

CRONKITE NEWS GUIDEBOOK AND SYLLABUS

JMC 478

Spring 2019

This is the common syllabus and overall guidebook for undergraduate students enrolled in all Cronkite News programs that produce content for the Cronkite News website and social media accounts, for distribution to media outlets and for inclusion in the Arizona PBS Cronkite News newscast. They include the following programs: Phoenix, Washington, D.C., and Los Angeles news reporting teams; television producing and studio production teams; the digital production team; and the Phoenix and LA sports bureaus. Individual directors will provide an addendum specific to your program.

PROGRAM GOALS

Cronkite News is unique – both in journalism and journalism education. Cronkite News is the only major-market, multiplatform daily news organization operated by a university in the world. Its primary mission includes four goals:

- 1: Unique learning.** To create a deep, immersive and unique professional learning environment for Cronkite students unmatched by any journalism program in the world. Students learn and practice all dimensions of the latest techniques and strategies in digital reporting, writing, producing, storytelling, multiplatform delivery, audience engagement, social media and analytics at high professional levels, working under the close direction, supervision and tutelage of award-winning professional journalists. The result is that Cronkite students are ready to compete in the news marketplace at a higher level than any of their peers nationally.
- 2: Content creation.** To create important, deep and differentiated professional news content. This gives our students the tangible news products – digital, social and TV news packages – to demonstrate their abilities to potential employers. These stories will be aired nightly in the 12th largest media market in America, reaching 1.9 million households via Arizona PBS – by far the largest reach of any university-created journalism content in the world. Students also will appear on cronkitenews.azpbs.org as well as in newspapers and on news websites across the region. This program allows ASU, a major public university, to provide a significant service to Arizona and regional communities by producing important and compelling stories on multiple platforms that are not available from other news media.
- 3: News innovation.** To create a news organization that is constantly evolving and innovating through student- and faculty-driven ideas and experimentation. The goal is to prepare our students not just for their first jobs out of school, but for the future, giving them the tools and mindset to rapidly adapt and search for new ways to report, write, produce, deliver and engage with audiences on multiple platforms. Cronkite News also serves as a testbed for the news industry, serving the profession through innovation in the same way our content serves Arizona news consumers.

4: Audience engagement. Attracting and retaining audiences of diverse lifestyles, genders, race and ethnicity, political and religious affiliation, generations and geography is key to news organizations. Increasingly, newsroom journalists are expected to analyze, understand and reach out to readers and viewers for their ideas on what stories to pursue and to provide feedback on and share journalists' coverage. Cronkite News students are expected to engage audience using a variety of strategies: enhancing content with the latest broadcast and digital tools, leveraging social media before, during and after a story and innovating new strategies for audience outreach. Cronkite News is expected to be an industry leader in audience engagement and analyzing the arc of audience engagement.

Advice from the dean: *"Cronkite News is what has made the Cronkite School the best, fastest-moving and most innovative journalism school in the nation. We encourage our students, in this last phase of their Cronkite careers, to seize every opportunity within Cronkite News and take advantage of this extraordinary learning and professional environment. It is the single best preparation possible for your news media careers."*

Credits: Undergraduate students can earn three credits for two days, six credits for three days or nine credits for four days.

Instructors: Sadie Babits, Paola Boivin, Steve Crane, Heather Dunn, Valeria Fernandez, Tom Feuer, Jim Jacoby, Venita James, Brett Kurland, Christina Leonard, Christy Bricks, Vanessa Ruiz and Lori Todd. **Additional faculty and staff:** Allysa Adams, Melanie Asp Alvarez, Sarah Cohen, Martin Dolan, Mark Lodato, Frank Mungeam, Jessica Pucci, Michelle Saldana, Fernanda Santos and Bob Young.

PROGRAM MATERIALS

It's critical that you keep up with news in your beat area and what's happening in the industry. Your director will assign specific news outlets or journalism/technology websites that should become part of your daily routine.

Cronkite News follows Associated Press style for stories on digital platforms. Broadcast students will follow AP broadcast style. Stylebooks are available in the newsrooms. Digital versions of the AP stylebook are available on wired Cronkite school workstations, including those computers in Washington, D.C., and Los Angeles, by going to <https://www.apstylebook.com/asu-cronkite-school>. The site does not require a username or password. The connection will not work using ASU wireless or from a home computer. (It also is limited to 100 users at once.)

Many students will find a portable hard drive useful for storing and saving work. Your program director will let you know if you need a hard drive.

TOPIC TEAMS

Cronkite News directors will place digital, broadcast and podcast reporters on a content team covering one or more of the eight topic areas below. Coverage must reflect diverse stories and sourcing. Cronkite News directors will lead the teams.

Topic areas:

1. Borderlands/Multicultural
2. Consumer/Health
3. Education (K-12 through college)
4. Government/Justice
5. Money (business/economics)
6. Sustainability (environmental coverage)
7. Sport (includes subbeats such as business and health)

(The Cronkite News website also highlights “Indian Country” stories. Although we haven’t assigned students to this vertical, we encourage our journalists to seek out stories in this area.)

Students assigned to other roles – social media, broadcast producers, studio production, photo/video teams – also must keep these topic areas in mind when producing or promoting content. Cronkite school leadership chose these topics for a reason: We can’t cover everything. We need to become the “go-to” source of news and information for these issues, which are either critical to our region or Cronkite News should own these topics.

EXPECTATIONS

Monitor the news. You are expected to keep up with the day’s top stories and news related to your beat every day. This means reading local and national websites, monitoring local and national television and radio news and checking the web and social media for stories related to your beat or role before starting a newsroom shift. You also are expected to closely follow Cronkite News online, on air and on social media.

Master your beat. Students assigned to topic teams are expected to become – or begin to become – experts in their beat areas. This requires closely following the news on your topic, developing multiple sources that include both stakeholders and experts, identifying government records and sources of news and mastering key data relevant to beats.

Work across platforms. Cronkite News is a converged news organization, which means you will typically produce content for more than one platform. For example, students producing broadcast packages in ENPS and Premiere will write text versions of their stories for the Cronkite News website. Many stories will appear on both platforms. Multiplatform work includes learning best practices and current techniques and technologies and experimenting with new ways of sharing and presenting information. Even if stories don’t appear on multiple platforms, we expect students to produce multimedia elements. For example, digital reporters will produce videos for social media and the web.

Tell stories with visuals: Everything produced by Cronkite News needs multiple visual elements. All stories – whether broadcast, text or audio – need photographs for presentation on the web, in social media and for our clients. If the directors don't assign a student on the photo/video team to produce visuals for a story, it's the reporter's responsibility to provide visuals. Stories also should have other elements: videos, graphics, timelines, maps, audio or other items. Reporters may work with digital producers throughout the research, reporting and production process to build rich, multimedia storytelling.

Pursue enterprise: Reporters must identify and execute enterprise stories over the course of the semester in addition to contributing daily stories. This requires identifying strong stories or story angles that have been previously untold, deep sourcing, reporting on complex issues, using databases, layering elements and employing visuals. All enterprise stories must be approved in advance by your director.

Be innovative: In addition to current best practices, controlled experiments on emerging techniques and technologies will be part of the news report. Students should approach each story with curiosity and a spirit of collaboration to try new approaches and tools for reporting, writing, producing, social media, audience engagement, data analysis, data visualization, revenue models and more. We consider such experiments to be another type of journalism enterprise.

Use data and public records: Student reporters must routinely access and utilize public records and data pertinent to their beats and their stories. Students who have taken a data journalism class are expected to take the data sets they have previously acquired and develop them into stories or packages while in Cronkite News. Professor Sarah Cohen will be available to guide students and collaborate on data stories.

Hold the powerful accountable: Accountability or watchdog reporting cuts across all of Cronkite News' topic areas. You should monitor and report on institutions, public and private, within your beat area that impact the lives of readers and viewers. Students who have taken the Accountability Journalism class should be prepared to develop their story proposals for publication or broadcast by Cronkite News.

Engage on social media: You are expected to responsibly and consistently employ social media to promote your work and aid in your reporting, following the best practices set out in the school's social media [guidelines](#), and in your training. All students must create or use their existing Twitter accounts for this purpose and use other social media channels, such as Facebook, Instagram, Snapchat and LinkedIn, to build their social media presence. You are expected to track and learn from the success of these efforts.

Understand and use analytics: You are expected to understand and track how your stories perform with audiences online and on air. Stories submitted for the Cronkite News website must include a suggested headline, blurb and keywords, based on an understanding of how such elements affect traffic. You will be given training in search engine optimization and analytics.

Work as a part of a team. Teamwork and leadership are essential to the success of Cronkite News. You should help one another, share information and work collaboratively. Part of that will be sharing plans for the day and communicating about your assignments with all staff members via Slack. You should be prepared to assist with breaking news and enterprise outside of your beat area and to contribute in myriad ways to the overall effort.

Act professionally. Cronkite News functions as a professional news organization, and you are expected to conduct yourself as a professional at all times. This encompasses everything from wearing appropriate work attire to upholding ethical standards. For more detail, see the section below on standards of professional behavior.

Create a portfolio of work: Throughout the semester, you are encouraged to add to your online portfolio, and by the end of the semester, you should have a robust portfolio of work to show potential employers. Your portfolio should include multiple elements, including text, video, photos, links to published work, your social media profile, an up-to-date resume and your personal bio. Program directors will be available to critique portfolios at the end of the semester and provide advice.

Be inclusive: Content choices should include coverage of underserved communities, including Arizona communities outside the Phoenix metro area, or those diverse in sexual orientation, ethnicity or race, age, gender, religion, opinion, culture, physical abilities or in other ways.

GRADING

You will be graded according to how well you meet the expectations outlined above. Your director will base your evaluation on the quality of reporting, writing and/or producing stories for digital and/or broadcast platforms, as measured against professional standards. Basics, such as story construction, spelling, style and grammar, ability to translate complex subjects into readable copy, ability to generate story ideas and enterprise, ability to produce quality audio and video, use of social media and multimedia to enhance stories, ability to meet deadlines, work habits, time management, attendance and punctuality all will be considered.

Three times during the semester, you will be asked to produce a self-evaluation in Canvas to gauge yourself against the grading parameters listed below. Your director will respond to your self-evaluation with feedback. You will receive a point-grade each third of the semester.

The totals are as follows:

First assessment, due Feb. 8 by noon: 200 points.

Second assessment, due March 22 by noon: 300 points.

Final semester assessment, due April 26 by noon: 500 points.

Total available: 1,000 points*

(*Every student will be allowed up to 30 points extra credit during the semester. See your director or your syllabus addendum for more details.)

WE WILL NOT ACCEPT LATE ASSESSMENTS, AND MISSING THE DEADLINE WILL RESULT IN 0 POINTS FOR THOSE WEEKS. THAT WILL HAVE SIGNIFICANT IMPACT ON YOUR GRADE.

You also will receive regular informal feedback on your work product and performance throughout the semester, and you can learn from critique sessions that take place after each night's newscast and in daily morning meetings. Because of the converged nature of Cronkite News, in many cases, program directors will consult with one another to assess a student's performance and determine a student's final grade.

Your evaluations and final grade will be determined as follows:

- **Work product (40 percent of grade):** Your director will evaluate the overall quality of work produced during the semester, as measured against professional standards. Depending on the student's role, directors will consider skills such as reporting and writing and/or delivering or producing news, news updates and/or multimedia content. Directors will track student accuracy. Cronkite News directors take factual errors seriously, and directors will deduct points – and potentially withdraw all credit on assignments – if students introduce errors or fail to fact check content. Initiative, resourcefulness and storytelling ability will be considered, as well as the student's ability to use innovative tools to report, inspire audiences and showcase content. This component also includes regularly tracking and analyzing the performance of your digital content using site and social analytics platforms and proactively optimizing that content.
- **Productivity and deadlines (30 percent):** Your director will consider your ability to manage time and contribute a steady flow of work product on time and on deadline. Reporters and content producers should expect to produce daily stories and actively pursue enterprise projects. Your director will set daily and enterprise deadlines. Your director also will evaluate whether you met deadlines on pitching and submitting weekly plans. For more information on course expectations, see your syllabus addendum.
- **Professionalism (10 percent):** Your director will consider your work habits, including punctuality and reliability, professional demeanor, interaction with sources, trustworthy behavior with colleagues and directors and professional dress in the workplace.
- **Collaboration, innovation and teamwork (10 percent):** You will be evaluated on your communication with supervisors and colleagues in person and in writing, offering and executing innovative and creative ideas, following directions, pitching ideas, participating in news meetings and critique sessions and pitching in to assist where needed.
- **Audience engagement/social media (10 percent):** Show the ability to engage and grow your own audience and that of Cronkite News by using social media to share the reporting process, cultivate sources, highlight coverage, share bonus content, build and follow your beat and cover news live. Students must maintain an appropriate, professional and robust presence on Twitter and Facebook and engage every day, sharing original content and sharing/retweeting/contextualizing

content from the Cronkite News accounts. Accuracy, frequency, consistency, creativity and quality growth count. See the Cronkite News social media guidelines for more information.

Social Media: Learning, using and excelling at social media is an integral part of your work product performance. Every news organization expects its journalists to report, promote and engage through social media. You must maintain an appropriate, professional and robust presence on Twitter and Facebook, and you must select one additional social network (such as Instagram or Snapchat) on which to engage your own audience and that of Cronkite News by sharing your reporting process, cultivating sources, highlighting coverage, sharing links to packages and tweeting news from events. You also should use social media to build and follow news and sources on your beat. Your social media profiles must note your role with Cronkite News. You may wish to establish professional social media accounts for this program separate from your personal accounts. Each student must reshare that day's Cronkite content. The social media team may identify a big push to promote outstanding content – and we expect all students to share that content along with other contributions from other Cronkite News journalists. When tweeting, you are encouraged to work @cronkitenews and/or @arizonapbs into the editorial context of your tweet; we will follow your activity, and we may quote, extract or retweet your content from the @cronkitenews account. Consistency and creativity count. (For example, employing videos, photos/Instagram, panoramas, etc., in your posts). Students are required to adhere to the school's [social media guidelines](#) and the [Cronkite News Social Media Guidelines](#). Failure to adhere to these guidelines may lead to dismissal from the Cronkite News program.

You must follow @cronkitenews, @CNInsider, @sportscronkite, @CronkSportsLA and @arizonapbs on Twitter; Cronkite News on Facebook, @cronkitenews on Instagram, YouTube and Snapchat.

Productivity: As the news fluctuates, so will the number of stories, packages and multimedia elements you generate. You may report two stories or produce two packages in one day and none the next day. You should always have a long-term project that you can work on between daily assignments. In general, a broadcast reporter's goal should be to turn a story a week if you are assigned to Cronkite News two days a week. (If you work three days, that expectation would become 1.5 stories a week; four days would become two stories a week, etc.) Digital reporters, photo/video journalists and members of the social media, digital production and podcast teams will have specific requirements outlined in their syllabi addendum.

To be effective, you need to plan ahead. Reporters will be expected to submit story pitches by midnight Thursday every week. Your director will provide instructions on how to submit these pitches, and he/she will agree on a plan of action for the week ahead. Your director also may ask you for a brief but thoughtful assessment of the work you did that week and a plan for the week ahead. Your communication here will become a portion of the collaboration, innovation and teamwork portion of your grade.

Metrics: You will receive metrics on your performance and that of your beat and the Cronkite News site through your Parse.ly account and through the #Analytics channel on Slack. This data will help you identify what content resonates with audiences and what does not.

GRADING SCALE

A+	97-100%	B+	87-89%	C+	76-79%
A	94-96%	B	84-86%	C	70-75%
A-	90-93%	B-	80-83%	D	60-69%
				E	59% and below

ATTENDANCE

You are expected to report to the newsroom on time each day you are scheduled to work, and while you are here, we need your full attention. You cannot take another class or work another job during the time you're committed to Cronkite News. Phoenix students will sign in using a QR code that tracks tardiness and absences.

- Students who are enrolled for two days a week are allowed to miss one day during the semester without penalty.
- Students who are enrolled for three days a week are allowed to miss two days during the semester without penalty.
- Students who are enrolled for four or five days a week are allowed to miss three days during the semester without penalty.

Students must notify the instructor by phone, email or Slack at least 30 minutes prior to the start of their shift if they intend to take an absence. Each absence in excess of what is allowed will result in a student's grade being dropped by two steps (a B+ would become a B-, and so on) for each additional day missed. You will be considered tardy if you arrive even one minute past your start time. Every two instances of tardiness will be counted as a full absence. In the case of extended illness or an emergency, your director may consider assigning you another shift(s) to compensate for absences above the allowed limit.

A pattern of showing up late or missing work could result in dismissal from the program. Please remember that Cronkite News and its media partners may be relying on the work you produce on any given day. When you are unable to perform your duties, you not only hurt yourself and your colleagues but also partner organizations and the reputation of the Cronkite school.

Religious accommodations: If you need to be absent from class because of a religious observance, notify your instructor at the beginning of the semester.

STANDARDS

Academic Integrity: The school has a zero tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. Any allegation of academic dishonesty will be referred to the school's Standards Committee for review and recommendation to the dean of the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and

fabricating – that student shall receive a grade of XE for the class and will be dismissed from the school. There will be no exceptions.

At the beginning of every Cronkite class, you will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. You must sign a pledge that indicates you have read and understood the material and agree to abide by the policy. The policy, along with guidance on how to avoid plagiarism and fabrication, can be found http://cronkite.asu.edu/assets/pdf/Academic_Integrity_Policy.pdf.

Accuracy and fact checking: Nothing is more important to what we do than the accuracy of our reporting. You are expected to fact check and proof stories – and then do it again – before submitting your work. Do not rely on your editor to catch your errors. A pattern of factual errors will result in a lower grade and may lead to removal from the program. Misspellings of proper names are never acceptable, and repeated proper noun errors will result in a lower grade.

Quotes are sacred. If you put it in quotation marks, it should be exactly what was said. Don't guess. Don't fill in blanks. When in doubt, paraphrase.

Do not share your list of questions with your source prior to your interview. However, you can give the source a general idea of what kinds of questions you may ask – especially if you need detailed information he or she may need to research prior to the interview. Do not give your stories, quotes or notes to a source for review before publication. Feel free to call a source and check if you have questions. You may describe the general thrust of your story and what you plan to write.

Corrections: The only thing worse than making an error is making an error and not disclosing it. We have a duty to correct errors of fact promptly and prominently. If you discover an error in your story or if you think there is a problem, immediately tell your director. If you fail to disclose an error, your director may refer you to the Standards Committee for an academic integrity violation. If a source calls to complain about a story, listen politely and promise to take the complaint to your director, who will investigate. Don't argue and don't promise anything more than that we will look into the concern and respond quickly.

Ethics: Cronkite News journalists are bound by the [Society of Professional Journalists' Code of Ethics](#). Pay particular attention to the principle of acting independently, since public statements and actions – a special problem in an era of social media – can harm perceptions of your objectivity and harm the integrity of Cronkite News. Disclose any potential conflicts of interest to your director immediately. And never mislead a source about who you are or what you are doing.

Social media guidelines: An active social media presence is required and you are bound by the school's social media guidelines for student journalists, which tie ethical principles to use of social media, as well as the [Cronkite News Social Media Guidelines](#). Violations of the guidelines will result in a lower grade and, in egregious cases, may lead to removal from the program.

Diversity principles: The Cronkite school practices inclusivity in student, staff and faculty populations in order to create an academic environment that embraces diversity of thought and acceptance of all people regardless of race, gender, age, sexual orientation or societal, political, cultural, economic, spiritual or physical differences. Read the full policy at <http://cronkite.asu.edu/about/diversity.php>.

Sourcing: No single-source stories will be accepted unless approved by a director. In general, stories should have at least three sources, and stories should be originally sourced – that is, the information should be generated directly from an individual or document as opposed to being derived from another news outlet. Any deviation from this rule requires faculty approval.

If you use information from another source, you must properly attribute that information by citing the source within the text (i.e., “according to XYZ”). Simply including a hyperlink does not suffice. What happens if that hyperlink isn’t included in your digital story? You’ve just plagiarized content.

If information comes from another news outlet or a prepared statement, you must disclose that fact in your story. Don’t lead the audience to believe you spoke to someone when you did not. Failure to properly attribute information may be an ethical violation under the school’s academic integrity policy.

On/Off the Record: All interviews are on the record: If they said it, you can use it, although that doesn't mean you have to use it. Some sources may ask to speak on background or off the record and sometimes that is to your advantage in your reporting. But before you agree to anything, make sure you understand what the source means; "off the record" and "on background" can mean different things to different people. Once you reach an agreement, you are honor-bound to abide by it.

Anonymous sources: Cronkite News will not use anonymous sources except in rare situations that must be approved *in advance* by the executive editor. First-name only sources are considered anonymous sources and should follow the same guidelines. If the directors agree on the use of an anonymous or first-name only source, the report must include an explanation to viewers, listeners and readers describing why we didn’t include a full identification.

Email interviews: Email should not be the default for contacting a source, and email interviews should always be avoided. Anything from an email interview must be cited as such in a story. Failure to say information is from an email interview is an ethical violation.

Giving interviews: Cronkite News reporters occasionally are approached by media organizations for interviews. If a reporter wants to interview you about your work for Cronkite News, tell the reporter that you’ll get back to him or her shortly, then consult with your director.

Dress code: Dress as you would for a paying job as a journalism professional. Keep in mind that you may have to go on camera, attend a news conference or interview the governor or a CEO on any given day. Guests are often present in the newsroom. No shorts, tank tops, torn or worn jeans, gym or nightclub attire, T-shirts or hoodies are allowed – whether it is a day you are scheduled to work or an off day when you decide to stop by the newsroom to finish an assignment. You may be sent home to change if your attire is not appropriate. Avoid clothing that supports – or can be assumed to support – any product, institution or political sentiment (e.g., an ASU-logo shirt, a Red Bull hat, a PETA scarf). Students who are scheduled to appear on air will get additional instructions on appropriate dress.

Newsroom etiquette: School computers, printers and equipment are to be used exclusively for work related to Cronkite News. Food is not allowed in the newsroom. Drinks must be in spill-proof containers. Be aware of the volume of your voice while on the phone or talking with others in the newsroom.

OTHER THINGS YOU SHOULD KNOW:

Work hours: Most students will report to their newsrooms at 8:30 a.m. and work until about 6 p.m. with a break for lunch. If you have a particularly late day because of a late-breaking story, you may work with your instructor to arrange to leave early or come in late on another day. Students in sports, digital production and studio production may be assigned varying shifts. Your director will provide more information on your daily schedule, including any requirements to attend team meetings.

Important Dates:

Jan. 7 and 8: Cronkite News Orientation/Boot Camp Day 1 (required of all)
Jan. 9 and 10: Cronkite News Orientation/Boot Camp Day 2 (required of all)
Jan. 18: Anchor auditions for main newscast. (Weather auditions TBD)
Jan. 21: Martin Luther King Jr. holiday (classes excused)
Jan. 22: First broadcast
Feb. 8: First assessment due
March 3-10: Spring break (classes excused)
March 22: Second assessment due
March 31: Course withdrawal deadline
April 26: Last broadcast
April 26: Last day of classes/final assessments due

Media credentials: Students will be provided with Cronkite News media credentials. You should carry these with you at all times in case you need to identify yourself to an official or source.

Identifying yourself: When answering phones in the newsroom, contacting sources or dealing with members of the public in person or in email, identify yourself as a member of Cronkite News at Arizona PBS. If more information is required, explain that Cronkite News is a news organization that is part of the Walter Cronkite School of Journalism and Mass

Communication at Arizona State University and stories appear on the web at cronkitenews.azpbs.org and in a television newscast aired on Arizona PBS and are distributed to partner news organizations.

Taking calls in the newsroom: Please be conscientious about passing on messages you take for other reporters when answering the phone in the newsroom. Get the caller's name, phone number, message, day and time of call and email or Slack this information to the person for whom the call was intended. Don't leave written notes. They get lost too easily.

Accessibility: When working in the field, your director must be able to reach you. If news breaks or a story falls through, we must be able to react quickly. Don't leave your cell phone in the car, bag or at home, and keep it charged. We communicate on a variety of platforms, including but not limited to cell phone, email, text messaging, Slack, Twitter. You are required to be responsive and in contact with the directors and your colleagues. Make sure you set up your Slack notifications so you are alerted when you get direct messages.

ACEJMC values and competencies: As a member of the Accrediting Council on Education in Journalism and Mass Communication, the Cronkite School is committed to classroom learning that achieves ACEJMC professional values and competencies. These include the core areas of freedom of speech, ethics, diversity, critical thinking, research, writing and use of tools and technologies related to the field. For a full list of ACEJMC values and competencies, see <http://bit.ly/ACEJMCprinciples>

Disability accommodations: For special classroom accommodations, you must make a formal request through the university's Disability Resource Center (DRC). You may schedule an appointment at 480.965.1234 (voice) or 480.965.9000 (TTY). After an assessment is conducted, the DRC will provide the school with documentation for consideration.

Sexual violence or harassment: Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. Individuals who believe they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. For information and resources, go to <https://sexualviolenceprevention.asu.edu/>

Building hours: The Cronkite building is open from 7 a.m. to midnight Mondays through Thursdays; 7 a.m. to 6 p.m. on Fridays; and noon to 9 p.m. on Saturdays and Sundays. However, the Library & Student Resource Center on the second floor of the building is accessible on a 24/7 basis. Students may use their ASU ID cards at the card reader outside the front entry, then sign in with security. The building is closed on [university holidays](#), although students may enter on these days using their student ID cards.

Students who need after-hours access to the edit bays in the Cronkite building should complete the [After-hours Edit Bay Access Form](#).

Students working in the LA and Washington offices will receive information on building hours in those locations.

Equipment checkout: You will be able to check out digital cameras, audio recorders, video cameras, microphones and tripods from the Cronkite School. Equipment can be checked out for a maximum of 24 hours from Room 608 on the sixth floor.

Students who are late returning equipment the first time receive a warning. If students are late a second time, their privileges are revoked for a week with all future reservations cleared from the system. If they are late a third time, their check-out privileges are revoked for the remainder of the semester.

It is strongly encouraged that you reserve equipment well before you need it. Equipment can be reserved by stopping by Room 608 or by calling 602.496.5253. Hours are Mondays through Thursdays from 7:30 a.m. to 10 p.m.; Fridays from 8 a.m. to 6 p.m.; and Saturdays and Sundays from noon to 6 p.m. Equipment checked out on Friday will be due back the following Monday.

Students must fill out an equipment checkout form before they are allowed access to equipment. This will be done through Blackboard.

All equipment and all content captured by the equipment is the sole property of ASU and the Cronkite school. The content captured is intended for the sole purpose of meeting the goals and objectives of Cronkite News and may not be used, distributed or sold for any other purpose without the express consent of the instructor or authorized administrator. Any violation of the video usage guidelines or the Cronkite School Equipment Checkout Agreement is subject to referral to the school's Standards Committee for possible disciplinary action.

The Cronkite School reserves the right to distribute student work, with appropriate credit, to news organizations for publishing purposes.

Use of DSLR cameras to capture video for broadcast stories must be cleared with a director prior to shooting a single frame.

Travel:

- **For Phoenix programs:** Students in the Phoenix sports program need access to a car to do their reporting. Students are not required to have a car to participate in other Phoenix-based Cronkite News programs, although access to a car will open up more story assignments. Some stories will require travel outside of Maricopa County. In those cases, the school will reimburse for mileage and, when appropriate, hotel and meal expenses. All travel must be approved in advance by your director. Travel reimbursements will need to be done within a week of travel or student may not get reimbursed.
- **For the LA Sports program:** You will make numerous reporting trips within Los Angeles County. Mileage will be reimbursed for any trips beyond a 50-mile radius of

Santa Monica. Print out a Google map of your destination and include that in your expense report. Forms are available from your instructor. Hotel and meals costs will be reimbursed when appropriate. All travel-related expenses must be approved in advance by your director.

- **For the Washington program:** Students are able to use public transportation to cover most stories in Washington. For stories that require a car, Zipcar or Uber is recommended. There is no parking provided at the bureau.

Students in the LA and Washington programs will receive a small stipend to help offset the added costs of transportation and housing. See your director for details.

Newsroom numbers:

6 th Floor Newsroom	602.496.5050
2 nd Floor Newsroom	602.496.5020
Washington Bureau	202.684.2400
LA Bureau	424.238.0272