



Working at Annenberg Media through JOUR 532

REQUIRED MEDIA CENTER SHIFT FOR JOUR 532 STUDENTS IN THE M.S. PROGRAM

In this program, you will enroll in the JOUR 532 one-unit practicum while taking your immersion course in the fall semester. That means you will actually work in the student-led Annenberg Media newsroom producing journalism online and on television and radio in the Media Center. JOUR 532 requires you to work one full day each week.

The program provides students with hands-on experience in a converged newsroom, which means you will work in all areas, even if you prefer to specialize in one or the other after graduation. You will work alongside other students in undergraduate programs and from across the university in the Media Center, which is both a classroom and a bustling newsroom with daily deadlines.

The work you do over the course of the fall semester will provide you with the clips and experience that can help you land a job at a media outlet. You'll get out of this class what you put into it — so show up with a good attitude and a willingness to learn.

The M.S. students will rotate between several areas of the newsroom. The rotation schedule will be provided to you during Week 1 as you begin training. You are required to do work on each of three areas: video, audio and writing. You must do all of them, and your instructor will make an effort to get you the most time with the area of the newsroom that you prefer. Your shift begins in Week 1 of the semester. You will be part of the morning news meeting and participate in all of the required Annenberg Media trainings.

Each rotation is a bit different depending on the day's news. Everyone will be trained on all the needed skills, and some shifts will use those skills more than others. You can come back to more freely explore your favorite areas and desks in the spring semester.

The first week, you will meet your instructor, the student leaders assigned to the day of your shift and faculty who are there to guide you in the newsroom.

The course is credit/no credit. In order to pass the course, you must attend all lab sessions and contribute to the newsroom as required. Your instructor will take attendance, assist in hands-on training and help you execute assignments from the student leaders who are competitively hired by Annenberg Media each semester. These leaders make coverage decisions about the stories being pursued for the ATVN television program, the ARN radio broadcast, Annenberg Media social channels and online at uscannenbergmedia.com. (If you are interested in applying for one of these roles in the future, please check in with Professor Christina Bellantoni for details.)

M.S. students work a weekly shift of at least eight consecutive hours inside the newsroom known as Annenberg Media on Tuesday or Wednesday. Weekly attendance is mandatory and participation as a working member of the newsroom is a huge part of passing this course. Shifts begin in the Annenberg Media Center at 8 a.m. with your lab shift instructor helping you develop or refine a pitch for the student leaders serving as the Annenberg Media editors and producers on duty each day.

Yes, it's a long day — designed to prepare you for working in a professional newsroom which will also require you to work long days. Faculty will set you up for success and help you make sure to take time to eat lunch and feel like you are party of a time, but your effort is required as well. Showing up on time is step one, along with making sure you know what is happening in and around Los Angeles each day by having a robust media diet and understanding what the newsroom has been covering that particular week. The most important thing to remember is that you are working on events and stories that are happening right now on daily deadlines — so you can learn to work quickly and keep your work bright and tight and develop a portfolio of working that shows you can do breaking news coverage.

Pro tip: Be ambitious! The best work does not happen staring at your laptop in the newsroom. Leaving campus to pursue reporting in the community, especially at City Hall, the courts or the neighborhoods around USC, will help you develop interesting clips in the second largest media market in the country. You also can observe professional media in these settings.

REQUIRED WORKSHOPS

You are required to complete workshops to prepare for working in the Annenberg Media newsroom. You will be required to bring your laptop and all class-assigned field gear, including video cameras, to any in-person workshops and in-person shifts.

We're excited to work with you!

If you have questions, please reach out to Media Center Director Christina Bellantoni at christina.bellantoni@usc.edu / ANN 205C on second floor of MC.