

# JOUR M10A: STUDENT NEWS DIGITAL MEDIA STAFF

**Originator**

kstuart

**Co-Contributor(s)**
**Name(s)**

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**College**

Moorpark College

**Attach Support Documentation (as needed)**

Journalism M10A-D - Moorpark Reporter .pdf  
 advisory\_minutes\_journalism.pdf  
 LMI\_JOUR.pdf  
 journalism\_program plan.pdf

**Discipline (CB01A)**

JOUR - Journalism

**Course Number (CB01B)**

M10A

**Course Title (CB02)**

Student News Digital Media Staff

**Banner/Short Title**

Stdt News Digital Media Staff

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

Develops skills in journalistic information gathering, composition and production on multiple digital platforms under peer leadership for publication in student news media. Emphasizes reporting with multiple sources and in multiple digital media platforms, application of ethics, and development of journalistic style in writing, photography, videography and multimedia to create, write and produce news stories and images for digital media, radio/podcast, and broadcast.

**Taxonomy of Programs (TOP) Code (CB03)**

0602.00 - \*Journalism

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

Letter Graded

**Alternate grading methods**

Student Option- Letter/Pass  
Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

35

**Maximum Contact/In-Class Lecture Hours**

35

**Activity****Laboratory****Minimum Contact/In-Class Laboratory Hours**

52.5

**Maximum Contact/In-Class Laboratory Hours**

52.5

**Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

**Total Maximum Contact/In-Class Hours**

87.5

**Outside-of-Class****Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

**Maximum Outside-of-Class Hours**

70

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Prerequisites**

JOUR M02

**Advisories on Recommended Preparation****Requisite Justification****Requisite Type**

Prerequisite

**Requisite**

Journalism M02

**Requisite Description**

Course in a sequence

**Level of Scrutiny/Justification**

Content review

**Student Learning Outcomes (CSLOs)**

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | examine advanced data and incorporate its findings into their news story developments; pull data from trends found in markets and craft a summary of their findings. |
| 2 | synthesize pivotal points of information in their weekly stories to translate to a broadcast and podcast script to be read for the Moorpark Reporter.                |
| 3 | conceive and execute 10 journalistic style digital multimedia news stories throughout the semester that are published in the Moorpark Reporter.                      |

**Course Objectives**

**Upon satisfactory completion of the course, students will be able to:**

- |    |  |
|----|--|
| 1  | examine the newsroom layout for the student newspaper; analyze the standards expected to be upheld by members of the student newspaper and the Moorpark Reporter's code of ethics. Students are introduced to the different departments and roles within the newsroom.                                     |
| 2  | evaluate and apply the formats needed to craft advanced news stories standard of the Moorpark Reporter. Staff writers coordinate a weekly meeting with their department desk editors to go over the week's edits.  |
| 3  | analyze different types of advanced leads found in digital media and learn how to craft them themselves; analyze the writing form required for all media publications in the Associated Press Stylebook, and are able to apply the determined learning sections to their own media writing. comprehension. |
| 4  | differentiate the proper forms of interviewing a story source, are able to replicate the standard requirements needed to present themselves as a professional media member, and are coached on how to continue professional correspondence with sources.   |
| 5  | analyze local and state laws allowing media coverage at newsworthy events. Students are given the layout of the local police, sheriff and fire department public information officers and how to create a network with them.   |
| 6  | examine in-depth research trends and issues surrounding the campus and local community. The Moorpark Reporter's Investigative Department starts the process of researching one major and one minor story for the semester.   |
| 7  | explore how to incorporate advanced data journalism into current stories for the Moorpark Reporter.  |
| 8  | explore advanced social media marketing concepts to help expand and grow awareness of the Moorpark Reporter, and it's professional image and personality on campus and in the community.   |
| 9  | examine the aspects of broadcast news for the Moorpark Reporter and look into the theme, message, and audience for broadcasts to be published on the Moorpark Reporter.  |
| 10 | analyze radio and podcast script format to transition their digital news stories to read for the Moorpark Reporter.  |
| 11 | explore digital media careers through guest speakers from multiple media platforms.  |
| 12 | evaluate the information needed to complete semester campaign marketing strategies and results summaries.  |
| 13 | compile one publication with advanced video storytelling through Adobe Premier, Photoshop and other interactive digital storytelling platforms.  |
| 14 | apply critical reasoning and analysis to any issues of ethics and accuracy from the past semester of story publications, and all upcoming publications.  |
| 15 | adhere to critical thinking methods to analyze digital media law and how the Moorpark Reporter applies that knowledge.   |
| 16 | conduct thorough research, connect with and interview multiple sources, and conceive a total of 10 digital news stories, complete with photos and videos, to submit for publication in the Moorpark Reporter throughout the semester.  |

**Course Content****Lecture/Course Content****1. (5%) Moorpark Reporter Newsroom Layout and Code of Ethics**

- Break down of newsroom departments
- SPJ Code of Ethics & Contract
- 2. (5%) Newsroom Story Format, Deadlines, and Website Layout**
  - Semester Layout
  - Weekly Meetings & Breakdowns
- 3. (5%) Advanced Leads, Headlines, and Associated Press Stylebook**
  - AP Style Review
  - Leads & Formats
- 4. (5%) Advanced Interviewing Tips, Presentation, and E-mail Etiquette for the Moorpark Reporter**
  - MR Network
  - Contact and Present
- 5. (5%) Breaking News Coverage at the Campus and Community Level**
  - Covering Breaking News (seasonal)
  - Campus and State Laws
- 6. (5%) Investigative Journalism for the Moorpark Reporter**
  - Deep Research
  - Beyond Google
- 7. (5%) Advanced Data Journalism for the Moorpark Reporter**
  - Application of Data Trends
  - Anaconda Download
- 8. (5%) Advanced Social Media Marketing for the Moorpark Reporter**
  - Self Marketing
  - Professional Comments
- 9. (5%) Advanced Broadcast Reporting for the Moorpark Reporter**
  - MR Live
  - Weekly Updates
- 10. (5%) Advanced Podcast/Radio Reporting for the Moorpark Reporter**
  - MR Live
  - Weekly Updates
- 11. (5%) Journalism Career Outlook**
  - Next Steps
  - Portfolio's
- 12. (5%) Advanced Digital Public Relations for the Moorpark Reporter**
  - PR at a glance
  - Personal PR
- 13. (5%) Advanced Digital Photography & Videography**
  - Photo 101
  - Adobe Premiere
- 14. (5%) Advanced Digital Media Ethics for the Moorpark Reporter**
  - Application of real world ethical behaviors
- 15. (5%) Advanced Digital Media Law for the Moorpark Reporter**
  - CA and Campus laws and limits for media
- 16. (25%) Final Project - 10 Digital Media Publications**
  - 5 News Story Publications in Department
  - 5 Photo, Video, Podcast and Broadcast (at least one of each)

**Laboratory or Activity Content**

- 1. (25%) Create MR Department Source Network**
  - Contact authority source and create schedule for semester events
  - Create a list of events for MR calendar
  - Organize a network of sources
- 2. (25%) MR Digital Media Training**
  - Complete Camayak Publication Training
  - Coordinate inner department training for broadcast, podcast, and multimedia

### 3. (50%) MR Breaking News Coverage

- Cover department news stories for the semester
- Publish news stories weekly with 2-3 multimedia elements

## Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises  
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion  
Individual projects  
Laboratory activities  
Laboratory reports  
Objective exams  
Projects  
Participation  
Portfolios  
Reports/Papers/Journals

## Instructional Methodology

Specify the methods of instruction that may be employed in this course

Computer-aided presentations  
Class activities  
Case studies  
Distance Education  
Demonstrations  
Guest speakers  
Instructor-guided interpretation and analysis  
Instructor-guided use of technology  
Internet research  
Lecture  
Small group activities

Describe specific examples of the methods the instructor will use:

Each week students will meet with their desk editors to formulate a plan for content coverage within their department. The instructor will back up this selected content with coordinating lectures used to help enhance reporting and writing strategies, as well as include local career professionals as guest speakers to give students a change to network at the next level.

The instructor will also use videos, online tools, and other multimedia platforms to help direct the students reporting and writing skills to the next level.

## Representative Course Assignments

### Writing Assignments

1. Event Coverage - (20 points) based on reporting, write a story in advance of an upcoming campus meeting or event for publication in the Moorpark Reporter, and then cover that event in its entirety for a full feature piece (all departments)
2. Breaking News, Government, and Investigative Reporting Department - (20 points) based on reporting that may include databases, court or government documents, write a investigative story on a developing issue of interest to the students and campus community in text for publication in the Moorpark Reporter.

### Critical Thinking Assignments

1. Investigative - Apply Hypothesis Theory approach to news story (20 points) using gathered information from interviews, documents, observations and published materials, evaluate the best medium for story presentation, whether through photography alone, photos with voice, text, video or a combination of all.
2. Data Journalism - (20 points) search data trends in your beat and follow up on a current story angle.

### Reading Assignments

1. Select a Collegiate news source and follow it- (20 points) daily news coverage from coordinating collegiate news publications, local community news coverage, national and worldwide

2. Associated Press Stylebook (10 points) One chapter a week

## Outside Assignments

### Representative Outside Assignments

1. Under assigned department, create a network of sources in campus and around the community.
2. Complete inner department training in photography, publication, videography, podcast, and broadcast.
3. Weekly report on news stories on campus and around the community.

## Articulation

### C-ID Descriptor Number

JOUR 130

### Status

Approved

### Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Bakersfield	COMM 2160	Newspaper Production	3

### Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
College of the Canyons	MEA 225	News Media Production	3
De Anza College	JOUR 61A	Student News Media Production I	3
Santa Barbara City College	JOUR 121	The Channels: Reporting/Writing	3

## District General Education

### A. Natural Sciences

### B. Social and Behavioral Sciences

### C. Humanities

### D. Language and Rationality

### E. Health and Physical Education/Kinesiology

### F. Ethnic Studies/Gender Studies

### Course is CSU transferable

Yes

### CSU Baccalaureate List effective term:

W'1988

## CSU GE-Breadth

**Area A: English Language Communication and Critical Thinking**

**Area B: Scientific Inquiry and Quantitative Reasoning**

**Area C: Arts and Humanities**

**Area D: Social Sciences**

**Area E: Lifelong Learning and Self-Development**

**Area F: Ethnic Studies**

**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:**

## IGETC

**Area 1: English Communication**

**Area 2A: Mathematical Concepts & Quantitative Reasoning**

**Area 3: Arts and Humanities**

**Area 4: Social and Behavioral Sciences**

**Area 5: Physical and Biological Sciences**

**Area 6: Languages Other than English (LOTE)**

## Textbooks and Lab Manuals

### Resource Type

Textbook

### Classic Textbook

No

### Description

Hunter, Mark Lee. *Story Based Inquiry: A Manual for Investigative Journalists*. E-book, United Nations Educational, Scientific and Cultural Organization: UNESCO, 2011, <https://unesdoc.unesco.org/ark:/48223/pf0000193078>. Accessed 3 September 2020.

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### Resource Type

Textbook

### Classic Textbook

No

### Description

Champagne, Brian. *Writing for Electronic Media*. E-Book, Pressbooks: Rebus Community, 2019, <https://www.oercommons.org/courses/writing-for-electronic-media/view>. Accessed 3 September 2020.

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### Resource Type

Textbook

### Classic Textbook

No



**Description**

Ireton, Cheryl, and Julie Posetti. *Journalism, Fake News and Disinformation: Handbook for Journalism Education and Training*. E-book, United Nations Educational, Scientific and Cultural Organization: UNESCO, 2018, <https://unesdoc.unesco.org/ark:/48223/pf0000265552>. Accessed 3 September 2020.

**Library Resources**

**Assignments requiring library resources**

Research using the Library’s online databases such as EBSCO Academic Search Complete, Elsevier ScienceDirect, and Gale Academic Onefile for appropriate journal articles.

**Sufficient Library Resources exist**

Yes

**Example of Assignments Requiring Library Resources**

Use the Library’s online resources to research such topics as how campus journalism contributes to the engagement of the campus community.

**Distance Education Addendum**

**Definitions**

**Distance Education Modalities**

- Hybrid (51%–99% online)
- Hybrid (1%–50% online)
- 100% online

**Faculty Certifications**

**Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.**

Yes

**Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.**

Yes

**Regular Effective/Substantive Contact**

**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.

**Hybrid (51%–99% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Other DE (e.g., recorded lectures)	All weekly lectures will be recorded and uploaded to modules, there will be weekly class discussions and zoom meetings.
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.

**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.
Other DE (e.g., recorded lectures)	All weekly lectures will be recorded and uploaded to modules, there will be weekly class discussions and zoom meetings.
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.

**Examinations**

**Hybrid (1%–50% online) Modality**

Online

**Hybrid (51%–99% online) Modality**

Online

**Primary Minimum Qualification**

JOURNALISM

**Review and Approval Dates**

**Department Chair**

08/16/2020

**Dean**

08/25/2020

**Technical Review**

09/03/2020

**Curriculum Committee**

09/15/2020

**DTRW-I**

MM/DD/YYYY

**Curriculum Committee**

MM/DD/YYYY

**Board**

MM/DD/YYYY

**CCCCO**

11/05/2020

**Control Number**

CCC000429265

**DOE/accreditation approval date**

MM/DD/YYYY