

Introduction to Multiplatform Storytelling (MCOM 325, three credit hours)

**American Indian Journalism Institute
Schedule for June 16-25, 2010**

**Al Neuharth Media Center
The University of South Dakota
Vermillion, South Dakota
www.freedomforumdiversity.org**

COURSE SCHEDULE

Instruction in journalism fundamentals and digital storytelling: multimedia skills including audio gathering, audio editing, digital photography, audio slideshow production and video recording and editing.

Wednesday, June 16

- 8 a.m. – 8:30 a.m.** *1st Floor Conference Room* **Breakfast.** Assignments will be handed out, and students will interview each other for introductions later.
- 8:30 a.m. - 10:30 a.m.** *1st Floor Conference Room* **Welcome, orientation and introductions.** Students, staff and faculty meet to discuss expectations, code of conduct, review curriculum and agree on goals. Students introduce one another. Staff and faculty introduce themselves.
Moderator: Jack Marsh
- 10:45 a.m. – 11:45 a.m.** *Classroom 220* **Journalism basics.** What is journalism? How is it changing? Has our definition of news changed? What is it today?
Instructors: Joe Grimm/John Irby
- 11:45 a.m. – 12:30 p.m.** *Classroom 220* **Developing story ideas.** First, understand what news is. But then, be nose-y and observant, and stay informed. How to find stories – where to look – and determine if they fit the definition of news.
Instructor: Dalton Walker
- 12:30 p.m. – 1:30 p.m.** *Al Neuharth Media Center* **Lunch**
- 1:30 p.m. – 2:30 p.m.** *Classroom 207* **Research and reporting.** Primary and secondary sources. Diversity. Online research.
Instructors: Joe Grimm/Dalton Walker

2:30 p.m. – 3:15 p.m.
On campus / Vermillion

Exercise. Find stories and sources for them. Your world: Anywhere in Vermillion, on campus or off. You'll report/write these stories Thursday and Friday.

Instructors: Dalton Walker, Joe Grimm, John Irby,
Chuck Baldwin

3:15 p.m. – 4 p.m.
Classroom 220

Review the stories you found. As a group, we go over the stories you found. Are they news? Would a different angle make them news? Are they doable? What's the next step?

Instructors: Dalton Walker, Joe Grimm, Mary Hudetz, John Irby, Chuck Baldwin

4 p.m. – 5 p.m.
Classroom 220

Journalism ethics in a digital age: You be the editor. Case studies with some scary stories. How would you handle the situation?

Instructor: Chuck Baldwin

5 p.m. – 6:15 p.m.
Al Neuharth Media Center

Dinner

6:30 p.m. – 7:30 p.m.
Classroom 207

AP style and grammar. A refresher, with some good tips.

Instructor: Joe Grimm/Mary Hudetz

7:30 p.m. – 8:30 p.m.
Classroom 207

Accuracy. How professionals get it right -- you should, too.

Instructor: John Irby/Mary Hudetz

8:30 p.m. – 9 p.m.
Classroom 207

Write blog entries

Thursday, June 17

7:30 a.m. – 8:15 a.m.
*Commons Dining Hall
in dormitory complex*

Breakfast

8:30 a.m. – 9:30 p.m.
Classroom 207

Interviewing. Preparation, conducting interviews, note-taking. How to know what you need, how to get it, how to make sure you can use it.

Instructor: Dalton Walker/Mary Hudetz

9:30 a.m. – 10:30 a.m.
Classroom 207

First five graphs. If readers get past the headline, these graphs will determine whether they read your story. How to make this work for both you and readers.

Instructor: John Irby/Joe Grimm

- 10:45 a.m. – 11:45 a.m.** **Story organization and flow.** After the first five graphs, what then? Stories have a beginning, middle and end.
Classroom 207
Instructors: John Irby/Dalton Walker
- 11:45 a.m. – 1 p.m.** **Lunch**
Al Neuharth Media Center
- 1 p.m. – 2:30 p.m.** **Story assignment pre-reporting.** Use the story ideas you found or work with editors on new stories. Do the background research, schedule interviews.
Classroom 207 / Vermillion
Instructors: John Irby, Joe Grimm, Mary Hudetz, Dalton Walker, Chuck Baldwin
- 2:45 p.m. – 3:45 p.m.** **Review progress on stories.** As a group, talk about stories, offer suggestions. What works? What doesn't?
Classroom 220
Instructors: John Irby, Joe Grimm, Mary Hudetz, Dalton Walker, Chuck Baldwin
- 3:45 p.m. – 4:45 p.m.** **Face Time.** How to get busy editors to talk to you. And how to listen to them.
Classroom 220
Instructor: Joe Grimm
- 4:45 p.m. – 5:45 p.m.** **Putting yourself on paper.** Resumes and portfolios. Effective ways to get and keep a job, even in tough times.
Classroom 220
Presenter: Joe Grimm
- 5:45 p.m. – 6:30 p.m.** **Dinner**
Al Neuharth Media Center
- 6:45 p.m. – 8:30 p.m.** **What is multimedia?** An exploration of multimedia techniques and examples of multimedia journalism.
Classroom 220
Instructor: Val Hoepfner
- 8:30 p.m. – 9 p.m.** **Write blog entries.**
Classroom 207
- Friday, June 18**
- 7:30 a.m. – 8:15 a.m.** **Breakfast**
*Commons Dining Hall
in dormitory complex*
- 8:30 a.m. – 11:15 a.m.** **Reporting / writing.** Reporting, interviewing for stories. and start writing. Instructors/editors available for guidance.
*On campus / Vermillion /
Classroom 207*
Instructors/editors: John Irby, Joe Grimm, Mary Hudetz, Kevin Abourezk, Chuck Baldwin

- 11:15 a.m. – 12:15 a.m.** **Bias and advocacy.** We all have opinions and want to change the world. But when does news cross over into opinion?
Classroom 220
Instructor: Kevin Abourezk/Mary Hudetz
- 12:15 p.m. – 1:30 p.m.** **Lunch**
Al Neuharth Media Center
- 1:30 p.m. – 2:30 p.m.** **Covering a diverse world.** How are we diverse? Why is this important and how do we do it?
Classroom 207
Instructors: Kevin Abourezk/Mary Hudetz
- 2:30 p.m. – 4:15 p.m.** **Continue writing / get edited.**
Classroom 207
Instructors/editors: John Irby, Joe Grimm, Mary Hudetz, Chuck Baldwin
- 4:30 p.m. – 5:45 p.m.** **Review stories.** We review each other's stories, talk about challenges and opportunities. What was done well? How could they be done differently?
Classroom 220
Instructors/editors: John Irby, Joe Grimm, Mary Hudetz, Chuck Baldwin
- 5:45 p.m. – 6:30 p.m.** **Dinner**
Al Neuharth Media Center
- 6:45 p.m. - 9 p.m.** **Opportunities and the future of journalism.** A candid after-dinner discussion about career opportunities in journalism and best ways to prepare for success.
1st Floor Conference Room
Discussion leaders: Al Neuharth and Jack Marsh
- 9 p.m. – 9:30 p.m.** **Write blog entries**
Classroom 207

Saturday, June 19

- 7:30 a.m. – 8:15 a.m.** **Breakfast**
Al Neuharth Media Center
- 8:30 a.m. - 9:30 a.m.** **Basic photography instruction:** How the camera works, composition, how to tell a story with photographs.
Classroom 207
Instructor: Val Hoepfner
- 9:30 a.m. – 10:30 a.m.** **Audio skills:** How to record and interview
Classroom 207
Instructor: Anne Medley
- 10:30 a.m.** **Soundslide assignments handed out**
Classroom 207
Instructors: Anne Medley and Val Hoepfner

11 a.m.	Depart Al Neuharth Media Center for Tabor Czech Days
Noon	Lunch at Czech Days
1 p.m. – 5 p.m.	Gather Audio and Photos for Soundslide Project Working in teams, shoot photographs and record audio for a Soundslide project.
5:15 p.m.	Meet at vans, depart Tabor
6 p.m. – 7:30 p.m.	Dinner in Yankton
8:15 p.m.	Return to Vermillion

Sunday, June 20

8:15 a.m. – 9 a.m. <i>Al Neuharth Media Center</i>	Breakfast
9 a.m. – Noon <i>Classroom 219</i>	Learn Audacity, edit audio
Noon – 1 p.m. <i>Al Neuharth Media Center</i>	Lunch
1:15 p.m. – 3:15 p.m. <i>Classroom 219</i>	Continue to edit audio
3:15 p.m.	Export audio/Break
3:30 p.m. – 5:30 p.m. <i>Classroom 219</i>	Learn Adobe Bridge and Adobe Photoshop, edit photos.
5:30 p.m. – 6:30 p.m. <i>Al Neuharth Media Center</i>	Dinner
6:30 p.m. – 8 p.m. <i>Classroom 219</i>	Produce Soundslide, turn in project

Monday, June 21

7:30 a.m. – 8:15 a.m. <i>Commons Dining Hall in dormitory complex</i>	Breakfast
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- 8:30 a.m. – 9:15 a.m.** **Watch Soundslide projects, group critique**
Classroom 220
- 9:30 a.m. – 10:30 a.m.** **Google Maps**
Classroom 220 **Instructors:** Joe Grimm and Val Hoepfner
- 10:30 a.m. – 11:30 a.m.** **Smart phone applications, techniques**
Classroom 220 **Instructor:** Val Hoepfner
- 11:30 a.m. – 12:15 p.m.** **Sign up for Tumblr blog, download apps**
Classroom 219
- 12:15 p.m. – 1 p.m.** **Lunch**
Al Neuharth Media Center
- 1 p.m. – 3:15 p.m.** **Smart phone scavenger hunt.** Gather photos, video, audio and post to Tumblr blog
- 3:30 p.m. – 5:30 p.m.** **Update posts to Tumblr, Animoto, etc. in the lab**
Classroom 219
- 5:30 p.m. – 6:30 p.m.** **Dinner**
Al Neuharth Media Center
- 6:45 p.m. – 8 p.m.** **Complete posts, review blogs as a group**
Classroom 207

Tuesday, June 22

- 7:30 a.m. – 8:15 a.m.** **Breakfast**
*Commons Dining Hall
in dormitory complex*
- 8:30 a.m. – 9:30 a.m.** **Learn to shoot video**
Classroom 220
- 9:30 a.m. – 10:30 a.m.** **Set up video gear**
Classroom 219
- 10:30 a.m. – 12:30 p.m.** **Shoot World Champion videos**
- 12:30 p.m. – 1 p.m.** **Lunch**
Al Neuharth Media Center
- 1:15 p.m. – 2:15 p.m.** **Ingest video, learn to edit with Final Cut Express**
Classroom 219

2:30 p.m. – 6 p.m.
Classroom 219

Edit World Champion video

6 p.m. – 7 p.m.
Al Neuharth Media Center

Dinner (hand out video assignments for Wednesday)

7 p.m. – 8:50 p.m.
Classroom 219

Continue editing World Champion video

9 p.m.

Turn in World Champion video project

Wednesday, June 23

7:30 a.m. – 8:15 a.m.
*Commons Dining Hall
in dormitory complex*

Breakfast

8:30 a.m. – 9:45 a.m.
Classroom 220

Press and the Civil Rights movement. A 30-minute Newseum documentary followed by a Q&A.
Instructor: John Seigenthaler

10 a.m. – 11:45 a.m.
Classroom 220

First Amendment. Presentation and exercise.
Instructor: John Seigenthaler

Noon – 1:15 p.m.
Al Neuharth Media Center

Lunch

1:15 p.m. – 2:15 p.m.
Classroom 220

Watch projects, group critique

2:30 p.m. – 6 p.m.

Shoot final video story

6 p.m. – 7 p.m.
Al Neuharth Media Center

Dinner

7 p.m. – 8:30 p.m.
Classroom 219

Begin editing final video

Thursday, June 24

7:30 a.m. – 8:15 a.m.
*Commons Dining Hall
in dormitory complex*

Breakfast

8:30 a.m. – 12:30 p.m.
Classroom 219

Continue editing video project

12:30 p.m. – 1:15 p.m. **Lunch**
Al Neuharth Media Center

1:15 p.m. – 5:45 p.m. **Final editing of video project**
Classroom 219

6 p.m. - 7 p.m. **Dinner**
Al Neuharth Media Center

7 p.m. – 8 p.m. **Watch projects, group critique**
Classroom 220

Friday, June 25

7:30 a.m. - 8:15 a.m. **Breakfast**
*Commons Dining Hall
in dormitory complex*

8:30 a.m. – 9:45 p.m. **Rules of the Room:** Achieving success with a proper
Classroom 220 attitude and responsible, ethical behavior. Learning
from the past mistakes of others.
Instructor: Jack Marsh

9:45 a.m. – 10 a.m. **Class photo.**

10 a.m. – 11:15 a.m. **Written critiques of AIJI, followed by discussion.**

10:30 a.m. – 11:15 a.m. **Next steps: “AIJI is over, what do I do now?”**
Instructors: Entire faculty

11:30 a.m. – 1 p.m. **Graduation luncheon. Honoring of students.**
Conference Room **Benediction and farewell. Adjournment no later
than 1 p.m.**

2 p.m. **Dorm closed. Final departures. Shuttle leaves for airport.**

Update: June 11, 2010.