USC Annenberg

JOUR 323: Journalism and The Audience
2 Units

Fall 2021 – Wednesdays – 2-3:40 p.m.
Section: 21327D
Location: ANN 405

Instructor: Robert Hernandez
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Office Hours: One-hour before and after class or by appointment.

Course Description

Journalism today is so much more than finding, verifying and publishing facts. To succeed in the modern media landscape, journalists must do all those things, plus engage directly with their audience and understand who will consume their stories as well as why and how they will consume them. This class is designed to increase your understanding of how news and information flow online and to help you find your place in the media ecosystem. A key framework for this is user-centered design / product thinking for journalism.

We will accomplish this by first studying the realities of media today, critiquing news organizations' current practices and output and becoming consumers of news products to further understand and critique that experience.

Then, you will draw on your already established abilities as a reporter to create a journalism product that serves a specific audience. You will do this by completing a semester-long project focused on a beat/topic or an approved capstone-style final project. (Project platform examples: a newsletter, a podcast, a blog, a YouTube series, an Instagram account, etc.) You must identify your audience at the outset of your project, and you will assess the effectiveness of your efforts though analytics tools and audience surveys.

By the end of this class, you should have an online presence that is impressive to potential employers: robust and professional social media profiles befitting of a young, modern journalist; a portfolio site showcasing your work; and a growing audience that's engaged with your reporting on a specific story or beat. You will also demonstrate an understanding of the realities of online publishing today and develop the critical thinking skills necessary to allow you to adapt throughout your career.

Student Learning Outcomes

This course will teach you:
- To critically examine our current media landscape and an evolving media ecosystem
- To apply user-centered design/product thinking principles to create and distribute content
- To define and serve a specific audience with your stories
- To use your interests, sources and existing online presence as an emerging professional journalist or content creator
- Define and apply best practices for journalists/content creators on social media
- Define and apply best practices for journalism/non-fiction products

Description and Assessment of Assignments

By the end of this course, you will:

- Identify and engage a specific audience for journalism/non-fiction content through your work on a semester-long project
- Use social media and website analytics to manage your own online presence and semester-long project
- Apply product thinking principles and audience engagement strategies through stories and product you create
- Launch a product that serves a specific audience through strategic planning

Weekly assignments

The majority of this class focuses on the development of a semester-long project that showcases your reporting and embodies best practices of audience engagement and journalism product thinking. Therefore, weekly assignments have two components: traditional reporting where you will draw on skills, and possibly sources, you've built during your time at Annenberg, and the application of in-class lessons on product, social media and audience development. This project will comprise the bulk of your grade. You will also be required to complete weekly readings that cover these topics.

You should expect to be reporting every single week after your project pitch is approved – and the more aggressive you are as a reporter, the better your project will be. However, weekly lessons will not be focused on reporting, and while reporting is listed as homework, you will be responsible for being a self-starter in this area, as the class will mainly focus on topics that are not as well covered in your other Annenberg core classes.

You will also be required to complete other assignments – both in and out of class – and written reflections based on class lectures and readings. Another part of this class is developing a professional online presence, so you are advised to set up a portfolio website, and you will be required to improve and reflect upon your social media presence.

Participation

Participating in class discussions is part of your grade. Absences from discussions and in-class assignments, such as quizzes, are only excused for documented illness, family emergencies and religious holidays. Do not schedule interviews (for jobs or with sources) during class time, as you will not be allowed to make up in-class assignments. Class starts promptly, so do not come late. Lecture slides are posted each week in the class website, but the professor will not go over material you missed in class with you, unless your absence falls into one of the excused categories.

There will be in-class quizzes on news industry developments, industry figures and important newsmakers, in addition to reviewing the previous week's lecture. This means that **you must stay up to date with the news and with industry trends**. Methods for doing so are outlined below.

This class will be carried out like a professional newsroom. The instructor acts as editor and you need to be in communication during the assignments. Don't miss deadline.

Your effort, reporting and storytelling skills, attention to detail and ability to follow instructions will be reflected in your overall grade.

Course Notes and Policies

This class will use a password-protected, WordPress site to distribute the weekly lecture slides and outline the specs of assignments, including the deadline. Many assignments will also be turned in via this site. What is posted on the class site – even if it differs from the syllabus – is what is expected. (You will be emailed specific login information to this site on the first week of class.)

The site URL is https://elprofe.me/j323-fa21

Blackboard will be used only to show course grades.

Communication

There are two overarching rules: 1) Always be in communication with your professor/editor. 2) Never miss deadline. If you may have issues making deadline, please refer to rule #1.

Your professor is constantly online – it's part of his job, to the point of obsession. There is no excuse to not reach out to him whenever you have a question. Do not wait until 15 minutes before deadline or minutes after. All assignment details, deadlines and class slides will be posted weekly via the class site.

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.

Laptops are meant to enhance your in-class education, not distract from it. The professor may ask the class to close their laptops for specific moments during class, especially when we are hosting a guest speaker.

Required Readings and Supplementary Materials

As a journalist, you must be familiar with the news of the day. Please read, view or listen to the daily reports of the news organizations listed below not only for the news, but also how each platform reports, writes and delivers the news. There are subtle and significant differences in how news is delivered on the air, on digital platforms and in print.

Los Angeles Times: latimes.com
The New York Times: nytimes.com
BuzzFeed News: buzzfeed.com/news
NBC News: nbcnews.com

Follow @BuzzFeedNews, @AP and @WashingtonPost on Twitter

Download these apps and sign up for push alerts:
Associated Press
BuzzFeed News
New York Times
Washington Post

Watch at least one national and local newscast every day:
NBC Nightly News, CBS Evening News, ABC World News, KABC, KCBS/KCAL, KNBC, KTLA, KTTV

Listen to NPR (KPCC or KCRW)

Listen to podcasts like On The Media

Watch New York Times, Washington Post, CNN, NBC News and NowThis on Snapchat Discover, Instagram and Facebook Watch.

Add these news organizations on Instagram and watch their Stories:
The Guardian
CNN
New York Times

In addition to keeping up with the news in detail, staying current on industry trends is vital to this class and your evolution as a journalist. You should budget time each day to read about industry developments. The below newsletters come strongly recommended.

Newsletters:
News Product Alliance newsletter: https://bit.ly/npa-newsletter
Pew Research Center Daily Briefing of Media News: http://bit.ly/readthisdaily
API's Need to Know: http://bit.ly/readAPItoo
Nieman Lab: http://bit.ly/andniemantoo

Helpful websites:
BBC Social Media Academy: http://www.bbc.co.uk/academy/journalism/skills/social-media
Media Shift: http://www.pbs.org/mediashift/
Journalist's Toolbox: http://www.journaliststoolbox.org/archive/mobile-journalism/
NPPA: https://nppa.org
SPJ: http://www.spj.org
NPR training: http://training.npr.org/category/social-media/
NPR Social Media Code of Ethics: http://ethics.npr.org/tag/social-media/

Grading Breakdown
- In-class, online participation   10 percent
- Quizzes   10 percent
- Exercises/Assignments   35 percent
- Midterm reflection   20 percent
- Final Project/Launch report   25 percent
- **Total**   **100 percent**

Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
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

Grading Standards
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, transparency, ethics, etc. You must abide by the Society of Professional Journalists Code of Ethics (http://www.spj.org/ethicscode.asp), NPPA (https://nppa.org/ethics), and NPR Social Media Code of Ethics (http://ethics.npr.org/tag/social-media/) and the RTNDA Code of Ethics (http://www.rtdna.org/content/rtdna_code_of_ethics#.VTNMjItAwUU).

Criteria for grading also includes quality of audio, video and overall storytelling technique. Grading will also be based on meeting deadlines. **Late work is not accepted in this class and will result in a zero on the assignment.**

All assignments will be edited on a professional basis, and you will be judged first on the accuracy and fairness of your stories. All material (information, photo, video, etc.) that is not your own original reporting must be verified

and clearly cited and sourced. Additionally, I copy edit every assignment and will **deduct one point for each AP style error.**

Journalism
Our curriculum is structured to prepare students to be successful in a professional news organization with the highest standards. Students will be evaluated first on accuracy and truthfulness in their stories. Good journalism prioritizes transparency, context and inclusivity. All stories should be written in AP style unless Annenberg style conflicts, in which case students can follow Annenberg style.

The following standards apply to news assignments.

"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. Sources are varied, diverse and offer a complete view of the topic.

"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. Sources are mostly varied, diverse and offer a complete view of the topic.

"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. Sources are repetitive or incomplete.

"D" stories require excessive rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements. Sources are repetitive or incomplete.

"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.

For assignments other than conventional news reporting, quality of research and clarity of expression are the most important criteria. In research papers, good research should be presented through good writing, and good writing should be backed up by good research. Clarity of expression includes thoughtful organization of the material, insight into the subject matter and writing free from factual, grammatical and spelling errors. Research should draw on a diverse range of sources.

Grading Timeline

Assignments will be graded promptly, with grades posted on Blackboard when completed. General feedback is given in the classroom setting for the benefit of the entire class. Individual feedback will be reserved for specific assignments, unless requested by the student. There will be a required one-on-one meeting with the professor to address any grades or course concerns.

Assignment Rubrics

Each assignment will be outlined in the class lecture and posted on the class site. If you have any questions on what the assignment is, when it is due and how to complete it, contact your professor – after reviewing the site.

Assignment Submission Policy

- All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, **late assignments will automatically be recorded as a <u>zero</u>**.
- Assignments must be submitted via the class site or email.
- Assignments are due before the start of class on the date indicated unless otherwise indicated by your instructor.

This course produces semester-long journalism products, many of which are portfolio products students use and maintain after the course or even graduation. While it may not be a perfect fit with the student publications, students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit http://bit.ly/SubmitAnnenbergMedia for more information about that submission and review process and email Daily Trojan news editors at dt.city@gmail.com for more on how to pitch your work to the campus newspaper.

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

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/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 **Date: 8/25**	Syllabus review and introductions Online inventory: Your portfolio, social media presence and digital footprint	**Assignments:** 1. Sign up for social. 2. Take journalism user experience survey. 3. Profile a media role model: Write 500 words about how an individual media person embodies a	**Due:** n/a

		modern, cross-platform presence. List specific examples, plus links. Post the profile on the class WordPress site. **Reading:** "Who's that interrogating you? These tools can help you avoid a sting" https://www.poynter.org/news/whos-interrogating-you-these-tools-can-help-you-avoid-sting (Poynter); begin "The Platform Press: How Silicon Valley reengineered journalism" https://www.cjr.org/tow_center_reports/platform-press-how-silicon-valley-reengineered-journalism.php (Columbia Journalism Review)	
Week 2 **Date: 9/1**	Review 'role model' profiles. Review experience survey results. Guest lecture: The distributed news landscape: Where your content goes and who it reaches	**Assignments:** 1. Audit a classmate: You are a hiring manager with your classmate's name. Research them and write about what you find. What does your partner's online presence say? Would you hire him/her? Write 700 words with constructive advice. 2. Your "Mission Statement": What do you want to be known as… whether in journalism or not, what is your guiding principles and ideal reputation. **Reading:** Nieman Lab Predictions 2021 https://www.niemanla	**Due:** User experience survey; role model profile

		b.org/collection/predictions-2021	
Week 3 **Date: 9/8**	Nieman Lab Predictions discussion Discussion of audit results: What can you do better, and where are your strengths and how do you define your presence? Introduction to semester-long project > Showcasing past projects	**Assignments:** 1. Look at feedback from your audit and make appropriate changes. Write a 200-word before-and-after report, incorporating the Mission Statement (with revisions, if needed). 2. Interview three friends about how they get news and keep a media journal for one week, observing your own news consumption habits. Write 750 words comparing your habits to those of your friends and reflecting on what you need to do to keep your friends engaged in news you produce. Due Week 5. **Reading:** Nieman Lab Predictions 2021 https://www.niemanlab.org/collection/predictions-2021	**Due:** Classmate audit and Mission Statement
Week 4 **Date: 9/15**	Nieman Lab Predictions discussion Review reflection and share changes. Platforms: Who is your audience and how can you find them? Breakdown past projects and outline final content expectations.	**Assignments:** 1. Prepare a story/series/beat pitch for your semester-long project. This means you need to demonstrate established sources and/or identify potential sources. You must also identify an audience for your project and explain why this audience will be interested in your reporting. Also select your platform, and justify why. Due week 6. 2. Interview three friends about how they	**Due:** Before-and-after online audit report Interview/media journal assignment due by week 5

		get news and keep a media journal for one week, observing your own news consumption habits. Write 750 words comparing your habits to those of your friends and reflecting on what you need to do to keep your friends engaged in news you produce. **Reading:** Nieman Lab Predictions 2021 https://www.niemanla b.org/collection/predic tions-2021	
Week 5 **Date: 9/22**	Review journal and interviews. Building an audience for reporting (aka your value add)	**Assignments:** 1. Identify an appropriate platform/medium for your project. Does it fit the story and the potential audience you've identified? 2. WATCH: The Design Thinking Process https://www.youtube.c om/watch?v=_r0VX-aU_T8	**Due:** Interview/media journal assignment due Project pitch (focus on identifying the topic/beat and the target audience. Plus select and justify your platform.) Due week 6.
Week 6 **Date: 9/29**	Review Product pitches Intro to Design Thinking Process	**Assignments:** 1. Write 500 words about how you will apply product thinking to your project, using design thinking steps or Facebook's 3 Qs 2. Begin preparing/reporting once your project idea is approved. **Reading:** Nieman Lab Predictions 2021 https://www.niemanla b.org/collection/predic tions-2021	**Due:** Project pitch (identifying the topic/beat and the target audience. Plus select and justify your platform.)
Week 7 **Date: 10/6**	Nieman Lab Predictions discussion	**Assignments:** Prepare your product pitch 'Shark Tank' style for the class	**Due:** 500-word product thinking report

	Guest lecture: Product thinking as it applies to journalism Resources on branding/logo design	**Reading:** Nieman Lab Predictions 2021 https://www.niemanlab.org/collection/predictions-2021	
Week 8 **Date: 10/13**	Project pitches	**Assignment:** 1. Launch your project! (Incorporating feedback from your peers and professor). 2. Write a 500-word reflection on your project launch, explaining how you're practicing audience-first principles and what effect that had on your journalism. **Reading:** Nieman Lab Predictions 2021 https://www.niemanlab.org/collection/predictions-2021	**Due:** Project pitch
Week 9 **Date: 10/20**	Review how the launch went; Plan any changes/pivots? CrowdTangle training (Strategies for engaging your audience)	**Assignment:** 1. Harnessing CrowdTangle to enhance your product (find sources, trends, more followers and general inspiration) and write a 500-post 2. Install the latest version of Snapchat Lens Studio https://lensstudio.snapchat.com/ **Reading:** Nieman Lab Predictions 2021 https://www.niemanlab.org/collection/predictions-2021	**Due:** Launch reflection Directions for me to find and/or subscribe to your project. Post links on class site.
Week 10 **Date: 10/27**	Review CrowdTangle insights Emerging Tech: Incorporating AR into your Product	**Assignment:** 1. Using a template, create a custom Snapchat Lens (icon, content, etc.) related to your project. **Reading:** Nieman Lab Predictions 2021 https://www.niemanla	**Due:** Online community insights

		b.org/collection/predictions-2021	
Week 11 **Date: 11/3**	Review Snapchat Lenses Freelancing: The Business of You	**Assignments:** 1. Content Agreement 2. Continue reporting and publishing. **Reading:** Nieman Lab Predictions 2021 https://www.niemanlab.org/collection/predictions-2021	**Due:** Custom Snapchat Lens
Week 12 **Date: 11/10**	Individual meetings with professor on Product and Content Agreement	**Assignment:** 1. Update Content Agreement 2. Start on a final reflection report for your project.	**Due:** Content Agreement
Week 13 **Date: 11/17**	MEGA PANEL: Guest panelists on getting jobs	**Assignment:** 1. Continue work on product 2. Work on final reflection	**Due:** 3 Qs for assigned panelists
Week 14 **Date: 11/24** **NO CLASS MEETING**	THANKSGIVING BREAK	**Assignments:** 1. Continue work on product 2. Work on final reflection	**Due:** N/A
Week 15 **Date: 12/1**	Course evaluations Did you measure up to your Mission Statement and add value	**Assignments:** 1. Publish the final iteration of your project.	**Due:** Work toward finalizing your product
FINAL EXAM PERIOD **Dates: Friday, December 10 - 2-4 p.m.**	Present analytics reports and lessons learned	Continue publishing your project if you found an audience and want to continue it!	**Due:** Final edition of your project

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 by 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. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, 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
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
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
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, 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
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
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
uscsa.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
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, 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
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
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.

About Your Instructor
ROBERT HERNANDEZ, aka WebJournalist, has made a name for himself as a journalist of the Web, not just on the Web. His primary focus is exploring and developing the intersection of technology and journalism – to empower people, inform reporting and storytelling, engage community, improve distribution and, whenever possible, enhance revenue. He is a Professor of Professional Practice at USC Annenberg, but he's not an academic…he's more of a "hackademic" and specializes in "MacGyvering" Web journalism solutions. He connects dots and people. He has worked for seattletimes.com, SFGate.com, eXaminer.com, La Prensa Gráfica, among others. Hernandez is also the co-founder of #wjchat and co-creator of the Diversify Journalism Project. His most recent work includes Augmented Reality, Wearables/Google Glass and Virtual Reality producing award-winning pieces under the name JOVRNALISM™. He serves on multiple national boards, organizes/runs conferences, is a lifetime member of the National Association of Hispanic Journalists and knows a lot of people in the industry. He is the recipient of SPJ's 2015 Distinguished Teaching in Journalism Award. He has made it to the frontpage of imgur several times.