

**De Anza College**  
**JOUR 61B, Student News Media Production II, spring 2025**

**Course and Contact Information**

**Instructor/adviser:** Farideh Dada (*she, her, hers*)  
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**Telephone:** 408-864-8588  
**Course:** JOUR 61B, Student News Media Production II, three units  
**Class Days/Time:** Tuesday/Thursday (April 8 – June 17), 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/85038163729?pwd=89DAwFRUNRUmY4G48DgTs5rOoApkbX.1>  
Meeting ID: 850 3816 3729  
Passcode: 551120

**Office Hours and Locations:** Tuesday 12:45 p.m. to 1:30 p.m. in L41, La Voz newsroom or on Zoom upon request  
Thursday 2 p.m. to 3:30 p.m. in L47, Language and Communication Village in the red **L4 building** on this [map](#)

**Newsroom lab Hours:** Tuesday/Thursday from 1 p.m. to 4 p.m. Students are **required** to spend at least a few hours in the newsroom lab each week to work with editors, complete assignments and contribute to newsroom operations. They should use this time effectively to stay on track with their work. The newsroom facility is also available for borrowing photo, video, podcast and graphic art equipment and using Mac computers. Coffee and snacks are available for students to enjoy during their breaks in the kitchen area.

**Counselor for journalism major:** [Trisha Tran](#) is a Career Resources counselor who specializes in counseling for journalism and other career training majors. Visit Career Resources Counselors.

**Course format**

The course is hybrid. It 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 includes La Voz News online and print publication along with social media and video content. 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 in both [written](#) and [video](#) formats. There are several recommended textbooks below, but you do not 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 on the lab computers for free. You can get a free 14-day trial at [APSylebook.com](https://www.apsylebook.com). If possible, you should buy the 57<sup>th</sup> edition of the Associated Press Stylebook (2024-2026).

## 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 or coming late three times will count as an absence. In class, reporters will choose their assignments or will be assigned by editors, 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 (articles, video, etc.) as described in the syllabus 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/lead the 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.
- Conduct weekly “beat checks” with a consistent source and write short reports.
- 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.

## Assignments and grading

| Items   | Numbers             | Points  |
|---|---------------------|---|
| <p>You need to make a contribution every week. That means publishing with <b>consistent intervals</b> throughout the quarter.</p> <p>All assignments should have <b>visuals</b>. You should either do it yourself or team up with another student.</p> <p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• At least <b>7 articles</b> <ul style="list-style-type: none"> <li>○ One should be a long-form, investigative or in-depth story with 5+ interviews</li> <li>○ Two should be interview-based, full-length stories with 3+ interviews</li> <li>○ One should be a human-interest, positive, feel-good story with 3+ interviews. Visit <a href="#">solution journalism</a>.</li> <li>○ Three can be other types of your choice.</li> </ul> </li> <li>• At least <b>1 video</b> with 3+ interviews</li> <li>• At least <b>2 standalone social media posts</b></li> </ul> <p><b>Note:</b> Short-form articles, including DA Voices, do not count as interview-based articles.</p> <p>Examples of <a href="#">Long-form</a>, <a href="#">investigative</a> or <a href="#">in-depth</a> news story.</p> <p>Examples of interview-based articles: Campus <a href="#">News</a> articles, <a href="#">meetings</a> articles, <a href="#">sports game</a> stories, <a href="#">feature</a> articles, <a href="#">profile</a> articles and <a href="#">art</a> and <a href="#">entertainment</a> articles.</p> <p>Examples of articles without interviews: <a href="#">Review</a>, <a href="#">opinion</a>, <a href="#">satire</a>, <a href="#">personal opinion</a> and <a href="#">column</a> stories.</p> <p>Examples of short-form articles: <a href="#">Humans of De Anza</a> (one interview), <a href="#">DA Voices</a> (6+ interviews), <a href="#">announcements</a> and <a href="#">How-to</a> articles.</p> <p>Examples of other types of assignments: <a href="#">Photo essay/photo spread</a>, <a href="#">podcasts</a>, <a href="#">videos</a>, <a href="#">illustrations</a>, <a href="#">infographics</a>, <a href="#">newspaper design</a>, standalone social media posts with photos, graphics, video: <a href="#">TikTok video</a>, Instagram <a href="#">video</a> and <a href="#">multiple slides</a>, etc.</p> | <p>10 published</p> | <p>65 points per published work.</p> <p>65x10 = 650</p> <p>Points may vary based on the complexity of the work.</p> |
| <p><b>Total points for published work in La Voz News</b></p>  | <p><b>10</b></p>    | <p><b>650</b></p>   |

|   |               |              |
|---|---------------|--------------|
| Quizzes, mini courses   | 3+            | 125          |
| Questionnaires, feedback and exercises  | 2+            | 30           |
| Recruitment presentations and reports   | 2             | 40           |
| Portfolio   | 1             | 25           |
| Weekly check-ins, beat checks, news analysis, critique, participation, attendance and professionalism   | 10            | 100          |
| Final exam  | 1             | 30           |
| <b>Total points for Canvas assignments</b>  |               | <b>350</b>   |
| <b>Grand Total (La Voz and Canvas)</b>  |               | <b>1,000</b> |
| Extra credit:<br>Other approved activities: Reporter's initiative, selling ads, helping editors, completing editor's duties, attending a journalism conference and writing a report, planning campus events, job shadowing, etc.<br><br><b>Note:</b> Get my approval before doing the extra credit work.<br><br>(Points vary based on the complexity of the work) | Extra credit  | 5-50         |
| <b>Total extra credit points</b>  | <b>varies</b> | <b>100</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 1000+ 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.

## Important notes

- Assignments must be submitted fast and regularly, based on the schedule, to receive points.
- You should have a contribution to the publication each week.
- If you commit to an assignment, event, story coverage, etc., and fail to follow through, you will lose points for that assignment.
- 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. Assignments should be submitted fast and regularly, based on the schedule, to receive points.
- You cannot submit a series of assignments all at once and expect to receive credit.
- Missing major assignments is not acceptable, even if you have enough points to pass. To pass the course, you must complete all major and required assignments. Consistent and continuous weekly contribution to [La Voz News](#) is essential.

## Print issue dates

You will produce two print issues of La Voz News. Issue Dates: May 6 and June 3. This means that the newspaper pages should be sent to printer Folger Graphics no later than May 1 and May 29. **Deadlines must be met!**

## Weekly beat checks

For 10 weeks, you will conduct a weekly beat check with the **same person on campus**. Your goal is to build a relationship with this individual and gather potential news ideas based on what’s happening within their area. You will select one person from any of the following groups to check in with each week: Faculty member, Administrator, Staff member or Student who serves on a committee. Then you’ll write a brief summary of what you learned and submit it along with your weekly check-in reports.

Your beat checks should result in story ideas and be presented as clear, well-thought-out pitches.

Please note: The person you choose should not be a friend or family member. Your aim is to cultivate professional relationships and uncover fresh, objective insights.

### **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 may be 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 cellphones, 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.** If you are serious about academic success, your priority is being present for class, 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](#).** Read it or [watch it](#).
- **Talk with your adviser.** Ask questions. Use her office hours. 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 and in the newsroom lab. 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 and **log out** 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.

**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 may 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 and lead.

### **Social media**

[Facebook](#), [Instagram](#), [X](#), [BlueSky](#) and [TikTok](#) 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 using the right hashtags.

### **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. Always seek advice and ask for help and feedback.

### **Important dates**

April 7: First day of spring quarter

April 20: Last day to [add 12-week classes](#)

April 20: Last day to [drop classes](#) without a W

May 12: Summer registration begins

May 24-26: Memorial Day Weekend - no classes, offices closed

May 30: Last day to [drop classes](#) with a W

June 19: Juneteenth Holiday - no classes, offices closed

June 23-27: [Final exams](#)

June 24: Final exam for this class from 11:30 a.m. to 1:30 p.m.

June 29: [Graduation](#)

### **Journalism conference and awards**

Your best work might receive awards. The best of La Voz work will be submitted to three prestigious journalism organizations to be judged. Former students have received many awards.

The staff will have the opportunity to participate in two conferences per year: One is a one-day conference in fall quarter and the other one is a three-day conference in winter quarter. For more information, visit [Journalism Association of Community Colleges](#) or [Associated Collegiate Press](#) websites.

## Reading

Reading is a major part of the course and a habit of journalists. Good writers are good readers. De Anza students have free access to the major U.S. dailies through the [ProQuest database](#). The best way to browse for a particular publication, for example the Wall Street Journal content, is to click on “Publications” above the search box, then select Wall Street Journal to access articles from the current day.

The De Anza Library **has free access** for current students / faculty to the New York Times. Go to the library, [Newspaper databases page](#) and click on The New York Times. At the next screen, log in with your Portal IDs. On the next screen, create an account.

## Highly recommended textbooks

We provide you with the staff handbook in both [written](#) and [video](#) formats.

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, 2024-2026, 57<sup>th</sup> edition)

### ***Journalism of Ideas***

By Daniel Reimold

### ***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.**

### **Academic honesty policy**

Original work is required for this class. Papers from other classes, your past writings or AI-assisted work 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. 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.” Even using your own writing from the past instead of the required assignments for the current quarter is considered plagiarism. 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. It means an A will change to a C, a B will change to a D and a C will change to an F. 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.

**Confidentiality and Ethical Conduct:** Participation in class discussion platforms, including but not limited to Slack, Flow, Canvas, Discord and other forums, is a privilege granted solely for the purpose of fostering open communication and collaboration among class members. It is expected that all discussions and interactions within these platforms and in the class remain confidential and not to be shared outside the class without explicit consent.

Any unauthorized sharing or dissemination of class-related information, including but not limited to screenshots, conversation excerpts or identifiable details about fellow classmates, is strictly prohibited and constitutes a breach of trust and ethical conduct.

Violation of this policy will result in immediate removal from all online platforms associated with the class, including group messaging, Canvas, Flow, Discord and Slack. Additionally, disciplinary action may be taken as per the institution's academic integrity policies.

By participating in class discussions and utilizing these platforms, students agree to uphold the principles of confidentiality and ethical conduct. Remember, what happens in the newsroom stays in the newsroom.

### **Journalistic ethics:**

You are expected to be honest. In this course, that means you should not turn in any work that is not your own, invent sources, mislead sources or invent quotes or sources. Even any work that was your own but was produced before or produced for other classes or other purposes is not acceptable. Examples of journalistic plagiarism and integrity lapses:

- Copy/pasting stories from online sources.
- Making up fictitious sources.
- Interviewing people by email/text unless absolutely necessary and received permission from your instructor first. **These are not genuine interviews!**
- Interviewing your friends or family members, unless explicitly told and got permission from your instructor for a specific assignment.
- Telling sources the story you're writing is "just for a class" or it "won't be published." You will have a better learning experience if you take yourself and your work more seriously.
- Using quotations from unnamed sources.
- Manipulating quotes, photos or other visuals.
- Using social media to get quotations for a story unless you can verify people's identity, you explicitly told and got permission from your instructor for a specific assignment.
- Using AI in doing your assignments. While it's important for journalists to understand the role of AI and its benefits in the field — such as using it to practice interview techniques, brainstorm questions or help make sense of complex official documents — you should not rely on AI to write your assignments. Authentic journalism requires

critical thinking, original reporting and the development of your own voice. All written work must reflect your individual effort, research and perspective. Using AI to generate content for your assignments is not acceptable and will be treated as a violation of academic integrity. Without prior permission and consultation with your instructor, using ChatGPT or any other AI tools is not allowed.

### **Accuracy of stories**

To ensure students accurately report and write information from sources, I may randomly check facts and send out accuracy surveys to the people named as sources in stories. The surveys may include questions such as:

- Was the story fair and accurate?
- Were your name and title correct?
- Were you quoted or attributed accurately?
- Did the story omit any information you believe was important to full understanding of its content?
- How did the reporter conduct the interview? In person, by email or conference call?

### **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.

### **Student support services**

- Guide to Student Services: <https://www.deanza.edu/services/>
- De Anza Villages: <https://www.deanza.edu/villages/>

- Health and Crisis Hotlines: <https://www.deanza.edu/healthservices/wellness/hotlines.html>
- Title IX: <http://www.deanza.edu/titleix/>
- Pride Center: <https://www.deanza.edu/pride/>
- Men of Color: <https://www.deanza.edu/mc2/>
- De Anza Connect: <https://www.deanza.edu/counseling/connect.html>
- Undocumented Students: <http://www.deanza.edu/students/undocumented.html>
- HEFAS website: <https://www.deanza.edu/hefas/>

### Emergency and police

- Emergency Information: <https://www.deanza.edu/collegeops/emergencies/>
- Campus Police:
  - From a campus phone: Dial 9-1-1  
(You don't need to dial "9" before calling 9-1-1 from a campus phone.)
  - From a mobile phone: Call 408-924-8000
  - For non-emergencies: Call 650-949-7313 or dial extension 7-3-1-3 from campus phones

### Academic resources:

- Admissions and Records: <http://deanza.edu/admissions/index.html>
- Academic Calendar: <http://www.deanza.edu/calendar/>
- Bookstore: <http://deanza.edu/bookstore/>
- Online Education Center: <http://deanza.edu/online-ed/>
- Faculty and Staff Directories: <http://deanza.edu/directory/>
- Final Exams: <http://www.deanza.edu/calendar/finalexams.html>
- Library: <http://www.deanza.edu/library/>
- Affordable texts and materials: <http://deanza.edu/academic-services/oer/>
- Registration Instructions and Guide: <http://www.deanza.edu/registration/>
- Student Success Center: <http://www.deanza.edu/studentsuccess/>
- Student Resource Hub: <https://www.deanza.edu/online-ed/students/index.html>  
[onlineeducation@deanza.edu](mailto:onlineeducation@deanza.edu)

### Community resources

- Billy de Frank LGBT Community Center: <http://www.defrankcenter.org/>
- Domestic Violence Hotline: [1-800-799-7233](tel:1-800-799-7233), [1-800-787-3224](tel:1-800-787-3224)  
(TTY), <https://www.thehotline.org/>
- Second Harvest Food Bank: <http://www.shfb.org/>
- SIREN (Services Immigrant Rights & Education Network): <http://www.siren-bayarea.org/>

### Other resources

- **Information Literacy Videos:** Seven short information videos have been produced through the creative contributions of the Speech Communication Department, the Library and the Office of Communication. The videos are available on the De Anza College YouTube site: <https://www.youtube.com/user/DAWebTeam>

- **Purdue Online Writing Lab (Purdue OWL):** [https://owl.purdue.edu/owl/purdue\\_owl.html](https://owl.purdue.edu/owl/purdue_owl.html)

**Students with disabilities:** Students who have been found to be eligible for accommodations by Disability Support Programs and Services, should follow up to ensure that their accommodations have been authorized for the current quarter. If you are not registered with DSPS and need accommodations, please go to the DSPS office in the Registration & Student Services Building – Room 141 for information on eligibility and how to receive support services. You can also visit online at <https://www.deanza.edu/dsps/> for additional information.

## Student Success Center

Need help with this class? You are not alone.

Student Success Center peer tutors can relate and are ready to help! Visit the [SSC homepage](#) and click on the yellow links for on-campus schedules and Zoom links.

 **Tutoring:** Drop-in or sign up for weekly sessions. Come with assignments or questions or just stop by to check it out.

 **Workshops:** Skills Workshops on a variety of topics — managing stress, anti-procrastination, study tips and tricks, finding resources and community at De Anza and much more!

 **Group tutoring and group study:** Connect with classmates and others learning the same material. Most people learn better with others ... give it a try!

 **Support for online learning:** Speak with a friendly peer tutor or SSC staff member about motivation and organization strategies to stay on track with less stress.

 **Need after-hours or weekend tutoring?** See the [Online Tutoring](#) page for information about NetTutor (accessible via Canvas).

Please [click to Join SSC Resources Canvas](#) ! This is a great source for reminders about tutoring and workshops and links to De Anza-specific curated resources for many subjects.

Questions? Contact Diana Alves de Lima [alvesdelimadiana@fhda.edu](mailto:alvesdelimadiana@fhda.edu), Melissa Aguilar [aguilarmelissa@fhda.edu](mailto:aguilarmelissa@fhda.edu) or the appropriate [SSC contact](#).

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 services

The [Career Services](#) 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**

It is important to respect your instructor/adviser and your classmates, despite disagreements. 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, your fellow classmates and the community. 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 any form -- 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, unpublished, tutorial, etc.).
- 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 freelancers and contributors.
- You are not permitted to manipulate, modify or remove posted or published work on any La Voz platform. Factual errors must be addressed through a correction/editor’s note, which can only be issued after discussions with the instructor and the editorial board.
- 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.
- 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 News. 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, AI, cellphone – 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, recorders, mics, laptops, etc. 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. Police report should be filed. Otherwise, a hold will be placed on your record and other needed measures will be taken.
- 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, 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 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 the print issue, your name will be removed from the staff box.
- Your work will be published with your image and legal name, stated on the roster.

**Please note:**

- ✓ *This syllabus, including the grade chart, is subject to change at the discretion of the instructor and/or college.*
- ✓ *Continued enrollment in this course assumes that you have read and understood the information outlined in the syllabus and agreed with the terms and conditions.*
- ✓ *Your adviser is here to help you succeed in your journey. Don't hesitate to reach out if you need additional support or guidance — I'm here to help!*

**Good luck!**

## Grade Chart: JOUR 61B, Student News Media Production II, spring 2025

| Items – pick and choose   | Numbers  | Insert dates and slugs of your published work   | Insert Your Points |
|---|--|---|--------------------|
| <p>You need to make a contribution every week. That means publishing with <b>consistent intervals</b> throughout the quarter.</p> <p>All assignments should have <b>visuals</b>. You should either do it yourself or team up with another student.</p> <p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• At least <b>7 articles</b> <ul style="list-style-type: none"> <li>○ One should be a long-form, investigative or in-depth story with 5+ interviews</li> <li>○ Two should be interview-based, full-length stories with 3+ interviews</li> <li>○ One should be a human-interest, positive, feel-good story with 3+ interviews. Visit <a href="#">solution journalism</a>.</li> <li>○ Three can be other types of your choice.</li> </ul> </li> <li>• At least <b>1 video</b> with 3+ interviews</li> <li>• At least <b>2 standalone social media posts</b></li> </ul> <p><b>Note:</b> Short-form articles, including DA Voices, do not count as interview-based articles.</p> <p>Examples of <a href="#">Long-form</a>, <a href="#">investigative</a> or <a href="#">in-depth</a> news story.</p> <p>Examples of interview-based articles: Campus <a href="#">News</a> articles, <a href="#">meetings</a> articles, <a href="#">sports game</a> stories, <a href="#">feature</a> articles, <a href="#">profile</a> articles and <a href="#">art</a> and <a href="#">entertainment</a> articles.</p> <p>Examples of articles without interviews: <a href="#">Review</a>, <a href="#">opinion</a>, <a href="#">satire</a>, <a href="#">personal opinion</a> and <a href="#">column</a> stories.</p> <p>Examples of short-form articles: <a href="#">Humans of De Anza</a> (one interview), <a href="#">DA Voices</a> (6+ interviews), <a href="#">announcements</a> and <a href="#">How-to</a> articles.</p> <p>Examples of other types of assignments: <a href="#">Photo essay/photo spread</a>, <a href="#">podcasts</a>, <a href="#">videos</a>, <a href="#">illustrations</a>, <a href="#">infographics</a>, <a href="#">newspaper design</a>, standalone social media posts with photos, graphics, video: <a href="#">TikTok video</a>, Instagram <a href="#">video</a> and <a href="#">multiple slides</a>, etc.</p> | <p><b>10</b><br/>published</p> <p><b>65 Points each published work</b></p> <p>Points may vary based on the complexity of the work.</p> | <p>Week 1:</p> <p>Week 2:</p> <p>Week 3:</p> <p>Week 4:</p> <p>Week 5:</p> <p>Week 6:</p> <p>Week 7:</p> <p>Week 8:</p> <p>Week 9:</p> <p>Week 10:</p> <p>Week 11:</p> <p>Week 12</p> |                    |
| <b>Total points for published work in La Voz News</b>   | <b>10</b>  | <b>650</b>  |                    |

| Items  | Numbers       | Points       |  |
|--|---------------|--------------|--|
| Quizzes, mini courses  | 3+            | 125          |  |
| Questionnaires, feedback and exercises   | 2+            | 30           |  |
| Recruitment presentations and reports  | 2             | 40           |  |
| Portfolio  | 1             | 25           |  |
| Weekly check-ins, beat checks, news analysis, critique, participation, attendance and professionalism  | 10            | 100          |  |
| Final exam   | 1             | 30           |  |
| <b>Total points for Canvas assignments</b>   |               | <b>350</b>   |  |
| <b>Grand Total (La Voz and Canvas)</b>   |               | <b>1,000</b> |  |
| Other approved activities: Reporter's initiative, selling ads, helping editors, completing editor's duties, attending a journalism conference and writing a report, planning campus events, job shadowing, etc.<br><br><b>Note:</b> Get my approval before doing the extra credit work.<br><br>(Points vary based on the complexity of the work) | Extra credit  | 5-50         |  |
| <b>Total extra credit points</b>   | <b>Varies</b> | <b>100</b>   |  |

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  
800-839 = B-

900-949 = A-  
760-799 = C+

870-899 = B+  
700-759 = C

840-869 = B  
0-699 = no pass

Please note: To earn an A+, students must have perfect attendance and participation, in addition to earning 1000+ points, not including extra credit. To pass the class with a C, you need 700 points.

In some cases, we might be able to substitute assignments. You cannot submit series of assignments together and expect credits for all. You cannot miss major assignments, even if you have passing points.

## Published Work Process

1. **Pitch & Approval** – Pitch and get approval from editors or accept a proposed idea/assignment.
2. **Research & Source Contact** – Gather background information and reach out to sources.
3. **Interviewing** – Conduct in-person interviews and gather firsthand information.
4. **Creating Content** – Write the article, shoot photos, record videos or produce podcasts.
5. **Self-Editing** – Review and refine your work and follow AP style before submission.
6. **Submission to Editors** – Using Flow Google Doc, send your draft to editors for review.
7. **Editing Process** – Engage in back-and-forth editing with editors.
8. **Rewriting & Final Edits** – Make necessary revisions and conduct a final self-edit.
9. **Publication** – Editors publish/post the final piece on La Voz platforms.
10. **Sharing** – Share the published work with sources, interviewees, friends and family.
11. **Promote** – Promote your work on social media using the proper La Voz De Anza hashtags. Do not share/promote BEFORE the work is published or posted on La Voz.
12. **Engagement & Feedback** – Seek feedback and prepare a possible follow-up work
13. **Community Connection** – Ensure the story reaches the intended audience and sparks discussion.
14. **Repeat** – Start a new assignment and begin the process again!

## Important Notes:

- **Timeliness matters. Deadlines are always now.** Don't delay your work. Depending on the assignment, all the steps above should happen in a few days if not one day!
- **Do not mark an edit as resolved** until you have fully addressed the comment.
- **Editors are students too**, and they may make mistakes. Always review their suggestions critically and carefully.
- **Before applying an edit**, make sure you understand the comment and verify its accuracy.
- **If you disagree with an edit**, don't ignore it — bring it to the attention of the editor and/or the adviser for discussion.
- **If you have questions**, ask the editor for clarification or consult the adviser.
- **Plan ahead and collaborate for visuals.** Don't wait until after finishing your article to think about images, graphics or videos. Work with photographers, designers and videographers early in the process to ensure strong visual storytelling.