more I will grade so the better chance you have of improving your grade. You are considered to be all-format journalists, so photographers will cover beats and write stories and reporters will take photos and video, etc.

Projects or longer, in-depth stories, etc., can be counted for more than one assignment. An explanation must accompany the assignment about your extra effort. If you team up on an assignment, you can both get credit. Both students must upload it to be graded. Include both names on the assignment. Not all work will be published in print/online. You can still turn it in to the publisher for a grade as long as you make your deadline set by the editor.
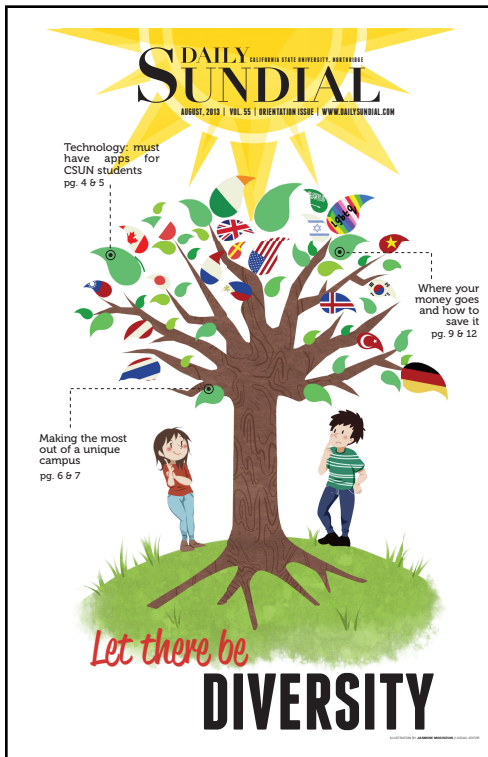
How to turn in assignments

Turn in assignments via the Turnitin link provided in each week's Moodle module. You will see one **required** assignment and another **optional**. At lease one assignment is due each week. Assignments are **due by Thursday at 11:59 p.m.** each week unless stated otherwise on the class schedule in Moodle.

When turning in an assignment to Turnitin, make sure your LAST NAME is on the file and the type of assignment (e.g. news, feature, sports, opinion, socialmedia, video, audio, photo, etc.).

Sample: LALUM-News or LALUM-Socialmedia

1.**Written story:** Include the ORIGINAL story you turned in to the editors. Every file must have:
    a.YOUR NAME
    b. SECTION (News, Opinion, Sports, ANE, Features etc.)
    c. DATE PUBLISHED (or TBD if it hasn't yet run)
    d. HEADLINE - Write a complete headline that is appropriate for online
    e. LINKS - Every story should have 2-3 external hyperlink
2. **Photo assignment:** Include a **link** to the SINGLE image on the Sundial's Flickr site or a GALLERY of edited photos. DO NOT upload a link to an entire, unedited assignment. I will only grade photos that have full, unique captions. Include:
    a. YOUR NAME
    b. SECTION (News, Opinion, Sports, ANE, Features etc.)
    c. DATE PUBLISHED (or TBD if it hasn't yet run)
    d. Full captions on the file in Flickr
3. **Video, audio, other multimedia**: Include the **external link** to the file (e.g. YouTube, Google maps, etc.).
    a. YOUR NAME
    b. DATE PUBLISHED (or TBD if it hasn't yet run)

Technology: must have apps for CSUN students pg. 4 & 5

Where your money goes and how to save it pg. 9 & 12

Making the most out of a unique campus pg. 6 & 7

Let there be **DIVERSITY**

4. **Social media:** Either include **link** to the published file/photo (e.g. Storify) or copy and past the tweets, etc., to the document and include:
   a. YOUR NAME
   b. DATE PUBLISHED (or TBD if it hasn't yet run)

For information on grading criteria, see the Moodle class site for a downloadable document.

Weekly newsroom shifts

You must spend at least two hours a week in the newsroom reporting/producing content. You will be required to sign up for a time at the beginning of the semester, and then sign in each week. During this time you are available for any assignment or breaking news or updating the Web site. This is counted as attendance, for every two unexcused absences (either in class or shift) you will lose 10 points.

Beats

Some staff members will be assigned a beat at the beginning of the semester. If you do not receive a beat, you will be considered a general assignment reporter.

Portfolio

You will also be required to create an online portfolio at the end of the semester. This will highlight your published work (and can include other publications). Details for this assignment can be found on Moodle. See the demo portfolio.

App presentations

Part of being a journalist is staying up to date on tech issues. You and your teammate must research, download, evaluate and present an app to the class that is useful in a journalistic setting. The students will get a minimum of five minutes to give a presentation to the class. For details (e.g., resources and grading criteria), see Moodle.

J397B Grading

J397B Point Breakdown
139-150 = A
135-138 = A-
132-134 = B+
124-133 = B
120-123= B-
117-119= C+
109-116 = C
105-108 = C-
104 and below = D
89 and below = F

J397A - Editor Point Breakdown
47-50 = A
45-46 = A-
44 = B+
42-43 = B
40-41= B-
39 = C+
37-38 = C
35-36 = C-
34 and below = D
29 and below = F

J397A - Sr. Staff Point Breakdown
93-100 = A
90-92 = A-
88-89 = B+
83-87 = B
80-82= B-
78-79 = C+
73-77 = C
70-72 = C-
69 and below = D
59 and below = F

Staff members are graded on the quality of their completed assignments, coverage of their beat, ability to meet deadlines and class participation. As a general policy, gross factual errors and repeated mistakes, including misspellings, will result in a 0.

For a breakdown of the basic elements I consider when grading, see the Grading Criteria document in Moodle. It will summarize the grading criteria for written stories, social media, photography, data visualization and multimedia assignments.

A total of 150 points are possible during the semester:
Assignments - 100 points
iPad quiz – 5 points
App review – 10 points
Portfolio - 25 points
Participation - 10 points (This is based on your level of involvement/discussion in class and the credit/no credit in-class activities)

Attendance - Drop 10 points for every **2** missed classes and/or newsroom shift.
Deadlines - Drop 10 points for every **2** missed deadlines.

Extra credit opportunities

There will be extra credit opportunities during the semester. Pay attention during class to find out how to get extra credit.

Minimum requirements

Students must fulfill the quotas for assignments (see course requirements). Final grades depend on quality of work, meeting deadlines, attendance and participation. Doing the minimum allows you to pass — nothing more. Students who fail to complete the minimum will get an F and will have to repeat the course to fulfill the requirement.

Note: If you submit more than the minimum requirement, I will base your final grade on your best work, taking into account missed deadlines and absences. The publisher is the one who grades your papers and records missed deadlines and absences. If you have any questions about grades, deadlines or absences, ask the publisher.

J397A Grading

Editors and senior staff positions are graded on four categories worth a total of 50 points:

✦ **Editing Effectiveness** - Plan and assign all types of content (photos, stories, multimedia, etc.), work with staff members and guide them to improve; develop ability to effectively communicate with staff. Produce quality content that is error-free while upholding journalistic value and ethical standards.

Set and achieve goals that improve the overall quality of the Daily Sundial. (20 points)
✦**Enterprise** - Work with staff to produce content that is unique and initiated by you or the staff member. This content is not based on press releases or news conferences. It can explore the forces shaping those events and delve into sensitive issues. It is also the ability to break out of the past mold and try new approaches to coverage, content and presentation, storytelling, etc. (10 points)
✦ **Deadlines/production** - Ability to produce work for online and print in a timely manner and make deadlines. (10 points)
✦ **Participation** - Attend key daily, weekly meetings, contribute to staff meetings and critiques, work newsroom shifts. (10 points)

Senior reporters/ photographers

Senior staff members are expected to contribute at least one assignment per week and a minimum of 15 assignments during the semester. The 100-point breakdown is as follows:

✦ Assignments 5 points each, minimum 15 (75 points)
✦ Enterprise - Produce content that is unique and initiated by you or by working with an editor. This content is not based on press releases or news conferences. It can explore the forces shaping those events and delve into sensitive issues. (15 points)
✦ Participation - Attend key newsroom meetings, work in the newsroom at lest once a week. (10 points)

Plagiarism

The Journalism Department is committed to the highest standards of academic excellence and integrity. Plagiarism and other forms of cheating will not be tolerated. Anyone caught cheating will receive a failing grade in the course and will be reported to the University s for further disciplinary action. Remember that much of the information posted on the Internet is protected by U.S. copyright law. Passing this information off as your own is a violation of CSUN's plagiarism policy, and carries the penalties outlined above.

For a further explanation of the behavior defined as cheating, and a more detailed discussion of disciplinary procedures, consult the [CSUN catalog](#).

Student Conduct

In addition to university policy on [student conduct](#), students working for the Sundial are expected to follow the [Society of Professional Journalists Code of Ethics](#). Violations can result in a failing grade for the course.

Diversity

Students in this course are strongly encouraged to broaden their journalistic experiences, with the instructor's help, by including in their work people and subjects such as ethnic, racial and religious minorities; the elderly, disabled and poor, the LGBTQ community, and other similar groups. The intent is is to ensure that student work reflects the diversity of the community. Students are also expected to adhere to the university's [nondiscrimination and sexual harassment policies](#).

Copyright

Students enrolled in the Sundial practicum are considered employees for the purpose of copyright. Therefore, copyright of articles and photographs produced on behalf of the Sundial, whether published or not, are owned by the Sundial. Permission to reprint or repurpose material obtained and/or published on behalf of the Sundial must be obtained in writing from the publisher. Violations of this policy can result in failure for the course.

About the professor

Melissa Lalum joined CSUN in 2008 after 12 years at the Los Angeles Daily News, the last three as managing editor. She has worked as a reporter and editor at the Ventura County Star, Tahoe World and Santa Barbara News-Press. She also taught journalism at Moorpark College. She has a B.A. in communications from U.C. Santa Barbara.

Notes