Mobile Journalism
Dr. Jennifer Cox

Web Hit Assignment
Due to MyClasses by 12:30 p.m. Tuesday

For your first assignment, you will select a live event to attend (either on-campus or off; not classes). From that event, you will produce three things:

1) A photo
2) A social media post (any platform)
3) A web hit

Photo:
You must include at least one photo illustrating where you are. It should be clear you are at the event you say you are covering. Use proper photojournalism techniques learning in Journalism I.

Social media post:
Include a screen shot of at least one social media post from a platform of your choosing. The post should contain essential who, what, when and where information in inverted pyramid style. (What is the big takeaway from the event?) *You may include your photo in your social media post.*

Web hit:
Immediately following the conclusion of the event, you will construct a web hit consisting of all of the following:

1) At least 6-8 journalistic grafs (1-2 sentences each)
2) At least **two quotes from two different people** (one could be a speaker) with proper attribution
3) Inverted pyramid writing (most important to least important, beginning with the main takeaway from the event)
4) Numbers (estimate of how many people attended, money raised, etc.)

How this will work:
The point of this exercise is to get you publishing in real-time. Therefore, you will need to submit all three of these elements to MyClasses **within one hour of the event's conclusion.** I will be able to look up the event, so make sure you are keeping yourself honest with this. *You will be docked 20 points on the assignment if you miss the deadline!* Remember, you cannot make changes to a MyClasses document without changing the submission time, so keep that in mind. I will consider any late changes as a late submission.

**Important note:
You must also submit a phone number for each of your sources. If one of your sources is the speaker of an event, you do not need to get his/her phone number. I will check in with these sources at random to ensure you are not using friends/family/co-workers as sources. I will also use them to verify information in your story.

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RUBRIC
This is the exact guide I will use to grade you. Keep it handy while you are working.

	AP Style	Grammar, punctuation, spelling	Accuracy	Quotes	Lede	Reporting	Writing
A	AP style is strictly followed with zero-one errors.	Basic grammar rules are followed. Few, if any, comma errors. Nothing is misspelled.	All proper nouns are correct. All information in the story is verified and accurate.	Quotations make sense, are properly attributed and illustrate the point of the previous grafs. They reflect the way a person speaks and what he or she is talking about.	The lede/nut graf tells the reader exactly what the story is about It includes the time peg, impact and other appropriate news values.	Story has a minimum of two appropriate human sources. All important info from the event is included.	Is clear, concise, declarative and smooth.
B	Story has two-three style errors.	Basic grammar rules are followed. Mistakes have the feel of oversights rather than persistent problems.	All proper nouns are correct. All information in the story is verified, though may not fit perfectly in context of story.	Quotes make sense within the context of the story; quotes could be more emotional/reflective of speakers' perspectives.	The lede/nut graf tells the reader what the story is about and most news values.	Is generally solid, but could be improved in some places. There may be some questions remaining.	Writing is clear but needs some editing for structure, ordering or rhythm.
C	Story has four-five style errors.	Basic grammar and punctuation rules are not consistently followed.	There are small problems/ inconsistencies with proper nouns & the veracity of your information	Quotes are out of context or are not properly introduced in previous grafs; quotes reflect facts rather than emotions; quotes repeat what is said above	Lede does not capture the thesis of the story or does not include necessary news values.	Reporting and sourcing are thinner than they should be. There are several questions remaining.	Needs fairly significant editing for word choice, sentence structure, clarity and logic.
D	Story has six-seven style errors.	Story has many persistent grammar, spelling and punctuation errors.	There are glaring problems/ inconsistencies with proper nouns & the veracity of your information	Quotes are missing, state the obvious or do not illuminate the point being made.	Lede misses the main point of the story or is difficult to understand.	Reporting and sourcing are lacking. There are many questions remaining.	Needs significant editing for word choice, sentence structure, clarity and logic.
F	Story has eight or more style errors.	The number of grammar errors makes the story unreadable.	Sloppy reporting resulting in numerous errors and inaccuracies.	Quotes are fabricated or include information from a friend, family member or co-worker.	Lede is fabricated or riddled with factual errors.	You have violated any of the terms of the reporting ethics contract you signed.	Writing cannot be followed nor understood.

Social media post:

- Your post includes the most important information and takeaways from the event _____

- Your post includes vital information on who, what, when & where _____

- Your post is clear, well-written and appropriate for audiences _____

Photo:

- Your photo(s) clearly illustrates the event you attended _____

- You have used good photo techniques (faces, not backs; no inanimate objects, _____
  No over-crowding the picture, etc.)

Comments: **Grade:** _____