

# De Anza College

## JOUR 61B, Student News Media Production II, 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](mailto:dadafarideh@fhda.edu)  
**Office Hours:** Tuesday/Thursday 1 p.m. to 4 p.m.  
**Class Days/Time:** Tuesday/Thursday (Jan. 9 – March 31), 11:30 a.m. to 12:45 p.m.  
**Classroom:** Live on campus in L42 on Tuesdays and Zoom on Thursdays  
**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

The course is taught in-person on Tuesdays and on Zoom on Thursdays. A computer or a laptop and a digital audio recorder or smartphone that can record interviews are needed.

### Course description

Practical experience in creating longer and complex news, feature and visual content as a member of the college newspaper, magazine or online media staff.

**Prerequisite:** JOUR 61a. Three units.

### What is JOUR 61b?

- JOUR 61b combines with JOUR 61a and 61c to produce La Voz News online along with social media and video content and possibly a print newspaper. Students create and control all content.
- Students in JOUR 61b are advanced reporters who cover a beat and/or create a more in-depth reporting project.

### General links

- [Mental Health Resources for Students](#)
- [Majoring in journalism or public relations?](#)
- [Academic Integrity](#)
- [Student code of conduct](#)
- [Disruptive Behavior](#)

## What is La Voz News?

- A First Amendment student publication that La Voz News online 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.

## Textbooks

We provide the [staff handbook](#). There are several recommended textbooks below, but you don't have to buy them. Useful resources and handouts from various books will be posted on each week's module on Canvas.

AP Stylebook, known as the bible of journalists, is available to purchase both in hard copy and digital copy. You can get a free 14-day trial at [APSylebook.com](https://www.apsylebook.com). If possible, you should buy the 56<sup>th</sup> edition of the Associated Press Stylebook (2022-2024).

## Attendance and participation

Attendance will be taken at every class meeting. Students who have consecutive absences from a class equaling the total number of meetings held in a single week – that is two consecutive sessions for this class – may be disqualified from the class. Every three tardies will count as an absence. Leaving the class early three times will count as an absence. In class, reporters will choose their assignments, and we will discuss the how-to's of news-gathering: finding sources, interviewing, writing journalism-style, media law and ethics, etc. Please email me before an absence.

## Required time for the class

De Anza's guideline is that students should spend 9-12 hours per week on a three-unit class. An average week might consist of:

- **Class:** Three hours
- **Reading and quiz:** One to two hours
- **Reporting:** Three to four hours
- **Writing, editing, proofing, rewriting:** Two to three hours
- **Total time:** At least nine hours per week

## Student Learning Outcomes

- Report and write complex multiple-source stories, series, and/or packages for publication online or in print; and/or follow a defined beat.
- Continue developing appropriate sources and follow ethical guidelines and journalistic conventions for student news media.
- Describe and apply legal and ethical aspects of aspects of news media.

- Develop a portfolio of complex assignment in at least two areas (print, online, multimedia, photo, video) suitable for publication in a newspaper or for a news organization website.

### **Canvas in this course**

We will have weekly discussions and self-assessments in which you will discuss your completed assignments; weekly quizzes and a final exam. But you will turn in the actual assignments through a **Google Doc on FLOW**.

### **Course requirements**

- Complete assignments as described here and on FLOW.
- Attend class sessions and observe class policy. Email your instructor before an absence. A student may be dropped without notice after two absences.
- Read, take quizzes, critique the publication and participate in critique sessions.
- Complete a digital or print portfolio.
- Complete assignments – articles, photos, videos and multimedia. Keep editors and the adviser informed of the progress, respect and apply their feedback.
- Complete work by deadlines.
- Complete readings from news outlets, recommended textbook and handouts.
- Read as much as you can. Make daily news consumption a habit.
- Participate in the campus class and Zoom class. Also, do Canvas assignments and exercises.
- Take the final exam.
- Do presentations in various classes to recruit students for the next quarter.
- Distribute campus newspapers and flyers and promote the publication.

You are required to take assignments for stories and social media; complete readings in the textbook; participate in in-class quizzes, self-critiques and peer critiques; complete a digital self-evaluation report; keep editors informed, complete work by deadline and take a final exam.

### **Important notes**

- You should have a contribution to the publication each week.
- Substitute assignments might be suggested by students or offered by the adviser.
- Late assignments will lose between 10% and 100% of points.
- Only published assignments will receive points.
- Assignments that are not publishable, for example are not timely anymore, have mistakes or are not based on the journalistic standards, won't receive points.

**NOTE:** You cannot submit series of assignments together and expect credits for all. You cannot miss major assignments, even if you have passing points. You should complete all major assignments to pass the course. Your weekly contribution to [La Voz News](#) is a must.

## Assignments and grading

Item	Number	Points per	Total
Meeting story with 3+ sources/interviews	1 required	100	100
News, sports with 3+ interviews	1 required	100	100
Non-profile feature story with 3+ interviews	1 required	100	100
Profile story with 3+ interviews	1 required	100	100
Video with 3+ sources	1 required	100	100
<b>Pick and choose any assignments from this list to make a total of 200 points:</b>			
<b>Other assignments:</b> may include Humans of De Anza, DA Voices (5 or more sources/interviews), announcements with fewer than 3 sources, ...		60	
<b>Reviews</b> , including book/movie reviews		40	
<b>Opinion</b> , including columns and editorials		50	
<b>Social media posts</b> for the publication		5-20	
<b>Illustrations and drawings</b> (points vary based on the complexity of the work)		5-50	
<b>Page design</b> (if we print newspaper)		10-50	
			150
<b>Quizzes</b>	3-6 required	5-50	125
<b>Participation and professionalism</b>	required	50	50
<b>Questionnaire, feedback, exercise, etc.</b>	required	10-30	30
<b>Weekly check-ins / Self evaluation</b>	10 required	5	50
<b>Final Exam</b>	1 required	30	30
<b>Presentations to recruit and reports</b>	2 required	25	40
<b>Portfolio</b>	1 required	25	25
<b>Extra credit, bonus points:</b> Other approved activities, reporter's initiative, selling ads, helping editors, attending a journalism conference and writing a report, planning events, etc.			100 Max
<b>Grand TOTAL</b> (650 points in FLOW, 350 points in Canvas)			<b>1,000</b>

## Grade points

Assignments will be evaluated based on timeliness, ethical use of sources and professionalism. Stories must quote three or more sources unless editor assigns otherwise. Source names include first and last name plus age and major for students (or no age and position 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. Participation in all aspects of the media production, consistency, progress, commitment, professional behavior, interest in helping others, 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.

Assignments should also be submitted on a weekly basis, based on the schedule, to receive points.

## La Voz newsroom environment

- The class is **project-based**, with a defined outcome or product at regular intervals.
- It requires both **collaborative** and **individual** performances.
- It allows for **individuality and self-expression**. Assignments maybe assigned or are just self-directed and are the choice of the individual student (subject to editors’ approval).
- It is **deadline-driven**. Writing and photo/video deadlines must be met in consideration of those working on production, and in honor of our advertising contracts. We must publish on time.
- **Be in our class a few minutes before it starts.** It’s very important to respect the staff/students and the adviser by attending the class at the set time. Excessive absences will result in disqualification.
- **Use the bathroom before class begins.** Unless you have a genuine medical condition, do not get up during class meetings; it distracts the instructor and students.
- **Before class begins, turn off** your cell phones, iPhones, iPods, iPads, etc.
- **Arrive prepared for the class:** Bring the right book, have a notebook open and be ready to take notes and review reading material before class.
- Read each week’s **module on Canvas** before the class. Review assignments on Flow.

- **Do not schedule medical appointments, job interviews, family errands or other activities during class time.** If you are serious about academic success, your priority is being present for class. If there is a conflict between your personal/family life and this course, talk to the instructor.
- **Do not schedule working on your assignments, interviews or photo shoots during the class time,** without discussing it first with the instructor.
- **Plan to miss no classes during the quarter.** Every absence is a problem. For every class missed, you miss important class material and participation grade points.
- **Review the syllabus, FLOW assignment board, the course schedule and the Canvas course site weekly.** Understand all class requirements and expectations. You will receive email invitation to join the Flow site.
- **Review [La Voz staff handbook](#).**
- **Talk with your adviser.** Ask questions. Get to know her; this will identify you as a student who wants to succeed.
- As a staff member of La Voz News, you are **representing a news organization** and must conduct yourself professionally and without conflict of interest.
- **Appropriate behavior is required.** Disrespectful remarks that may offend others, ignoring feedback and comments on your work, outbursts of temper, harassment, sharing images that others may find offensive and violations of the student conduct code are forbidden. Maintaining a dignified and respectful atmosphere is of the utmost importance. Anyone displaying a pattern of disrespectful behavior will be reported to the disciplinary committee. La Voz has a zero-tolerance policy regarding drugs, alcohol and violence or threats of violence. Inappropriate behavior is grounds for disqualification from La Voz, losing points or failing the course.
- **You are responsible for your own work.** You are not allowed to complain about others or blame others for the assignments you are responsible for. Do not compare your assignments, your work or even your class attendance with others. La Voz staff and editors have unique assignments and schedules.
- **Food policy:** Do not drink or eat during meetings. Other times, you can use the kitchen area and enjoy food and drink.
- As representatives of La Voz, you must be aware of the impressions you leave on others. Members of the La Voz staff should always ensure that their clothing and appearance are clean and contribute to a pleasant workplace atmosphere.
- Be courteous. It is expected that all staff will **respect everyone's rights to work** in peace. **Respect classmates by staying on topic**, using clean language and respecting different identities, backgrounds and opinions; do not intimidate or sexually harass classmates. If you are aware of a problem, **please let the adviser know right away.**
- Follow instructions and comments on your work. Check your email box frequently.
- **Shut down** newsroom computers before you leave each day.
- **Always keep your words.**

**NOTE:** If you must be absent, email the instructor as early as possible.

- The **editor-in-chief and student editorial board are legally liable for what is published in the La Voz News publication and social media.** The adviser may review La Voz content to watch for libelous content or inflammatory material. The adviser has the right to ask for revisions on any content that does not meet journalistic standards or

has not met the deadline. The adviser will not censor student opinion or content as this would infringe on your First Amendment rights and freedom of expression. The adviser will inform the student of any problems with the assignment, make suggestions for revisions and expect that students to comply with these legal and ethical guidelines. In the case of controversial topics, the adviser will expect the staff to discuss them in advance of publication to ensure policies are upheld. In the case of a vote, editors have a vote, but the adviser does not have a vote in a student-run media operation.

- All material for publication (print or online) runs first in La Voz News.
- All La Voz staffers assume a **job description**. The editor-in-chief is selected by and reports to the adviser. Students are expected to follow editors' directions. Other editorial positions are chosen by the adviser and, possibly, by the editor-in-chief. Staff must abide by the decisions of the editorial board. If any staffer has an issue with a decision, he/she/they should bring it to the editor-in-chief and/or adviser for discussion.
- La Voz staffers may receive **press passes** after completing the first few weeks. The press pass gives staffers identification and access to events, for the purpose of covering the story. When presenting the press pass, staffers must always be conscious that you are representing a news organization and must uphold industry behavior standards and ethics. La Voz staffers are not entitled to press passes. If the adviser or editor believes that a staffer is not ready to represent the organization, the staffer will not receive the press pass, or the press pass will be taken away. **Any event covered by presentation of a press pass must be covered in the La Voz publication.** Press passes must not be abused to earn free entry into events and **must be surrendered at the end of each quarter**, or you may not receive course credit.

**Reminder:** Many students intend to be successful in college, and yet their behavior sabotages that goal. If you can't dedicate the kind of time, focus and personal responsibility required to achieve success, please reconsider whether you are ready for college. You are responsible for your own success, and your instructor is always here to help.

## Critique

There will be critique sessions throughout the quarter. Your presence and participation on critique sessions are very important. You are expected to read La Voz and be familiar with content. Listen as others' assignments are critiqued, so you can learn from their successes and mistakes, as well as your own. Plan to be on time and prepared to participate.

## 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.

## Adviser's role

The adviser's role is to advise the staff on issues regarding news judgment, writing and placement, content, page design, professional ethics and conduct and other journalistic principles and techniques. The adviser is present at all editorial board proceedings but does not impose



editorial positions. It is not the adviser's role to serve as an editor of the publication and to catch your mistakes. The adviser is not responsible for any mistakes on assignments or the publication. The adviser does not determine content or design. Do not expect the adviser to correct your spelling and grammar in your drafts. Do not expect to be taught about all necessary apps, software programs, etc. You need to be self-motivated to learn on your own.

### **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](#)

### **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, 56<sup>th</sup> 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.**

### **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 for non-attendance, but you may be dropped if you have two consecutive absences. **Please consult with your instructor before you drop the course.**

### **College honesty policy**

Original work is required for this class. Papers from other classes are not accepted. Journalists have only one thing to offer: credibility. Making things up – quotes, people in stories, facts – and stealing the words of another writer or failing to give proper attribution to information obtained from other sources are deadly sins in journalism. The instructor may cross-check story submissions via Turnitin. There is a zero-tolerance policy in this class regarding plagiarism, fabrication and cheating.

**Plagiarism:** To plagiarize is to “steal and use (the ideas and writings of another) as one’s own.” Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody’s work or lifts information from sources without citing those sources will receive a 0 for that assignment and a grade no higher than a C for the course. If you are uncertain about the college’s policy on academic misconduct, please refer to the [Academic Integrity](#) section. An online site about plagiarism with suggestions on how to avoid it is available at the [Purdue University Online Writing Lab](#).

**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.

### **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.

### **Support services**

All services are available to students [online](#) and on campus.

**Students with disabilities:** If you have a disability-related need for reasonable academic accommodations or services, contact the instructor during the first week of class and provide her with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give a five-day notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC adviser (864-8839 EDC main number). Again, all services are available [online](#).

### **Student Success Center**

Need help with this course? Want more personal connections this quarter? Student Success Center tutors and workshops are ready for you! Watch the [SSC Welcome Video](#) to learn more.

**Tutoring:** Go to the [Student Success Center website](#) and click to join a Zoom tutoring room during open hours.

**Workshops:** Attend a [Skills workshop](#), a [content-specific math/science workshop](#), an [Accounting Chapter Review workshop](#), or a [Listening and Speaking workshop](#).

**Resources:** Join the SSC Resources Canvas site to see content and learning skills links.

**After-hours or weekend tutoring:** See the [Online Tutoring page](#) for information about NetTutor (via Canvas) or Smarthinking (via MyPortal).

Studies show that students who participate in tutoring, group study or workshops for three or more hours succeed at much higher rates than those who do not.

### **Career service**

The [Career Service](#) office offers workshops and resources to assist students in choosing a major, finding a job or planning a career. You can use the online scheduler to arrange an online meeting with a Career Services counselor.

### **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.

## **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 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.
- You introduce yourself as a representative of La Voz News **ONLY** during the quarter, even if you plan to return next quarter, you are not a representative of La Voz during the break.
- 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 the final version of assignments will be published, which is viewable by public.
- In some cases, we might have live edit sessions, when students' assignments are reviewed by the peers, the instructor and/or guest speakers live in class or on Zoom.
- Your work is finished when the final product is finished. Teamwork is essential.
- 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.**