

WEEK EIGHT

J309-21111



TODAY'S TIMELINE

- Midterm check-in
- Presentation of midterms
- Assignments

Midterm

- Thoughts?
- Successes?
- Difficulties?
- Other comments?

Midterm

- Ollie
- Tommy
- Tiaira
- Jodee
- James
- John
- Eytan
- Gray
- Aaron
- Paulina
- Ryan
- Aziza
- Tara

Assignment #1

Peer Review

Do an in-depth, 300-word review of one of your classmate's work. These will be randomly assigned to you by email. Talk about what you liked and what could have been better.

Email the 300-word review to me.

Deadline: Thursday, Oct. 20 at 12 noon

Distribution

- How can you distribute your content in creative ways to a wide audience?
- How can you make it “viral?”
- Think beyond Facebook and Twitter and link sharing.
- How can you tell your story natively on the platform?
- What elements can you pull from your piece?
- How can you adapt for different platforms?

Examples

- <http://bit.ly/1k5iVYw>
- <http://bit.ly/1jA6fIO>
- <https://vine.co/v/OwT2Ovp5EAq>
- <https://vine.co/v/OHj5YQvJeMu>
- <http://bit.ly/1ZDNG7t>
- <http://bit.ly/1LMDpLP>

Extra Credit Assignment

Make a Distribution Plan

Develop a social media distribution plan for your midterm

Beyond posting your link to Twitter and Facebook, what can you do to promote your work on social media? And beyond that, how can your work be translated to social storytelling?

Email me your plan AND at least two examples.

**EXTRA
CREDIT**

Deadline: Thursday, Oct. 20 at 12 noon

Assignment #2

Mid-Semester Survey

Required by USC. Check your email tomorrow.

Deadline: Monday, Oct. 17 at 7 p.m.

Free Lunch

Monday, October 17th

Journalism Undergraduate Session –
11:00 a.m. in ANN 201 (Lunch provided)
RSVP at annenbergl.usc.edu/JourLunch

Class Schedule

10/20

Real-Time Reporting and Digital Footprint

10/27

Intellectual Property and Ethics
(Home Football Game)

11/3

Design and Wireframes
(PITCHES DUE)

11/10

Infographics and Data Visualization

11/17

Branding and Your Portfolio

11/24

Thanksgiving (NO CLASS)

12/1

Building Final Project

12/8

Final Project Due

Class Discussions

1. Ti and Ollie
2. Jodie and John
3. James and Gray
4. Paulina and Tommy
5. Aaron