

De Anza College

JOUR 62 A-E, Student Media Freelancers, Winter 2023

Course and Contact Information

Instructor: Farideh Dada
Office Location: The journalism lab in L41, in the red **L4 building** on this [map](#)
Students are welcome to come in and borrow photo equipment, use Mac computers and have a coffee or snack whenever the lab is open.
Telephone: 408-864-8588
Email: dadafarideh@fhda.edu
Office Hours: Tuesday/Thursday 1 p.m. to 4 p.m.

Required orientation meeting: You are required to attend, at least, **one** orientation meeting or risk being dropped. Which day/time works best for you? **RSVP by sending me an email.**

- Tuesday, Jan. 10 on campus, in L41, at 1:30 p.m.
- Tuesday, Jan. 10 on Zoom at 3 p.m.
- Wednesday, Jan. 11 on Zoom at 7 p.m.

Note: Let me know if none of these days/times works for you.

Zoom info: <https://fhda-edu.zoom.us/j/83221966314?pwd=c1lrV2lYnlXVmM2WXpGTTdWU1dwQT09>
Meeting ID: 832 2196 6314
Passcode: 474660

Voluntary attendance: You are welcome to attend the student media production class.

Days/Time: Tuesday/Thursday (Jan. 9 – March 31), 11:30 a.m. to 12:45 p.m.
Classroom: Tuesdays: Live on campus in L42. Thursdays: On Zoom
Zoom info: <https://fhda-edu.zoom.us/j/84059796359?pwd=bn5ySFRSS04rUUlGbnhGQ2cybzVidz09>
Meeting ID: 840 5979 6359
Passcode: 474388

Counselor for journalism major: Trisha Tran is a Career Services Counselor who specializes in counseling for journalism and other career training majors. Visit Career Services Counselors.

Course format

These courses are fully online with only one required orientation meeting. However, on-campus presence is required for most assignments. If you cannot be on campus, you have to let the instructor and the student editor know as soon as possible, so that they will make arrangements.

Course description

These hands-on classes help produce [La Voz News](#) media – print, video, web and social media. Students receive assignments from student editors, create media content and see their work published.

Student Learning Outcomes

- **JOUR 62a:** Develop news, feature, sports or opinion stories for a student media outlet, suitable for publication or presentation; demonstrate the ability to complete assignments within specified deadlines.
- **JOUR 62b:** Complete news photography assignments suitable for publication or online presentation following ethical and journalistic guidelines; demonstrate the ability to communicate effectively and complete assignments within specified deadlines; develop and propose ideas for photographic assignments for student news media.
- **JOUR 62c:** Develop video stories for student news media, suitable for online or broadcast presentation; demonstrate the ability to complete assignments within specified deadlines; develop and propose suitable ideas for video assignments for student news media.
- **JOUR 62d:** Develop digital content for a student media suitable for online presentation; demonstrate the ability to communicate effectively and complete assignments within specified deadlines.
- **JOUR 62e:** Develop graphic content for a media outlet, suitable for publication or online presentation; demonstrate the ability to complete assignments within specified deadlines.

Please note: JOUR 62a-f classes (two courses) are required for De Anza's JOUR A.A. degree.

What is La Voz News?

- A First Amendment student publication that includes online news along with social media and video content (and a print newspaper before COVID). Students create and control all content.
- A historical record of life at De Anza College, going back to the college's founding in 1967.
- A business. We sell ads and are accountable to the advertisers for publishing them.
- A student activity. La Voz news media and the students who produce it are an integral part of life at De Anza College.

Social media

[Facebook](#), [Instagram](#) and [Twitter](#) are social media platforms used by La Voz. These are used to promote online content and for breaking news. Staff members should regularly "post" new work and "like" and "share" La Voz stories on these pages as well as on their own social media pages.

Course requirements

These courses are unique in that students receive their assignments from the student editors of La Voz News rather than from the instructor. Students are required to:

- Pitch story ideas to editors and/or request available stories and assignments.
- Log in to Canvas at least once per week and post 10 weekly check-ins/self-evaluations. Absence in Canvas for two weeks may result in being dropped from the class.

- Specific requirements vary by course section and assignment. Expect to spend at least three hours per week on assignments.
- Complete readings, discussion and assignments and quizzes in Canvas as assigned.
- Receive content assignments from editors in **FLOW**. Do not create content before it's been assigned/approved (exceptions are breaking news and short videos or photos for social media).
- Behave in a professional manner, complete assignments by deadline and stay in contact with editors.
- Spend an average of three hours per week on JOUR 62 work. Content estimates:
 - **62a – Reporting** – Four or more story assignments, graded out of 175 points each.
 - **62b – Photography** – Four or more photo story assignments, graded out of 175 point each.
 - **62c – Video** – Two or more video assignments, grading varies.
 - **62d – Digital** – Three or more hours per week, grading varies.
 - **62e – Graphics** – Four or more graphic assignments, graded out of 175 points each.

Item	Number	Points per	Total
Quiz – handbook and syllabus	1	50	50
Weekly Reports	10	10	100
Specialty Assignments (different for JOUR 62a, b, c, d and e)	1-2	50-100	100
Assignment in FLOW (on time, followed guidelines)	2-4 or more	100-350	700
Questionnaire, end-of-quarter/final report,	2	25	50
Total			1,000

Assignments will be evaluated based on **journalistic standards -- timeliness, ethical use of sources and professionalism**. Stories and videos must quote **three or more sources** unless the editor assigns otherwise. **Photos must include cutlines** (captions) with names and positions/titles of visible subjects. Source names include **first and last name plus age and major** for students or positions/titles for faculty/staff.

950-1,000 = A	900-949 = A-	870-899 = B+	840-869 = B
800-839 = B-	760-799 = C+	700-759 = C	0-699 = no pass

Please note: To earn an A+, students must have perfect attendance and participation in addition to earning 950 or more points, not including extra credit.

In some cases, we might be able to substitute assignments.

More on grading

Thirty percent of the grade is cumulative “work habits.” If all assignment points are earned, but professional attitude was missing or a positive work habit was not adopted, you will lose **30 percent of the total grade**. Performing your job with a professional attitude will result in a good grade. Consistency, progress, commitment, professional behavior, meeting deadlines, initiative and publishable assignments are required to earn a good grade. Students who are uncooperative and do not follow editors’ and/or adviser’s instructions get docked. To earn full points on production assignments, follow instructions, submit assignments, including the ones on Canvas and [FLOW](#), by deadline, follow [AP style](#) and stay in contact.

NOTE: You cannot submit series of assignments together and expect credits for all. Your consistent and continuous contribution to [La Voz News](#) is needed.

Extra credit / Bonus points

Selling ads, helping editors, planning events, recruiting students for next quarter, attending JOUR 61 class, taking additional photos, short videos and blurbs for social media will give you extra points (10-50 points).

Staff handbook

You can find many style basics in our [AP/La Voz Cheat Sheet](#). Please review [La Voz News Staff Handbook](#).

Canvas

Canvas is De Anza’s online class management system. The site includes how-tos and links to other resources you will need for JOUR 62. You will complete the quiz in Canvas, as well as post Weekly Check-ins / Self-Evaluation. Please **do not turn off notifications** from Canvas, but

rather manage how many you get by going to **Settings – Notifications**. Most assignments should be turned in through a **Google Doc on [FLOW](#)**.

Highly recommended textbooks

We provide you with the [staff handbook](#). The course does not require you to purchase textbooks, but the following books are highly recommended.

AP Stylebook, known as The Journalist’s “Bible,” Perseus Books Group; Revised Updated edition (preferably the most recent edition, 2022-2024, 56th edition)

Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age
By Vincent F. Filak

The Elements of News Writing, James W. Kershner

The Student Newspaper Survival Guide, Rachele Kanigel

Inside Reporting: A practical guide to the craft of journalism, Tim Harrower

Newspaper Designer’s Handbook, Tim Harrower

Associated Press Guide to Photojournalism, Brian Horton

Feature and Magazine Writing: Action, Angle and Anecdotes, David E. Sumner and Holly Miller

Feature Writing: The Pursuit of Excellence, Edward J. Friedlander and John Lee

Telling True Stories, Mark Kramer

Writing and Reporting News: A Coaching Method, Carole Rich

Reporting for the Media, John Bender, Lucinda Davenport, Michael Drager and Fred Fedler

News Reporting and Writing, Melvin Mencher

Broadcast News Handbook, C.A. Tuggle, Forrest Carr, Suzanne Huffman

How to Shoot Video That Doesn’t Suck, Steve Stockman

These books are good references for nearly everything you will encounter in this class, including writing, editing, photography, videography, broadcasting, etc.

ACP Spring National College Media Conference

The staff will have the opportunity to participate in a three-day conference this quarter. Priority will be given to top students and/or students who can financially contribute. This conference will be one of the most memorable events of your college career. The conference will be held March 9-11 at Hyatt Regency Embarcadero San Francisco. Details will be announced later. For more information, visit the [Associated Collegiate Press](#) website.

Important dates

Jan 9: First day of winter quarter

Jan. 16: Martin Luther King Jr. Holiday - no classes, offices closed

Jan. 21: Last day to [add classes](#)

Jan. 22: Last day to [drop classes](#) without a W

Feb. 17-20: Presidents' Holiday - no classes, offices closed

March 3: Last day to [drop classes](#) with a W

March 27-31: [Final exams](#)

Withdrawal/drop policy

It is the responsibility of the student to formally drop a class. You should not rely on the instructor to drop you from a class, but you may be dropped if you have a two-week absence from the Canvas course. Please consult with your instructor before you drop the course.

Plagiarism/academic integrity

Reporting and producing content for media involves seeking information from varied sources. All sources must be attributed news-style. If you cut--and--paste material from the internet or copy information from any other source and don't attribute it specifically, that is plagiarism. Professional journalists who plagiarize are fired and exposed. The instructor will report any plagiarism incident to the Dean of Student Development, and it could appear on your permanent record. The assignment will not fulfill course requirements.

Fabrication: The use of composite or imaginary situations or characters is not allowed. Occasionally a columnist may use such an approach in developing a piece, but it must be made clear to the reader that the person or situation is fictional.

Professionalism

The college will enforce all policies and procedures set forth in the Standards of Student Conduct (see catalog). Any student disrupting the class, may be asked to leave that class. Administrative follow-up may result.

- **Online and communicating with classmates and editors:** Observe professionalism, respect and etiquette in your communications with classmates, editors and adviser.

- **In the La Voz lab and office:** Students should do their part to keep the La Voz lab, office and break areas professional and welcoming. The area is for journalism students only; if anyone else is present please tell the adviser immediately. Clean up after yourself. Avoid disturbing others with music, loud voices, singing, humming etc. Avoid using language that could reasonably be construed as sexist, racist, ageist or intolerant of LGBTQ people or persons with disabilities. If you experience discomfort in the lab or office, **please see the adviser.**
- **Sexual harassment:** Creating a *hostile or offensive work environment*. As defined by the U.S. Department of Education, “Hostile environment harassment occurs when **unwelcome** conduct of a sexual nature is so severe, persistent or pervasive that it affects a student’s ability to participate in or benefit from an education program or activity, or creates an intimidating, threatening or abusive educational environment. A hostile environment can be created by a school employee, another student or even someone visiting the school, such as a student or employee from another school.” If you feel that you are being sexually harassed, **please see the adviser.**

Zoom etiquette:

- Professionalism is a must.
- Join using a computer or a laptop, but not a phone.
- Join early – Up to five minutes before the meeting starts.
- Have your video on throughout the meeting.
- Use your real name to be admitted to the class
- Write your name in the chat box and say hello once you join
- Write your name in the chat box and say bye once you leave
- Mute your microphone when not talking.
- Find a quiet space without interruptions and background noise.
- Have a plain background – avoid virtual backgrounds. They might be distracting or inappropriate.
- Avoid backlight from bright windows behind you.
- Avoid doing other tasks, including checking emails, texting, shopping, eating, sleeping, driving, etc.
- Leave your phone away from you, so that it won’t be distracting.
- Wear appropriate clothes.
- Do not eat or drink during the meeting.
- Do not bring your pets, children or anyone else to the Zoom meeting.
- Be prepared, have a pen and paper ready and take notes.
- Use a bathroom before class begins.

Courtesy/equity

In the discussions, I expect students to be professional and courteous, to listen to one another, and to show tolerance and respect for varying viewpoints. Students who exhibit inappropriate behavior will be docked points and/or excused from the class. All persons, regardless of gender,

age, class, race, religion, physical disability, sexual orientation, etc., shall have equal opportunity without harassment in this course. Issues can be discussed in confidentiality with the instructor.

Support services

- **Food and other resource:** [De Anza Resources for Basic Needs](#)
- **Disability Support Services** has a mission to ensure access to the college's curriculum, facilities and programs and to promote student success in realizing individual educational and vocational goals. Contact DSS if you need accommodations.
- **Tutoring:** [Student Success Center](#)
- **Counseling:** [General Counseling](#)
- **Counseling for journalism majors** [Trisha Tran,](#)
- [Financial Aid](#)
- [De Anza Library](#)

Read the "Agreement" carefully!

Agreement

- Professionalism is a must. You must respect your adviser and your fellow classmates. You must be open to learn and be receptive to criticism.
- By signing up for this class, the student grants La Voz News permission in perpetuity to use any material produced for this class in print, online, on its website, in social media or to promote the student news media or the Journalism Program anytime. This includes all material created for this class (published or unpublished).
- La Voz reserves the right to use your name and your pictures online, in print, on social media, in advertisements, etc., now and/or in the future.
- Your contact information will be distributed among your fellow classmates, editors and La Voz contributors.
- You have no right to manipulate, modify or take down posted/published work on any La Voz platforms.
- Anyone not enrolled in the class is not allowed in the classroom.
- All material for publication runs first in La Voz News (print or online) before any other publications.
- Assignments **MUST** be assigned or pre-approved by the editor-in-chief, managing editor section editors and/or the adviser in some cases.

- The students' work is the property of La Voz. La Voz has unlimited right to sell or use the students' work in ads or elsewhere.
- By signing up for this class, students understand, accept and agree to every policy on this syllabus. That covers professional conduct, plagiarism, absenteeism, copyright – everything. You must follow instructions.
- The equipment and supplies of La Voz are used for production of the publication or related educational projects specifically approved by the adviser. Only La Voz students may use the facilities, equipment and supplies of the newsroom.
- There are cameras and recorders to be checked out. Students are responsible to return the loaned items in the same good condition. If the tools don't function well, after they are returned, or they are lost/stolen, etc., students are responsible for replacing the exact items or paying the equivalent.
- The newsroom cannot be open beyond scheduled times. Production **must be** completed within that time. Do not ask for an extension.
- As part of the requirements of this course, you need to recruit staff members by distributing flyers, doing presentations, promoting the course on social media, etc.
- You are responsible for your own learning. Read the syllabus and the staff handbook carefully and take notes in the class.
- You are required to have consistent and continuous contribution to the publication.
- Your work might be viewed/critiqued/edited by anyone in this class and La Voz student publication, and the final version of assignments will be published, which is viewable by public.
- If you don't have a contribution to a print issue, your name will be removed from the staff box.
- Your work will be published with your legal name, stated on the roster.

Good luck!

NOTE: You are responsible to read and understand the entire syllabus.