

Agreements with external media

News Agencies // Integrated Journalism Workshop

Main Issue: Engage external media to publish students' work and to help create bonds between the industry and the university in order to stimulate production and innovation.

The tipsheet refers to Recommendation no. 1 in the IJIE State of the Art analysis (Ten Tips Guide): "Develop training for crossmedia platforms and collaborative work. This can be done thanks to common editorial projects whether in internal laboratory newsroom settings or in collaboration with external media companies."

Website: www.upf.edu/facom/en

Keywords: industry, multimedia, production, ethics

Courses:	Study program:	Level:	Students
News agencies	Journalism Degree	BA	20
Integrated Journalism Workshop			80

Short description: Two different subjects have explored the collaboration between external media and in-class production, mainly from the perspective of the distribution process of students' work.

Integrated Journalism Workshop

It is a subject with teachers who work mainly in external media who use professional simulation as a key learning method. We have also taken the leap from simulation to real production and this is what has ignited the students' motivation. How did it change from simulation to real production? Well, simply talking about the idea with managers of some media who, to our surprise, instead of considering the university as a place distant from the real professional dynamics, they have decided to bet on training of this new generation of talent. The link with the industry has been materialised through a common journalistic brand, "Cetrencada", which unifies four different products that are born from the workshop and published in different companies acting as platforms for the dissemination of this journalistic product.

News Agencies

This course has a triple mission:

- to bring students closer to the professional newsroom dynamics of news agencies
- to understand the position, needs and corporate responsibilities of news agencies and
- to elaborate quality, professional level English language content for the subscribers to the global online news agency, the Catalan News Agency.

This course is offered at the UPF thanks to an agreement signed with the UPF in 2010. Each "News Agencies" student journalist must dedicate a minimum of 50 hours to the production of news stories over a ten-week period and must produce stories of sufficient quality to be published at www.catalannewsagency.com

To do	Topic	Teaching method
<p>In order to obtain quality English language, news agencies have local and international students working together.</p>	<p>Quality news</p>	<p>To obtain these goals, the teacher must explain both practical concepts such as article viability and logistics, frame, pitch, style and focus, along with the correct use of multi-media tools given that the teaching interface is internet (hyperlinks, photography, video)</p>
<p>Create a new exclusive brand for the university and be able to provide free content regularly, branded, with the quality mark from the university and the staff/ teachers that supervise the student's work.</p>	<p>What to bring to the industry?</p>	<p>Work together with the students to develop the initial branding for the publications and then adapt it to the media where you are going to publish, but maintaining your own personality. Know their model: style, ideology, particularities.</p>
<p>Follow the guidelines of the external media that are publishing your work, keep in touch.</p>	<p>Keep the line open</p>	<p>Prepare editorial meetings with the students and invite some journalists from the external media to participate in some of them. Planning, agenda, accreditations, task sharing...</p>
<p>Courses should incorporate the routines and conditions of professional simulation and real-world skills, creating mechanisms as close as possible to situations that the future journalists will find later.</p>	<p>Professional simulation routines</p>	<p>Use the same software as the external media you are collaborating with. Work with the same linguistic and stylistic corrections. Try to be as close as possible to regular publishing working flow routines and deadlines.</p>
<p>Courses should incorporate the routines and conditions of professional simulation and real-world skills, creating mechanisms as close as possible to situations that the future journalists will find later.</p>	<p>Choices of features</p>	<p>In the News Agency subject, there are 3 options for publishing based on the amount of time.</p> <ul style="list-style-type: none"> • news article 1: is an "adaptation" or reworking of a story already published on the CNA website. This is worth 2 hours. • news article 2: this is an article loosely based on an original story on the ACN website, but which is significantly reworked by the student: the text is longer, has more sources, more data... This is worth 4 hours. • news article 3: feature stories that can be worth between 8-10 hours depending on the amount of work involved. These stories must be defended in an editorial meeting and must be well structured, with private sources, interviews, photographs etc.

To avoid	Topic	Why?
Unpublishable materials	In order not to receive unpublishable copy	In order not to receive unpublishable copy, do not allow students to adopt exclusively a "student" role. Students must not be allowed to disconnect, become solitary, and non-compliant with news agency style guides. Texts cannot be late, nor the wrong length, nor poorly structured, non-sourced, and lacking in visual support.

OPEN QUESTIONS / DISCLAIMERS

After seeing the maximum degree of external collaboration and cross-media, one of the main "critiques" that some teachers might considerate is that when you have the pressure to publish in external media and you must comply with the expected delivery times, some times you miss teaching and learning opportunities from a slower rhythm. However the motivation, the preparation/readiness for work the environment that student's receive cannot be changed.

Recommended resources	Topic/Learning outcome
The same software as the external media: <ul style="list-style-type: none"> • Adobe InDesign CS6 (Print Outlets) • Avid News cutter for TV • DALET (for Radio) • Own Vilaweb.cat (the external media) CMS 	The students get used to working with the same software and platforms that they are going to find in professional newsrooms. The transition to the professional world would become much easier.

Contact:



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Bonus material:

Short quote from instructor

"This course is not a simulation but a REAL newsroom publishing on the internet every day."

Teaching environment:

Testimonial from a student

"In the section of television we do news and reports. We work with video, edit, and record it to make news that is published online and can be found both on Youtube and on the Cetrencada website. We also prepare a magazine, which is broadcast on TV by Barcelona Television. It is comprised by a set of reports that are aimed at a young audience. The fact that this program is created and performed only by students allows us to produce a product more fresh and creative."

Laia Ros