

This course is a mix of virtual and in-person instruction plus fieldwork.

Some course work will be conducted offline and/or in the field during the designated class time.

Virtual class sessions via Zoom will be listed in the course schedule.

Zoom sessions will take place on either Mondays or Wednesdays at 8 a.m. ET – 9:15 a.m. ET

Instructor:

Professor Tamara Gibbs

(919) 358-8301 mobile/text (6 a.m - 9 p.m. ET)

tgibbs@ad.unc.edu

Office Hours:

I am available after class and by appointment on Mondays and Wednesdays. Also, I am available via phone or FaceTime/Zoom/Skype by appointment during the week. **Please use the mobile number above for emergencies or critical concerns only. The best way to communicate with me is via email or text message between 6 a.m. and 9 p.m. ET.** Please allow up to 24 hours for a response to non-urgent issues.

Course Description:

In this course, students will learn a range of strategies and tactics multimedia digital journalists use in their day-to-day activities, including enterprising story ideas, conducting research, writing for the ear, nonlinear editing, voicing, and producing compelling audio stories for broadcast. Students will also gain applicable, real-world skills in broadcast writing, vocal delivery, managing multiple priorities under deadline, interviewing techniques, developing credible contacts, cultivating curiosity, and interpersonal communication.

Course Goals:

JOMC 252 will allow students enrolled to explore audio journalism writing and publication processes. This course aims for students to develop the writing, editing, and verbal communication skills necessary to succeed in a digital journalism career. Like an active, rapidly evolving newsroom, students must be agile and ready to participate in robust editorial discussions to develop their news judgment, including determining the relevancy, newsworthiness, timeliness, and accuracy of news content. The exchange of a full spectrum of ideas and perspectives is encouraged in this course; however, my expectation is professionalism, compassion, and respect for your classmates. This course is also designed to have students think critically about current events and how they relate to digital journalism in preparation for real-world experiences in journalism.

Through the use of virtual lecture, in-person instruction, class discussion, writing assignments, and team-based learning exercise, the successful student will:

- **Develop broadcast and AP style writing skills**
- **Learn techniques and methods used in audio journalism**
- **Develop the ability to apply journalistic principles**
- **Develop skills in using digital storytelling tactics strategically and creatively**

Syllabus and Course Schedule Changes:

The professor reserves the right to make changes to the syllabus and the course schedule, including but not limited to: assignments, session format (Zoom vs. in-person and/or recorded lectures), project due dates, and test dates. These changes will be announced as early as possible.

Required Text:

The modern newsroom sometimes requires digital journalists to file stories in both broadcast and AP style. For this reason, you'll need to purchase the [Associated Press Stylebook Online subscription](#). You can access your subscription via your computer, tablet, or mobile device. When you purchase your online subscription, mark 'No' for questions #2 and #3.

Digital Download

STYLE GUIDANCE ON YOUR COMPUTER, TABLET AND PHONE

AP Stylebook Online

This searchable, customizable, regularly updated version of AP Stylebook offers bonus features including Ask the Editor, Topical Guides and Pronunciation Guide. Add Webster's New World College Dictionary for a more comprehensive resource.

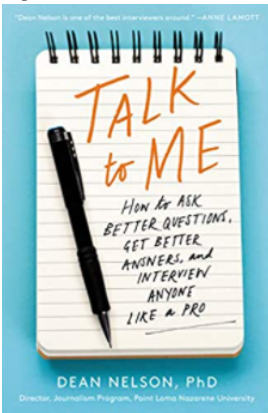
SHOP NOW 



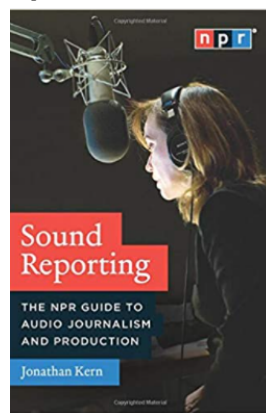
Your textbooks are available via Amazon (see links below) and [Chicago Press](#) for purchase and download or delivery (click the links below). You are encouraged to order the textbooks in your desired format (paperback, Kindle) at your earliest convenience. If necessary, I will provide the first few chapters via a Google Drive link as you wait for your textbook to arrive.

Kern, J. (2008) [Sound Reporting: The NPR Guide to Audio Journalism and Production](#)
Nelson, D. (2019) [Talk to Me: How to Ask Better Questions, Get Better Answers, and Interview Anyone Like a Pro](#)

Paperback or Kindle



Paperback, Kindle or PDF



Recommended Reading: There will be supplemental reading via [links](#) in the course schedule in this class. Also, you will need to stay abreast of current events in the news. **I would encourage you to read local and national news via sources** such as The Daily Tar Heel, WUNC, The News & Observer, WRAL.com, and ABC11.com daily and several times a day. Information flows constantly in the digital world!

Additionally, I may provide relevant and timely links to supplemental reading assignments that may be discussed in class and/or added to the Course Schedule or in Sakai throughout the semester.

Required Technology:

Your success in this course will require access to the internet, Sakai, the use of either Word or Google Documents, Adobe Acrobat PDFs, Zoom meeting app, a digital recording device such as your smartphone, and Adobe Creative Cloud for editing.

Hardware:

You will need to have or purchase the following equipment for this class.

Smartphone with a voice recording app such as Voice Memo

Please contact your instructor and Stephanie Brown, the Hussman Park Library director, if you face a financial challenge. She may be able to assist you with an equipment rental from the Park Library.

- Also, you might consider the **free version of ShurPlus MOTIV** (https://www.shure.com/en-US/products/software/shure_plus_motiv).

For interviews, you can use Zoom meetings or Zencaster (<https://zencastr.com/>) from your laptop or desktop computer.

Wired lavalier microphone: If you do an in-person interview (not recommended if there are COVID restrictions), you'll need a wired lavalier microphone available from Amazon and other sites. A limited number of wired lavalier mics are available in the Park Library.

- [Microphone for iPhone](#) at Amazon.com
- [Microphone for Android & iPhone](#) at Amazon.com

Headphones: Earbuds or any standard headphones will work for this class. Higher quality headphones will help you know more clearly whether the sound you're hearing is coming from your immediate environment or your recording.

- **Support:** Gary Kirk, Hussman Broadcast & New Media Manager, will discuss recording options when he visits our class in August.

Software:

You'll need to download the latest version of Audition from Adobe Creative Cloud, licensed to UNC students. You can download Audition and other Adobe software by using your UNC email address and onyen and by going to the following site: <https://software.sites.unc.edu/adobe/>

Accessibility Statement:

Reasonable accommodations will be made for students with documented disabilities. Documentation for accommodation must be presented no later than one week prior to the requested accommodation. To receive accommodations, students must go through the Counseling Center/Disability Services office. [Disability Services](#) is located at 208 Carroll Hall and can be reached at 919-760-8427 or by [email](#). For additional information, go to their website.

UNC Attendance Policy:

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

COVID

If you test positive for the virus and you are asymptomatic, you are welcome to attend class virtually. However, if your COVID symptoms will impede your ability to attend our virtual class, please notify your instructor as soon as possible. As with any illness, it will be your responsibility to make up missed assignments within the time allotted by your instructor. To keep pace with missed lectures, please view the recorded Zoom sessions that will be made available in Sakai.

Mask Use:

This course is virtual; however, should we ever meet in person at Carroll Hall, we'll follow the University's guidance on masks use. All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point, you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

Attendance via Zoom:

Because this course is a virtual learning experience, your in-person attendance is only required for in-person sessions noted in the course schedule. Your attendance virtually is required for our live Zoom sessions. **Please note that you are required to use the video option during live Zoom sessions. Please do not use a photo or blank screen with your name.**

Professional Accountability:

This course is designed to prepare you for real-world workplace scenarios and potential careers in journalism or other industries. For this reason, it is your responsibility to:

- Meet deadlines and make contingency plans for potential challenges
- Organize your coursework and manage your time wisely
- Attend live Zoom sessions on time and remain until the end of class
- Actively engage in classroom or online discussions
- Purchase your required textbooks, subscribe to news resources and complete your reading assignments on time
- Be open to positive and critical feedback
- Conduct yourself with professionalism and insatiable curiosity

Professionalism: In this course, you are required to conduct yourself as a professional, including actively participating in class and engaging in respectful, informed, critical-thinking discussions. Effective news organizations establish a climate where there is a healthy collision of ideas – where story assignments, approaches, writing, etc., are discussed openly and honestly. Tension and conflict can and should be present to some degree, but temper that tension and conflict

with **respect** for your fellow students and colleagues. This class will follow a Rules of Engagement, created by students and the professor.

Professional Accountability (Attendance) Points: Each student begins the semester with **100 points for professional accountability (attendance)**. Your attendance will count toward (or against) your professional accountability points. Unless you provide documentation to support an excused absence, **failure to attend in-person and/or Zoom sessions will result in a 10-point deduction in attendance unless it is an excused absence.** Please communicate with me early about potential absences. Please be aware that you are bound by the [Honor Code](#) when requesting a University-approved absence.

(Source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

Professional Accountability Bonus Points

If you participate in all live Zoom sessions and online discussions, you will receive 20 bonus points at the end of the semester.

Class Policy:

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments.

Recording Zoom Sessions:

Each recorded Zoom session for this class is owned by the University, and is under copyright protection. **Please do not record excerpts or statements from your Zoom class and share them on social media or any externally-facing platforms.** If you have problems accessing Zoom, please notify your professor.

The virtual classes will be recorded and uploaded to Sakai within 72 hours. It is your responsibility to prepare for class and review all materials in preparation for discussions and assignments. **We will use the same Zoom link for the entire semester. You should have received it before the first day of class.** There will be a password, so you need to have a UNC email. Please be patient, respectful, and professional during our Zoom conversations.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities, visit the Department of Disability Services website (<https://ars.unc.edu>).

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability, or pregnancy complications resulting in barriers to fully accessing University courses, programs, and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

Assignments:

You will submit assignments via Sakai and/or email as Word documents, Google documents and/or WAV, MP3, M4A audio files. Save project files as **Last Name_First Name_Project Name_dd/mm/yy**

Late Assignments:

I will not accept late assignments without documented proof of a college-sanctioned absence or medical issue. For example, a student who is ill may turn in a late assignment with a doctor's note. **I will not accept late work because of equipment malfunctions, job interviews, internships, extra-curricular activities, social functions, pre-arranged vacations, travel delays, etc.** It is your responsibility to manage your time wisely and complete your assignments by the deadline.

- **NOTE:** If you are experiencing technical problems, a personal or academic hardship, please communicate your concerns sooner rather than later so that we can identify the best way to support your academic success.

Course Schedule Terms:

Reading Assignments	Reading assignments are listed on the day they're assigned. Reading assignments should be completed by the due date indicated in the course schedule. Reading assignments may include your textbook, online articles, and/or videos.
Timed Writing Drills	Students will be allowed to practice writing under deadline throughout the semester. Some drills will count for points, and others will be practice only. You will be graded on the writing techniques presented in class, accuracy, grammar, order, the flow of the story, and creativity. The drills will be listed in the course schedule.
Current Events Pop Quizzes	Students will be tested on their knowledge of current events and pop culture. These quizzes will be conducted at the start of class and will not be listed in the course schedule; and instead, they will be administered as pop quizzes.
Reading Pop Quizzes	Students will be tested on their comprehension of the reading assignments. These quizzes will be conducted at the start of class and will not be listed in the course schedule; and instead, they will be administered as pop quizzes.
Audio Project Office Hour & Work Sessions	During the semester, students will be offered time to work on their audio projects during class time. Students may also elect to meet with the instructor during "Audio Project Office Hours" to get help on their assignments or ask questions about their class performance.
Broadcast/AP Style Pop Quizzes	Students will be tested on their execution of both broadcast and AP-style writing. These quizzes will be conducted at the start of class and will not be listed in the course schedule; and instead, they will be administered as pop quizzes.

Grading:

I use the Total Point System for grading. **These points represent an estimate for the semester and may change.** At the end of the semester, I'll divide your total points for the semester by the total points possible to determine your grade.

Assignments	Points
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Attendance Your baseline attendance score is 100 You will lose 10 points for each missed Zoom or in-person session unless it's an excused absence (<i>see Attendance in the syllabus</i>) Attendance Bonus Points – Zero absences	100 (+20)
Audio Project #1 Audio Project #2 Audio Project #3 Audio Project #4	100 100 100 100
Timed Writing Drills (5 x 20 points each) Reading Pop Quizzes (5 x 10 points each) Current Events Pop Quizzes (10 x 10 points each)	 100 50 100
Audio Project #5 - Final Project	100
Semester Total (this total is subject to change)	850

Grading Scale:

Grade	Scale
A	90-100%
B	80-89.9%
C	70-79.9%
D	60-69.9%
F	59.9% or below

Grade expectations are as follows:

A - Superior Work: Superior audio editing and writing that is well organized and compelling with complete facts, thoughtful analysis and opinion (when applicable), and correct grammar and style. Additionally, writing that is clear, concise, easy to read, adheres to broadcast and/or AP style, and follows the proper format. No misspelled words or typos.

B - Above-Average Work: Clean audio editing and writing that is well organized with complete facts, thoughtful analysis and opinion (when applicable), and only minor grammatical and stylistic corrections. This work also is clear, concise, and follows the proper format—no misspelled words or typos.

C - Average Work: Audio editing with some issues. Writing meets minimum requirements of complete and correct facts and thoughtful analysis and opinion (when applicable) but requires editing to correct organization, grammar, and style. Some minor problems in format and additional work may be needed to heighten the impact of the piece.

D - Below-Average Work: Significant audio issues and writing contains incomplete information, numerous style, and grammatical errors, and is poorly organized.

F - Unacceptable Work: Audio editing is not for broadcast, and writing is poorly organized and contains style and grammatical errors, factual mistakes, and misspelled proper nouns.

Proactively Seek Support:

If you need individual assistance, it's your responsibility to meet with the instructor during office hours or to set up an appointment for another time. **If you are serious about improving your performance in the course, the time to seek help is as soon as you are aware of the problem -- whether the problem is difficulty with course material, a disability, or an illness.**

Counseling and Psychological Services:

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

ACEJMC Values and Competencies:

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their specialization, all graduates should be aware of certain core values and competencies.

The values and competencies associated with this course include being able to:

- Demonstrate an understanding of gender, race ethnicity, sexual orientations and, as appropriate,
- other forms of diversity in domestic society in relation to mass communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate
- style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions.

Honor Code:

I expect that each student will conduct themselves within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Diversity:

The Hussman School of Journalism and Media follows the University's policy on Prohibiting Harassment and Discrimination as outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/>).

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2021-2022 Undergraduate Bulletin (www.unc.edu/ugradbulletin).

Diversity Statement:

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

TITLE IX:

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

UNC Policy on Non-Discrimination:

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Inclement Weather and Campus Emergencies:

The college urges that all students sign up for Alert Carolina (<https://alertcarolina.unc.edu/>).

In the event of inclement weather, you will be alerted when the college closes. College closure does not mean your class will not have online sessions, readings, or assignments.

