JOURNALISM 2/3
WRITING AND CREATING ACROSS PLATFORMS

Instructor: Eric Easter   Fall/Spring 2018-2019
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PREREQUISITES: N/A

COURSE DESCRIPTION.

Spoken word, lyrics, print, theater, photos, film, radio, television, digital, social media, gaming, AR and VR, all of these platforms exist simultaneously as possible weapons of choice in the arsenal of storytellers -- but they each have their own languages, shortcomings and strengths.
In today's market, writers, journalists, filmmakers and others storytellers can no longer claim just one skill. Writers are asked to do speeches, manage Twitter feeds and post on Instagram. Filmmakers must make apps and websites about their movies. Novelists are doing podcasts to build their brands and introduce new books. And on each platform, the story must be told in its own way that is unique to the platform.
How does a storyteller choose which tool to use? Which one will be the most effective? Which one or which combination will reach the audience?
This course is a comprehensive examination of existing platforms and the challenges of shaping creativity and storytelling to each individual medium, the legal and copyright implications of each platform and the business and financial model that governs being paid or being entrepreneurial in each business.

OBJECTIVES: As a result of this course, the successful and attentive student will:

- Have a clear understanding of, and be able to articulate with authority, the unique principles and aspects of a variety of platforms from spoken word to virtual reality
- Understand the connection of various platforms to one another in 21st century content creation
- Be able to conceive and produce a full-length podcast (Showcase Project)
- Be able to successfully and competently translate a single storyline across a minimum of three distinct platforms
- Understand and be proficient in the development of the "one-pager" proposal pitch

- Understand the core principles of copyright and contracts and the impact of digital distribution on rights and other key legal issues
- Be competent in the writing and ethics of several forms of key journalism including magazine writing, travel writing, food writing, data journalism, editorial opinion and investigative
- Be able to complete works of writing under deadline pressure

METHOD OF INSTRUCTION
Lectures
Guest Speakers/Master Classes
Video Conferencing
Group Projects
Independent Research
In Class Deadline Work

SUPPLIES/NEEDS
Students will need one dedicated rules notebook or journal for note-taking. Pens are obvious.

Students with smartphones should have at least one high quality photo app, one high quality cinematic film app and at least one high quality voice recording app downloaded. Choose your favorite or discuss preferred choices with the instructor.
With parent permission, it is helpful for students to have access to the major social media platforms. You DO NOT have to have a public active account. It is for observation and study only.

CLASS PARTICIPATION AND NOTES
This course is intended to be broadly interactive with the lecturing using the Socratic method of question, debate, back and forth. Your lively, engaged participation is expected, anticipated and required to get the most out of class.

YOUR NOTES ARE YOUR LIFE LINE. There is no expectation for you to remember all that will be discussed. It is journalism. You should never rely on your memory, you should rely on great, detailed, copious and structured notes. All tests will be open notebook. Smart, neat and organized note-taking will be absolutely critical to your success.

It is strongly recommended that you back up your notes in a secondary format, either by screenshot of your notebook, doing original notes electronically or transcribing handwritten notes to electronic form.

SUBJECT COVERAGE

Over two semesters (not necessarily in the listed order) the course will include but not necessarily be limited to:

- Building one's individual brand and platform
- The History and Unique Language of Social Media Platforms
- Speaking/Spoken Word as a Storytelling Platform (+Business of Speaking)
- Books as a Platform (Constructing a solid Pag1, a Book Proposal +The Business of Books)
- Magazine Writing – A study of Gay Talese, Tom Junod, Ta-Nehisi Coates, Jelani Cobb and how to write for major magazines (Guest: Jelani Cobb, The New Yorker)
- Data Journalism (Guest: Akela Lacy, Rockefeller Project)
- Investigative Journalism
- Lifestyle as a Platform – Travel, Food, Cooking
- Writing for Social Media
- Visual Storytelling for Instagram and 360
- Understanding Facebook Live and Emerging Video Alternatives
- Voiceovers and the Vocal Narrative (TeleGuest:
- Audio Storytelling and Podcasting (Guests: DJ BenHameen of FanBros./Jake Shapiro, CEO, RadioPublic)
- Storytelling and Video Games (+Business of Gaming); Guest: David Ortiz, creator, Madden
- VR and AR and the challenge of storytelling: Speaker, Chanelle Hardy, Google
- Understanding Contracts
- Understanding Copyright
- Getting Paid: The Financing of StartUps, Media Ventures and Your Dream

GRADE WEIGHTING

Class Participation/Group Participation/Professionalism 25%
Independent Projects and Assignments 50%
Tests and Quizzes: 25%

Expectations for the level of work that nets you an A, B, C or lower is consistent with school and LMC Department policy. Cell phone usage, hall passes and all other rules also follow standard LMC protocol.

I have read and understand the requirements for success in the course and agree to adhere to all policies and procedures as designated above.

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Student Signature

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Parent Signature