Instructor: Professor Judy Sheppard  
Office: Tichenor Hall 227  
Telephone: 844-4594 (in all but life-threatening circumstances, email instead at sheppje@auburn.edu)  
Office Hours: TBA

Prerequisites: JRNL 1100, JRNL 2210 & JRNL 2310

Textbooks: The Associate Press Stylebook

COURSE DESCRIPTION
Applied Journalism is an introduction to media organization operations, requires professional supervision on site and must include production and publication or broadcast of your original work. Please do think, say or imply to anyone that “this is just for a class.” Your supervisor will hold you responsible for the accuracy of your work.

COURSE OVERVIEW
Applied Journalism is NOT an AUJ internship. It cannot substitute for JRNL 4920. It is instead a 3-hour elective course, a pre-internship that allows students to work for one or more organizations or media with which they are unfamiliar. It requires submission of one assignment a week of publication-worthy articles, stories or other journalistic-type work products that students can use to which will help them prepare them to apply for the required JRNL 4920. It must take place in supervised experience in a professional setting. This is not a freelancing course, nor is it a “shadowing” course, terrific as those experiences can be.

Among the outlets that are acceptable if there are any staffers willing to take on the responsibility of assigning or otherwise evaluating your work are these: The course focuses on gathering information, writing, editing, photography, design, online journalism, digital journalism, broadcast journalism, and/or sports information. Students gain work experience in the media field of their choice. Organizations may include The Auburn Plainsman, Eagle Eye News, The Opelika-Auburn News, Auburn Magazine, on-line magazine or news sites (with newsrooms or professional offices), area broadcast stations or any media outlet in the area that meets with the instructor’s approval. Depending on the semester, students will submit either 8 or 12 published clips/work samples to the course instructor for review. Students will be expected to meet deadlines – a fact of life in the media world.

COURSE COMPETENCIES:
After taking this course, students will be able to:
1. Master the fundamentals of sound journalism through practical experience
2. Learn the importance of accuracy and objectivity
3. Put into practice basic reporting skills, which can include covering a beat and covering news, features and sports.
4. Create professional-quality work products
5. Write and/or news stories or feature stories on deadline for print, online and/or television news
6. Conduct professional interviews
7. Edit work to professional standards
8. Interact with media professionals
9. Consider the ethical issues involved in journalism work
10. Understanding the importance of reporting on diverse populations and of writing for equally diverse readers
REGISTRATION POLICY:
As in Journalism Internship, only the instructor of record can enroll students in JRNL 3110. Students must provide the instructor with a completed work contract and semester plan before the start of the semester in which he/she wishes to enroll. The contract should be signed by the student and the student’s designated supervisor(s) at the media organization. The work experience must meet the rigors of a 3-hour writing class before it will be approved.

Should the supervisor encounter any problems with your professionalism, he or she will contact me immediately. Depending on the circumstances, you could receive a drastically lowered grade or even an immediate F.

COURSE WITHDRAWAL:
Students may withdraw (with a W on transcript) until mid-semester but ONLY having considered their professional obligations to their supervisors. You are entering into a contract. You should honor it.

PROFESSIONAL BEHAVIOR: When you’re in the organization office or on assignment, you must dress appropriately. Don’t show up in shorts, T-shirts and flip-flops (unless you’re on an assignment outdoors). Sloppy clothes are a sign of disrespect. (An exception: notice that experienced female reporters rarely wear heels. They know they may have to walk or stand on their feet for hours.) Your attitude, punctuality, business-like behavior, willingness to take on extra work without complaint and initiative are important and greatly affect your grade.

Grading Scale:
A: 90 to 100
B: 80 to 89
C: 70 to 79
D: 60 to 69
F: 59 and below

Grade:
Final grades are based on these areas:
1) 60 percent: Clips/work product that you submit to me via Canvas
2) 15 percent: Final three-page report and portfolio
4) 25 percent: Final written evaluation from your internship employer

1) SUBMISSION OF CLIPS/WORK SAMPLES
You will have 12 SUBMISSIONS and/or work samples. Beginning the third week of class, you should submit work each Friday by 3 p.m. on Canvas UNLESS you and I have discussed an adjusted assignment schedule.

If you are enrolled in 3110 in the summer, you’re expected to combine Week 1 and 2. Please see me for explanation if necessary.

WEEK 1 – Meet with instructor to go over course syllabus and learn about course requirements
WEEK 2 – Get acclimated to your new position, workplace and learn about your first assignment
WEEK 3 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 4 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 5 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 6 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 7 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 8 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 9 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 10 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 11 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 12 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 13 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 14 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 15 – Portfolio due by last day of the semester at 5 p.m.

2) Supervisor’s report: depending on the semester, ask your supervisor to evaluate your performance two weeks before the semester ends. I’ll give you the URL for your supervisor. Please explain that this evaluation is CONFIDENTIAL.

3) FINAL REPORT: THIS IS ALSO CONFIDENTIAL! YOUR SUPERVISOR WILL NOT SEE IT.
This will consist of at least three double-spaced, typewritten pages on your applied journalism experience. The report should describe the work accomplished in course, what you have learned from the experience and your plans to improve your journalism skills before applying to an internship. Here are some of the things you should mention in the final report: What was the experience like for you? What story assignments/projects did you feel comfortable doing? What story assignments/projects did you not feel prepared to complete? Would you recommend this applied journalism work experience to another journalism major? Why or why not?

5) FINAL PORTFOLIO: You are required to also submit a portfolio of all of your work completed at your journalism placement. The portfolio can be turned in via hard copy if your clips were in print. The portfolio may be submitted via a website (Wordpress, Weebly, Tumblr, etc) if you have video, audio or photography clips. Discuss your final portfolio options with me sometime during the last two weeks of class.

PLAGIARISM POLICY

Any outlet you will ever work for expects complete honesty and transparency about the work you submit to them. Supervisors will be asked to let me know immediately if they have discovered any form of plagiarism or violations of journalism ethics.

Academic Honesty: In addition to whatever penalties your supervisor may wish to impose for dishonest behavior, you remain an Auburn University student subject to the Student Academic Honesty Code. Students are expected to behave with integrity. See: www.auburn.edu/studentpolicies.

• All work must be original for this class. I will not accept work that has been submitted to another class OR another outlet. Yes. You CAN plagiarize yourself. And it is fraud.
• Fabrication of quotes or information, cheating or plagiarizing on any assignment, project or test will result in an automatic F in the course.
• Plagiarism and copyright infringements will not be tolerated and will be subject to university punishment. If you have any questions about plagiarism, it is YOUR responsibility to ask me – and or your supervisor -- in advance of submitting assignments or projects.

STUDENTS WITH DISABILITIES

Students who need accommodations should arrange a meeting during the first week of classes. Come during office hours or email for an alternate time. Bring the Accommodation Memo and Instructor Verification Form to the meeting. Plan to discuss accommodations you need. If you do not have an Accommodation Memo but
need special accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096.