



JOUR 210x: Basics of News Production for Non-Majors 2 Units

Fall 2023 – Set shift of six hours per week

Section 21080D

Location: Annenberg Media newsroom inside the Media Center
on the first floor of Wallis Annenberg Hall

Instructor: Christina Bellantoni

Office: Second floor inside the Media Center

Office Hours: By appointment, and as scheduled during
semester

Contact Info: christina.bellantoni@usc.edu;

Pronouns: she/her

Course Description

This course introduces non-journalism majors to reporting for television, social media or writing online by putting students to work as part of the multiplatform newsroom known as Annenberg Media. The student-led news outlet has live television and radio broadcasts Monday through Thursday and covers campus, the surrounding community and the world around us online and on social media. Students in this course will have the opportunity to experience and observe the structure and functions of editorial and production teams for television or digital journalism and elements of the news production cycle. Students will be required to work for six hours assigned to part of the newsroom each week. There is no formal lecture time for the course. Students will either watch or participate in a series of online trainings depending on the area of the newsroom they select over the first few weeks of the semester. Students will be actively participating in online news meetings and producing works of journalism no later than week five of the semester. The course is credit/no credit.

Student Learning Outcomes

- Identify and use diverse sources in news stories.
- Apply newsroom ethics and standards in a working newsroom.
- Research, report and write news stories under deadline in a collaborative news environment for the Annenberg Media student newsroom online at uscannenbergmedia.com, AND/OR Annenberg Media social media platforms.
- Record, edit and write audio and/or video news stories for Annenberg Media student newsroom television broadcasts and/or social media platforms.

Each of these learning outcomes will be evaluated through regular feedback sessions with your instructor. You should keep them in mind as you approach any work done in the newsroom.

Recommended preparation: Review stories published at uscannenbergmedia.com and work posted at [YouTube.com/AnnenbergMedia](https://www.youtube.com/AnnenbergMedia).

Description and Assessment of Assignments

Students in this course participate in reporting and writing for uscannenbergmedia.com, production of a daily television show streamed on YouTube, a radio broadcast, and/or journalism on social media platforms. Class work will consist of on-the-job training and experience that mirrors the real world.

Student duties include:

- Generating and researching story ideas for broadcast and online news outlets.
- Fulfilling different jobs during the production of television and radio newscasts and frequently updated social and digital platforms.
- Participating in the production of news content for digital and broadcast platforms.

You must make a commitment to work the same **SIX HOURS** each week for Annenberg Media. You may split that shift over more than one day, but six consecutive hours is preferred and will make for the best experience. You must sign up for the same weekly shift(s) and you will work with student leaders in charge of your coverage area with support from your instructor. You will not pass this class unless you attend each shift and put effort into fulfilling your newsroom duties as assigned.

You will also be required to participate in newsroom trainings and complete an assessment quiz based on those trainings. A complete schedule will be provided for you during the first week of class. You will hold regular check-in meetings with your instructor.

Course Notes and Policies

Students must attend **one** introductory lecture before being officially onboarded into the Media Center systems. The 30-minute lecture will be offered **Monday Aug. 21 at 3 p.m., Friday Aug. 25 at 11 a.m. or Tuesday Aug. 29 at 2 p.m.** Following that meeting, students will choose an area of the newsroom to work in and a shift day(s) and time(s). The instructor will provide students with a list of required workshops and a schedule for when and where those workshops will be held. Some will be offered in Week 1 but most will be offered or available for video viewing during the hours of the assigned shift in weeks 2 and 3. These trainings will be followed by a quiz to assess your understanding of newsroom best practices.

Your credit/no credit grade will be determined by your passing of the quiz, along with attendance and effort in newsroom production. The instructor will hold individual meetings with students over the course of the semester. She also will ask students to check in via Slack or in person when students begin each weekly shift and share their work.

The best place to review how-to documents and see trainings is <http://resources.uscannenbergmedia.com>.

Required Readings, hardware/software, laptops and supplementary materials

If you do not already have the Adobe Creative Cloud on your laptop, you will be given access to it for a download for Annenberg Media use. Email annenbergdl@usc.edu and cc christina.bellantoni@usc.edu to let them know you need a download. A cell phone that can take video is useful for this course.

Please follow @annenbergmedia on Twitter, Instagram, YouTube and other social channels.

You are required to keep up on the news by reading a variety of news outlets, listening to local and national radio or podcasts, and watching local and national news.

All USC students have access to the AP stylebook via the USC library.
(https://libproxy.usc.edu/login?url=http://www.apstylebook.com/usc_edu/.)

Students will be graded on adherence to Annenberg Media and AP style in assignments, including when writing about race and ethnicity. The updated AP style guidelines include capitalizing Black and deleting the hyphen in terms such as Asian American.

The following style guides will be available on BB:

NLGJA Stylebook on LGBTQ Terminology: <https://www.nlgja.org/stylebook/> National Center on Disability and Journalism: <https://ncdj.org/style-guide/>

Native American Journalists Association: <https://najanewsroom.com/reporting-guides/> National Association of Black Journalists: <https://www.nabj.org/page/styleguide>

Asian American Journalists Association: <https://aaja.org/2020/11/30/covering-asia-and-asian-americans/> The Diversity Style Guide: <https://www.diversitystyleguide.com>

The NAHJ Cultural Competence Handbook: <https://nahj.org/wp-content/uploads/2020/08/NAHJ-Cultural-Competence-Handbook.pdf>

Transjournalist Style Guide: <https://transjournalists.org/style-guide/> SPJ Diversity Toolbox: <https://www.spj.org/diversity.asp>

Annenberg also has its own style guide that students can access through the Stylebot on the Annenberg Media

Center's Slack workspace. Annenberg's style guide is being developed with input from students, and whether or not students use our guide, they can provide valuable input here: <http://bit.ly/annenbergediting>

In addition, Annenberg Media's Guide for Equitable Reporting Strategies and Newsroom Style (<https://bit.ly/AnnMediaEquitableReportingGuide>) created by students, has detailed guidelines on thoughtful language and best practices for creating journalism respectful and reflective of a diverse world. Along with other useful resources, it can be found on Blackboard and is incorporated into the Stylebot (mentioned above).

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.

Annenberg is committed to every student's success. There are multiple resources available to assist students with issues that limit their ability to participate fully in class. Please reach out to a professor and/or advisor for help connecting with these resources. They include the Annenberg Student Success Fund, 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, and other scholarships and awards.

News Consumption and Knowledge of Current Events

As journalists, you should keep up with what is happening on campus, in the Los Angeles area, in the United States and around the world. USC provides subscriptions for students, staff and faculty to The New York Times and the Los Angeles Times, as well as the Wall Street Journal.

Through the USC library, you have access to many regional news outlets and a variety of publications that cover specific communities. You should be familiar with publications covering the many communities of Los Angeles such as The Los Angeles Sentinel, The Los Angeles Blade, The Los Angeles Wave, La Opinión, L.A. Taco, The Eastsider, The Armenian Weekly, High Country News, the Asian Journal and others. You should keep up with the Daily Trojan and uscannenbergmedia.com, including USC student-led verticals Dímelo, elevASIAN and Black., listen to NPR and news radio, watch local and national television news, read news email newsletters and push alerts and follow news organizations social networks, including Twitter, Instagram and TikTok. You're encouraged to sign up for Nieman Lab's newsletter, which publishes brief, readable articles on important issues in the media. Following the news will sharpen your judgment and provide good (and bad) examples of the state of mainstream journalism.

Grading

a. Grading Breakdown

Assignment	% of Grade
Daily news production and attendance	70%
Quiz assessing understanding and completion of training modules	10%
Regular check-ins with instructor and source reflection assignment	10%
Performance	10%
TOTAL	100%

b. Grading Standards

Students will be trained on and are expected to abide by the newsrooms ethical guidelines, best practices and coverage rules at all times. Maintaining professionalism and courtesy will be of utmost importance. Should any problems arise within the newsroom's student leadership, students in this course will be expected to raise the issue with the instructors right away.

Should students breach any ethical guidelines, they risk failing the course.

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

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.

Add/Drop Dates for Session 001

(15 weeks: 8/21/2023 – 12/01/2023; Final Exam Period: 12/6-13/2023)

Link: <https://classes.usc.edu/term-0231/calendar/>

Last day to add: Friday, September 8, 2023

Last day to drop without a mark of "W" and receive a refund: Friday, September 8, 2023

Last day to change enrollment option to Pass/No Pass or Audit: Friday, September 8, 2023 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, September 12, 2023

Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, October 6, 2023 [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 for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

Last day to drop with a mark of "W": Friday, November 10, 2023

Course Schedule: A Weekly Breakdown

A weekly schedule of the topics, readings, and deliverables for the course.

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 Dates: 8/21-8/25	Students must meet with instructor for office hours during their chosen six-hour shift to finalize the newsroom area where they wish to work and receive the training schedule.	Review stories on the uscannenbergmedia website and work posted on the @AnnenbergMedia YouTube page.	Attend one introductory 30-minute lecture. The 30-minute lecture will be offered: Monday Aug. 21 at 3 p.m. or Friday Aug. 25 at 11 a.m. Stop by the Media Center Open House on Thursday Aug. 24 from noon to 5 p.m.
Week 2 Dates: 8/28-9/1	Students must attend mandatory workshops or watch videos as advised.	Workshops to be posted here .	If you missed the introductory lecture, one will be held on Tuesday Aug. 29 at 2 p.m.
Week 3 Dates: 9/4-9/8	Students must attend mandatory workshops or watch videos as advised.		[Labor Day: Monday, September 4]

			<p>If you have chosen a Monday shift, you will not have a shift this week.</p> <p>Quiz must be taken by Sept. 10 (Instructor to email)</p>
Week 4 Dates: 9/11-9/15	Students can begin producing works of journalism during their six-hour shift.		
Week 5 Dates: 9/18-9/22	Students will check in with instructor via office hours. Students will all be producing journalism during their six-hour shift.		
Week 6 Dates: 9/25-9/29	Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		
Week 7 Dates: 10/2-10/6	Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		
Week 8 Dates: 10/9-10/13	Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		[Fall Recess: Oct. 12-13] If you have chosen a Thursday or Friday shift, you will not have a shift this week.
Week 9 Dates: 10/16-10/20	The newsroom will pause production this week. There will be workshops held and training refresher sessions. During your shift time this week you will instead meet with your instructor and write a short reflection about the sources you've used so far this semester, per assignment sheet to be shared.		
Week 10 Dates: 10/23-10/27	Newsroom resumes production. Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		
Week 11 Dates: 10/30-11/3	Students will check in with instructor via Slack when they		

	arrive. They will continue to produce journalism during their six-hour shift.		
Week 12 Dates: 11/6-11/10	Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		[Veterans Day: Friday, November 10]
Week 13 Dates: 11/13-11/17	Students will check in with instructor via Slack when they arrive. They will continue to produce journalism during their six-hour shift.		
Week 14 Dates: 11/20-11/24	The newsroom will pause production this week. Unlike “pause” week, you do not need to come in for your shift.		[Thanksgiving Break: November 22-26]
Week 15 Dates: 11/27-12/1	Students will work their final six-hour shift this week and also be given time to complete the course evaluation.		
Final Exams Dates: 12/6-12/13	You’re invited to the Annenberg Media Wrap Party to celebrate the end of the semester with food and merriment. Save the date for Mon., Dec. 4 from 3-5 p.m.		There is no final exam for this course. <i>Note: Students are encouraged to stay involved with Annenberg Media beyond this course. Make sure to speak with your instructor or a student leader about how to remain part of the newsroom.</i>

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

Academic Conduct

The USC Student Handbook (https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Academic Integrity violations (academic dishonesty) include, but are not limited to:

Plagiarism and Cheating

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.
- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.

USC School of Journalism Policy on Academic Integrity

https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459

"Since its founding, the 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."

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.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

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

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

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

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.

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

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

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

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

Diversity, Equity and Inclusion - (213) 740-2101

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

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) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323) 442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-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.

Annenberg Student Emergency Aid Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

Christina Bellantoni is a professor of professional practice and the director of the Annenberg Media Center. She is a contributing associate publisher with the Outlook News Group based in La Cañada. She served as a contributing editor at The 19th News, a nonprofit newsroom that covers gender, politics and policy, in 2021. She joined

Annenberg in August 2018 after serving as a member of the masthead at the Los Angeles Times for three years. Over her more than 20 years in journalism, Bellantoni worked as a reporter and editor, behind the camera as a producer and in front of it as an analyst on national television. She has covered local, state and federal government, along with four presidential campaigns and the White House.

She spent 12 years as a journalist in Washington, D.C. She served as editor-in-chief of the Capitol Hill newspaper Roll Call until moving to Los Angeles in 2015. Before taking over Roll Call, Bellantoni was the political editor at the PBS NewsHour. She also covered politics at Talking Points Memo and the Washington Times. Before moving to D.C., she worked at three newspapers in the Bay Area.