

Enhancement Project
Plan due Oct. 29 to MyClasses
Presentations: Nov. 14

University policy dictates classes offering four credits must include an “enhancement hour.” Essentially, this is additional instruction or work assigned outside of the class meeting time designed to enhance your independent learning in the subject field.

For your enhancement project, you will get into groups of three. Your group will work together to research a social media platform/app and how it is or can be used to report and distribute news. You will provide original research about the platform and a thorough analysis of its strengths and weaknesses as a news tool. You will include a list of at least five scholarly and/or professional sources to support your research. (**No Facebook, Twitter or Instagram, and no repeats – first come, first served.**) You will need to submit a list of your scholarly/professional sources to me on presentation day.

Your presentation should also include at least three examples of news organizations using this platform/app for reporting and/or distribution. You may include screen shots or video demos from the site.

Your group will also report its own story using the platform. This may be on any topic of your group’s choosing, but it must be professional and up to the journalistic standards we have set in this class.

For example, say I chose Facebook. I would discuss how news organizations have used Facebook in their reporting and distribution of news, including information on Facebook’s own news platform and fake news detectors. Next, I would show examples of how news organizations have used Facebook to generate interest in their stories and create brand loyalty. Finally, I would use Facebook live to cover an event on-campus.

Your team will present your findings and news story in a 10-12-minute in-class presentation. You may use PowerPoint, Prezi or any other presentation app. You may also do a brief demonstration of the app using my VGA connector cord (though the bulk of your presentation should not be the demo).

Your team will need to turn in a plan to me on or by Oct. 29, detailing:

- What app you are working on (though you should alert me long before now)
- Some preliminary findings (in bullet points) for how it is used in journalism
- Talk about at least one news site using it and how
- What news story your team will report using the app and how

Possible points	Guidelines	Self assessment	Professor Assessment
25 points	<p>Research:</p> <ul style="list-style-type: none"> - Your research thoroughly explores the use of a social media platform/app for news coverage and distribution - You have included a list of <u>at least</u> five scholarly/professional sources to support your research - Your audience has a complete understanding of the platform/app after watching your presentation 		
25 points	<p>Examples:</p> <ul style="list-style-type: none"> - You have included <u>at least</u> three examples of news organizations using this platform/app for news coverage/distribution - Your examples help underscore the value of the app and promote understanding of its use in a practical sense 		
25 points	<p>New Story:</p> <ul style="list-style-type: none"> - You have reported your own news story using the platform/app - The story is professional and adheres to the journalistic standards set in this class - You have used human sources to provide a thorough, well-reported story - Your story is interesting and newsworthy 		
25 points	<p>Presentation:</p> <ul style="list-style-type: none"> - Your presentation is organized, thorough and well-executed - We have a thorough understanding of the app after your presentation - Your presentation is interesting and engaging for the audience - Your presentation is 10-12 minutes - Your group can answer any questions about the app 		