



**JOUR 321: Visual Journalism**  
**2 Units**

**Fall 2021 – Wednesdays – 5-6:40 p.m.**

**Section:** 21169D

**Location:** ANN 307

**Instructor: Robert Meeks**

**Office Hours:** By arrangement.

**Contact Info:** [rmeeks@usc.edu](mailto:rmeeks@usc.edu)

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**I. Course Description**

Students will gain an understanding of journalistic visual storytelling through theory and practical application while exploring current and emerging story forms. Key components of the course include critically analyzing, interpreting, producing and understanding stories and story elements presented in journalistic visual formats.

With a focus on visual media literacy, students will learn how to produce and share compelling visual stories in a variety of formats. Skills of the class include: Introduction to video for digital and social media platforms, principles of photography, design for web and mobile platforms, and the roles each play in interactive and engaging storytelling. An emphasis will be placed on visual stories for web, mobile and social media.

Students will also explore the fundamentals of digital news design, including interactivity and presentation as it applies to journalistic story forms across platforms. In addition to providing you with skills necessary to produce journalistic multimedia stories, including videos and audio slideshows, we will also cover ethical, legal and social issues affecting visual journalists. Finally, we will explore an introduction to best practices for social media.

We will take a practical, hands-on approach in this class. An introduction to photo, audio and video editing software will be provided.

A modern mobile or tablet device with a camera such as the iPhone X or Android Device will be used as a primary content-gathering device in the class. You'll learn how to use your device as a journalist, including using apps for shooting, editing and other visual purposes. A required toolkit with mobile accessories is listed under required readings and supplementary materials for this course. However, if students cannot obtain these accessories because of financial or other limitations, please contact your instructor for other options. Assignments for this class may be solely done on your modern mobile device or laptop.

More importantly, you will learn how to think visually and develop a mobile mindset when it comes to reporting. This course will introduce students to DSLR cameras and its functions. Using DSLRs is optional for video and photo assignments.

## II. Student Learning Outcomes

- Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.
- Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.
- Students will identify principles of news design in journalism.
- Students will recognize basic social media best practices and related professional journalism standards.
- Students will analyze ethical/legal standards and diversity issues in visual journalism.

## III. Course Notes

Class materials, lectures, assignments, homework and grades will be posted in Blackboard. Students will use social distance reporting methods for this course that may be adjusted based on state and county guidelines and university guidelines. A list of best practices will be provided. Please note that these guidelines may change.

## IV. Description and Assessment of Assignments

We will focus on creating and publishing multimedia stories. Your multimedia stories must be local, campus or community-related. You will work individually on most projects, but may also be assigned to work in teams for some assignments. As part of this class, students will complete a video story for the web or social media, a photo series for the web or social media, an audio slideshow assignment for Web or social media, photo essay, photo assignments on Instagram, design assignments, and miscellaneous class assignments. A group presentation will also be developed on themes related to ethics, law and diversity. At your instructor's discretion, some assignments may be in coordination with your writing and reporting classes and/or the Annenberg Media Center. Assignments will be published to social media platforms and/or using Adobe Spark Page or other tools.

## V. Grading

### a. Breakdown of Grade

Assignment	Learning Objective	% of Grade
Final: Digital video project	<ul style="list-style-type: none"><li>• Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.</li></ul>	20%
Midterm: Audio Slideshow for Instagram	<ul style="list-style-type: none"><li>• Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.</li><li>• Students will create news stories using video, audio and</li></ul>	15%

	graphics for digital media—including the web, social media and mobile devices.	
Photo Essay Assignment: For web with written narrative and text	<ul style="list-style-type: none"> <li>Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.</li> </ul>	15%
Instagram story: Designed for mobile, with design elements, audio and video. (Use of third party apps such as Canva or Illustrator permitted). This should be a well-developed story on a news feature topic.	<ul style="list-style-type: none"> <li>Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.</li> <li>Students will identify principles of news design in journalism.</li> <li>Students will recognize basic social media best practices and related professional journalism standards.</li> </ul>	10%
Design Assignments	<ul style="list-style-type: none"> <li>Students will identify principles of news design in journalism.</li> </ul>	10%
Law/Ethics/Diversity Group Presentation	<ul style="list-style-type: none"> <li>Students will analyze ethical/legal standards and diversity issues in visual journalism.</li> </ul>	10%
Misc. Assignments / Reflection	<ul style="list-style-type: none"> <li>Variety of learning objectives.</li> </ul>	10%
Quizzes	<ul style="list-style-type: none"> <li>Variety of learning objectives.</li> </ul>	10%
<b>TOTAL</b>		<b>100%</b>

**a. Grading Scale**

The final letter grade will be calculated as such:

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
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90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

### b. Grading Standards

Telling compelling stories is critical for your assignments. Strong characters, visuals and good reporting is essential for your projects. In addition to the concepts above and those covered in lectures and readings, assignments will be graded on accuracy, grammar, spelling, AP style, clarity, deadlines, conciseness, structure, proper punctuation, quality of interviews/reporting and use of quotes (if applicable), use/number/quality of sources, attribution, research, objectivity, etc. You must abide by the Society of Professional Journalists Code of Ethics (<http://www.spj.org/ethicscode.asp>), NPPA (<https://nppa.org/ethics>), SND (<http://www.snd.org>) and the RTNDA Code of Ethics ([http://www.rtdna.org/content/rtdna\\_code\\_of\\_ethics#.VTNMjltAwUU](http://www.rtdna.org/content/rtdna_code_of_ethics#.VTNMjltAwUU)).

Grading will be based on the quality of work and application of principles and concepts learned in class and from required readings. Criteria for grading also includes quality of audio, storytelling, accuracy, technical quality. Grading will also be based on meeting deadlines. Late work is not accepted in this class. For story assignments, publishable work should be submitted taking into account audience, engagement and platform/outlet, along with principles discussed in lectures and textbooks.

In addition, the Annenberg grading policy will be applied as follows:

All assignments will be edited on a professional basis and you will be judged first on the accuracy, fairness and completeness of your stories. You will then be evaluated for style, editing, production value, originality and the ability to meet deadlines.

“A” stories are accurate, clear, comprehensive stories that are well written and require only minor copyediting (i.e., they would be aired or published). Video work must also be shot and edited creatively, be well paced and include good sound bites and natural sound that add flavor, color or emotion to the story.

“B” stories require more than minor editing and have a few style or spelling errors or one significant error of omission. For video, there may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites is required.

“C” stories need considerable editing or rewriting and/or have many spelling, style or omission errors. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable. Sound bites add little or no color - only information that could be better told in the reporter’s narration.

“D” stories require excessive rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.

“F” stories have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts. Any misspelled or

mispronounced proper noun will result in an automatic “F” on that assignment. Any factual error will also result in an automatic “F” on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of “F” and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.
- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more “dramatic” video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.
- Violating the SPJ, NPPA, or SND Code of Ethics.

### **c. Grading Timeline**

Assignments will be graded and return within one to two weeks after submissions.

## **VI. Assignment Rubrics**

Assignment rubrics and requirements will be distributed to students for every major assignment in the course.

## **VII. Assignment Submission Policy**

- A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. Instructor is not obligated to accept late assignments.
- B. Assignments must be submitted via Blackboard unless otherwise indicated by your instructor.
- C. Assignments are due before the start of class on the date indicated unless otherwise indicated by your instructor.
- D. All assignments must be your original work produced this semester for this course only.
- E. No assignments will be accepted after the last day of class. Failure to turn in an assignment by the last day of class will result in a failing grade for that assignment.

## **VIII. Required Readings and Supplementary Materials**

Videojournalism: Multimedia Storytelling by Kenneth Kobre

ISBN-13: 978-0240814650

ISBN-10: 0240814657

Mobile-First Journalism by Steve Hill, Paul Bradshaw

ISBN-10: 1138289302

ISBN-13: 978-1138289307

Recommended: The Non-Designer's Design Book (Non Designer's Design Book), 4<sup>th</sup> edition by Robin Williams.

ISBN-13: 978-0133966152

ISBN-10: 0133966151

Readings may be posted weekly in Blackboard. Students are responsible for reading articles posted by professors and commenting/participating in Blackboard and in-class discussions on readings.

**Resources:** Helpful websites.

Mojo Manual: <http://www.mojo-manual.org/>

Kobre Guide: <http://kobreguide.com>

NeimanLab: <http://www.niemanlab.org/>

Instagram Blog: <https://business.instagram.com/blog>

Media Storm: [mediastorm.com](http://mediastorm.com)

NPPA: <https://nppa.org>

SPJ: <http://www.spj.org>

SND: <http://www.snd.org>

NPR's Visual Guidelines: <https://www.npr.org/about-npr/688746774/special-section-visual-journalism>

BBC Social Media Academy: <http://www.bbc.co.uk/academy/journalism/skills/social-media>

Journalist's Toolbox: <http://www.journaliststoolbox.org/archive/mobile-journalism/>

NewsWhip: <https://www.newswhip.com/>

Sprout Social blog: <https://sproutsocial.com/insights/>

### IX. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

### X. Add/Drop Dates for Session 001 (15 weeks: 8/23/21 – 12/3/21)

Link: <https://classes.usc.edu/term-20213/calendar/>

**Friday, September 10:** Last day to register and add classes for Session 001

**Friday, September 10:** Last day to change enrollment option to Pass/No Pass or Audit for Session 001

**Friday, September 10:** Last day to purchase or waive tuition refund insurance for fall

**Tuesday, September 14:** Last day to add or drop a Monday-only class without a mark of "W" and receive a refund or change to Pass/No Pass or Audit for Session 001

**Friday, October 8:** Last day to drop a course without a mark of "W" on the transcript for Session 001. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, October 8:** Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

**Friday, November 12:** Last day to drop a class with a mark of "W" for Session 001

### XI. Course Schedule: A Weekly Breakdown

**Important note to students:** Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics	Lectures, Readings Homework, Quizzes (to	Deliverable/Due Dates for Major Assignments (due by the start of class)

		be completed before class)	
<p><b>Week 1</b> <b>Date: 8/25</b></p>	<p>Syllabus, Class Projects, Semester Overview, Intros</p> <p><b>Visual media literacy: What makes a good photograph?:</b> Composition, rule of thirds, depth of field.</p> <p>Portraits/variety of shots/wides/close/establishing</p> <p>Social distance reporting methods</p> <p>Highlights: Ethics (NPPA), Journalism and photojournalism/designers (SND) professional responsibilities.</p>	<p>Complete Module 1 (See Blackboard)</p> <p>Readings</p> <p>Kobre, Chapters 1 and 2</p> <p>Hill &amp; Bradshaw, Chapter 1</p> <p>Article: <a href="https://www.mojo-manual.org/understanding-mobile-journalism/">https://www.mojo-manual.org/understanding-mobile-journalism/</a></p> <p>Article: <a href="https://www.mojo-manual.org/shot-types-and-angles/">https://www.mojo-manual.org/shot-types-and-angles/</a></p> <p>Article <a href="https://www.mojo-manual.org/frames-and-composition/">https://www.mojo-manual.org/frames-and-composition/</a></p>	
<p><b>Week 2</b> <b>Date: 9/1</b></p>	<p><b>Writing text with visuals:</b> Captions for Web/Instagram text posts. Writing text for photo essays. Examples: National Geographic + more.</p> <p>Mobile apps: Adobe Spark Page, Instagram.</p> <p>Note: Students may bring in their own DSLR for next class.</p>	<p>Kobre: Chapters 3 and 4</p> <p>Hill &amp; Bradshaw, Chapter 2</p> <p>Web article: <a href="#">NPR Photo Guidelines</a></p> <p>Kobre: Chapter 7</p> <p>Web article: <a href="#">Why Instagram is this journalist's favorite tool</a></p> <p>Web article: <a href="#">5 shots for strong photo essays</a></p>	<p><b>HOMEWORK ASSIGNMENT:</b> Photo Essay Assignment: For web with written narrative and text. <b>Due by the start of class on Week 4 on 9/15. SEE ASSIGNMENT HANDOUT for detailed requirements.</b></p> <p>QUIZ on readings.</p>
<p><b>Week 3</b> <b>Date: 9/8</b></p>	<p><b>Visual Media Literacy:</b> Manipulating light. Using a DSLR and mobile. ISO, aperture, and lenses. Capturing moments in photojournalism. Light and color.</p>	<p>Complete Module 3 (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 5 and 6</p>	

	<p><b>News judgment and the elements of a compelling visual story via photo essays.</b> Capturing a variety of shots and composing written narratives for Web.</p>	<p>Hill &amp; Bradshaw, Chapter 3</p> <p>Web article: <a href="#">Basic Camera Techniques from Guardian Photo Editor</a></p>	
<p><b>Week 4</b> <b>Date: 9/15</b></p>	<p><b>Blending stills and audio</b> (audio slideshows). Interviewing with a focus on audio for multimedia.</p> <p>APPS: Hokusai, Anchor, Voice Recorder Pro, etc.</p> <p>Becoming familiar with audio equipment and best practices for your phone and DSLR.</p>	<p>Complete Module 4 (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 8 and 9</p> <p>Hill &amp; Bradshaw, Chapter 4</p> <p>Web article: <a href="#">How to tell powerful narratives on Instagram</a></p> <p>Web article: <a href="https://www.mojo-manual.org/filming-tips-audio/">https://www.mojo-manual.org/filming-tips-audio/</a></p>	<p><b>DUE: Photo Essay Assignment—</b> <b>For web with written narrative and text</b></p>
<p><b>Week 5</b> <b>Date: 9/22</b></p>	<p><b>Ethics and law for visual journalists. Diversity issues in visual journalism.</b> <b>Presentations done in class</b></p> <p>Identification of professional standards for editing, filters and toning. Copyright and creative commons. Libel relating to captions, headline and design. False light. Covering protests. Safety issues. Verification.</p> <p>Mobile App: Lightroom</p>	<p>Complete Module 5 (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 10 and 11</p> <p>Hill &amp; Bradshaw, Chapter 5</p> <p>Web article: <a href="#">The Milky Way Photo on Nat Geo is Raising Eyebrows</a></p> <p>Web article: <a href="#">World Press Photo Disqualifies 20% of its Contest Finalists</a></p> <p>Web article: <a href="https://www.cjr.org/q_and_a/new-york-times-iran-ukraine-flight.php">https://www.cjr.org/q_and_a/new-york-times-iran-ukraine-flight.php</a></p>	<p><b>DUE: Law/Ethics/Diversity Group Presentation</b></p>



		<p>Web article:  <a href="https://www.cnn.com/2020/06/13/media/seattle-fox-news-autonomous-zone-protest/index.html">https://www.cnn.com/2020/06/13/media/seattle-fox-news-autonomous-zone-protest/index.html</a></p>	
<p><b>Week 6</b>  <b>Date: 9/29</b></p>	<p><b>Audio Editing:</b> Basic audio editing with Adobe Audition. Editing audio on your mobile device.</p>	<p>Complete Module 6  (See Blackboard)</p> <p>Readings:  <a href="https://training.npr.org/2017/01/31/the-ear-training-guide-for-audio-producers/">https://training.npr.org/2017/01/31/the-ear-training-guide-for-audio-producers/</a></p> <p>Hill &amp; Bradshaw,  Chapter 6 &amp; 7</p>	
<p><b>Week 7</b>  <b>Date: 10/6</b></p>	<p><b>Video Editing:</b> Editing video with Premiere.</p>	<p>Complete Module 7  (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 12 and 13</p> <p>Web Reading:  <a href="http://www.interhacktives.com/2019/11/20/adobe-premiere-pro-7-tips-to-make-your-videos-more-professional/">http://www.interhacktives.com/2019/11/20/adobe-premiere-pro-7-tips-to-make-your-videos-more-professional/</a></p>	
<p><b>Week 8</b>  <b>Date: 10/13</b></p>	<p><b>Media Literacy: Understanding News Judgement for Producing Digital Video.</b> Finding and pitching compelling stories. Sourcing and attribution in social videos.</p> <p>Narrative storytelling examples. Developing character-based stories. Setting a scene. Video on the web and social media. Story arc and structures. Audience-first focus.</p> <p>Discuss final project specs. Discuss theme for the final project. Shoot</p>	<p>Complete Module 8  (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 14 and 15</p> <p>Hill &amp; Bradshaw,  Chapter 8</p> <p>Web reading:  <a href="https://www.poynter.org/reporting-editing/2012/6-questions-journalists-">https://www.poynter.org/reporting-editing/2012/6-questions-journalists-</a></p>	<p><b>DUE: Midterm—Audio Slideshow for Instagram</b></p>

	<p>vertical. See handout for final project requirements.</p>	<p><a href="#">should-be-able-to-answer-before-pitching-a-story/</a></p> <p>Web reading: <a href="#">Project Blueprint</a></p> <p>Web reading: <a href="#">What's Different About Social Videos</a></p>	
<p><b>Week 9</b> <b>Date: 10/20</b></p>	<p><b>Media Literacy: Understanding best practices for interviewing and shooting sequences in story development.</b> The basics of the five shots. More on character development.</p> <p>Editing video on your mobile device. Editing on mobile with Adobe Rush, Clips, Quik or similar app.</p>	<p>Complete Module 9 (See Blackboard)</p> <p>Readings:</p> <p>Kobre: Chapter 16</p> <p>Web article:</p> <p><a href="https://www.mojo-manual.org/finding-a-story-and-location/">https://www.mojo-manual.org/finding-a-story-and-location/</a></p> <p>Web article: <a href="#">Sequencing and Storyboards</a></p>	
<p><b>Week 10</b> <b>Date: 10/27</b></p>	<p>Guest speaker—Theme: Covering protests</p>	<p>Complete Module 10 (See Blackboard)</p> <p>Readings:</p> <p><a href="https://www.npr.org/sections/publiceditor/2020/06/18/879223467/should-images-of-protesters-be-blurred-to-protect-them-from-retribution">https://www.npr.org/sections/publiceditor/2020/06/18/879223467/should-images-of-protesters-be-blurred-to-protect-them-from-retribution</a></p> <p><a href="https://www.niemanlab.org/2020/06/its-time-to-change-the-way-the-media-reports-on-protests-here-are-some-ideas/">https://www.niemanlab.org/2020/06/its-time-to-change-the-way-the-media-reports-on-protests-here-are-some-ideas/</a></p>	

<p><b>Week 11</b> <b>Date: 11/3</b></p>	<p><b>Media Literacy: An introduction to best practices for social media.</b> The Stories Format: Using Instagram Stories to tell a cohesive journalistic story.</p> <p><b>Emerging media in visual journalism.</b> GIFs, TikTok, and emerging visual apps. Work on video final and web portfolio projects in class.</p> <p>Apps: Giphy, TikTok</p> <p>Using third party apps with Instagram Stories: Photoshop, Canva, more.</p>	<p>Complete Module 11 (See Blackboard)</p> <p>Readings:</p> <p>Web Reading: <a href="https://ijnet.org/en/story/tips-journalists-using-instagram-stories">https://ijnet.org/en/story/tips-journalists-using-instagram-stories</a></p> <p>Web reading: <a href="https://www.facebook.com/journalismproject/bbc-news-instagram">https://www.facebook.com/journalismproject/bbc-news-instagram</a></p>	<p><b>DUE: Instagram story—Designed for mobile, with design elements, audio and video. (Use of third party apps such as Canva or Illustrator permitted). This should be a well-developed story on a news feature topic.</b></p>
<p><b>Week 12</b> <b>Date: 11/10</b></p>	<p><b>Media Literacy: The Principles of Media News Design.</b> Developing conceptual designs. Application of contrast, repetition, proximity, interactivity, layouts &amp; grids.</p> <p><b>Media Literacy: Using typography and color to communicate.</b> Font families, contrasting color. Telling interactive and engaging stories across platforms with a focus on presentation and user experience. Visual standards for Web and mobile.</p> <p>Apps: Adobe Spark Post, and Canva mobile app.</p> <p>Designing graphics with Infogram.</p>	<p>Complete Module 12 (See Blackboard)</p> <p>Readings:</p> <p>Hill &amp; Bradshaw, Chapter 9</p> <p>Web Reading: <a href="https://www.niemanlab.org/2018/12/news-but-make-it-cinematic/">https://www.niemanlab.org/2018/12/news-but-make-it-cinematic/</a></p>	

<p><b>Week 13</b> <b>Date: 11/17</b></p>	<p><b>Emerging media in visual journalism.</b> GIFs, TikTok, and emerging visual apps. Work on video final and web portfolio projects in class.</p> <p>Apps: Giphy, TikTok</p> <p>Screen Final Projects</p>	<p>Complete Module 13 (See Blackboard)</p> <p>Readings:</p> <p>Web reading:  <a href="https://www.poynter.org/reporting-editing/2020/as-tiktok-grapples-with-weightier-topics-journalists-are-tuning-in-to-deliver-the-news/">https://www.poynter.org/reporting-editing/2020/as-tiktok-grapples-with-weightier-topics-journalists-are-tuning-in-to-deliver-the-news/</a></p> <p><a href="https://engineering.stanford.edu/magazine/article/pamela-chen-how-meme-culture-and-algorithms-are-reshaping-photography">https://engineering.stanford.edu/magazine/article/pamela-chen-how-meme-culture-and-algorithms-are-reshaping-photography</a></p>	<p><b>DUE: Design assignment - Animated social card.</b></p>
<p><b>Week 14</b> <b>Date: 11/24</b></p>	<p><b>[Thanksgiving Recess:</b> Wednesday, November 24, to Sunday, November 28]</p>		<p><b>NO CLASS</b></p>

<b>Week 15</b> <b>Date: 12/1</b>	What's next in visual journalism? VR, GoPro, AR, 360, Drones.	Web reading: Choose three articles to read from <a href="https://medium.com/journalism360">https://medium.com/journalism360</a>	<b>IN-CLASS ASSIGNMENT:</b> 360 photo assignment in class. <b>Due by the end of today's class. Photos must be shot during class.</b>  <b>USC Course Evaluation</b>
<b>FINAL EXAM PERIOD</b> <b>Date: 12/8</b> <b>4:30-6:30 p.m.</b>	Summative experience. Reflections and group activity.		<b>DUE: Final—Digital video project</b> <b>DUE: Reflection, Web portfolio due in Blackboard.</b>

## XII. Policies and Procedures

### Communication

You may contact me via email, cell (call/text). I will reply to emails within 24-48 hours (usually sooner). The quickest way to reach me for urgent matters is via text.

### Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

### Statement on Academic Conduct and Support Systems

#### a. Academic Conduct

##### Plagiarism

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

*USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism’s policy on academic integrity and repeated in the syllabus for every course in the school:

“Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an ‘F’ on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators.”

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

### **b. Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault,

non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](https://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscса.usc.edu](https://uscса.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenbergsuccessfund.usc.edu/current-students/resources/annenbergscholarshipsandawards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

### **XIII. About Your Instructor**

**Robert Meeks** is senior director of video for the Los Angeles Times covering news, business and politics.

Prior to the Times, Meeks served as the director of video for the Los Angeles News Group. There he established video guidelines for the group's nine newspapers, including the Los Angeles Daily News and the Press-Telegram in Long Beach.

He started his journalism career at the Orange County Register, where he was a beat reporter covering Anaheim Hills and Villa Park. He has also written for The Compton Bulletin and The Inglewood Tribune.