

NEW 300/600 – Interactive Data Visualization
Spring 2014
Tuesday / Thursday | 9:30-10:50 a.m. | Newhouse 3, 252 / 253

Professor: Dan Pacheco, Chair of Journalism Innovation
Office: Newhouse 2, room 494
Voice Phone: 315.443.9811
Cell Phone: 303.465.5560 (texting is preferred)
Email: drpachec@syr.edu
Twitter: @pachecod and @JournovationSU
Office Hours: Tuesdays 3-5, Wednesdays 1-3, Thursdays 11-12 or 2-3, or by appointments requested and scheduled here: <http://doodle.com/danpacheco>.
Last Updated: January 12, 2013.

How to Contact Me

Feel free to reach out to me in email about anything you want to stay private, or via Twitter for anything public that you don't mind others seeing. You can call me at the number above and it will forward to my cell phone, but it may go to voicemail if I'm not in speaking range or am otherwise tied up. I promise to get back to you within 24 hours about anything substantial that requires a response.

Summary

“Creating the Next News Startup” creates a foundation for success in the rapidly changing news and civic media ecosystem. It provides an overview of the major changes to the journalism industry in the past 15 years, including the creative disruption brought on by the Internet, mobile and now wearable computing, and helps you learn to be a proactive change agent in journalism, or as I like to call it, a “Journovator.”

The course approaches innovation globally, whether “interpreneurial” within existing news organizations, or “entrepreneurial” in news startups and non-profits. Coursework includes deep-dive analyses into innovative news startups, exercises in creating new product plans that address audience engagement and revenue, in-person and online visits with prominent journalism intrapreneurs and entrepreneurs, digital publishing exercises and hands-on experience with other cutting-edge digital tools and services.

This class requires development of a new product plan with the intent of informing a community of interest. Students are encouraged to limit the scope of their plans to products that deliver impartial information to a community of interest, as opposed to products focused primarily on advertising, persuasion (PR) or ecommerce. Projects may include these elements, but should not be defined by them.

Objectives and Outcomes

- Understand the importance of innovation in journalism, both in terms of serving the news and information needs of an audience, and monetizing it for long-term sustainability.
- Understand “the innovator’s dilemma” as researched by Clayton Christensen and the concepts of sustaining innovations, and disruptive innovations.

- Understand the innovator’s mindset through guest lectures from current journalism innovators.
- Gain awareness of the most current digital tools used by innovators.
- Know how to build a prototype, pitch deck and business plan for a new journalism product.
- Learn to collaborate with and lead members of a team with complementary skills (software engineers, business development, etc.)
- Learn how to present and pitch your project to key audiences, including end-users, internal stakeholders and potential funders.
- Learn about different options for funding a startup, including accelerator programs, angel networks, venture capital and crowdfunding.
- Know your way around WordPress, Drupal, various social media services and social media APIs, and eCommerce platforms.
- Be able to comfortably answer the following questions for any new journalism product idea and turn it into a turn-key plan:
 - What is your product offering, and how will it work? How is it unique and innovative? How will it stand out from the crowd?
 - Who is the target market for your innovative news product?
 - What data do you have to support the need for this product?
 - Who are the competitors? ("Nobody" is never the right answer).
 - Where are competitors succeeding? Where are they failing?
 - What currently-unmet information need will you meet, and how?
 - How will your project sustain itself initially and over time?
 - If it’s a for-profit product, how will it make money? If it’s non-profit, how will you get your funding, and from whom?
 - How will you build and launch the product? Who will build it? Who will maintain it?

Attendance and Attitude

This course depends heavily on class participation and attentive listening and interaction with guest mentors. For this reason, you are expected to attend every class on time. If you cannot attend, you must notify the instructor in advance via email and provide an explanation. **One absence will be granted for any reason with no explanation. Each subsequent absence with an acceptable explanation will result in a half letter-grade reduction in your final grade (for example, and A becomes an A-, and a B- becomes a C).**

You are expected to show respect for each other as well as for the instructor. Disagreements and spirited debate about concepts are acceptable and welcome. Personal attacks of any nature are not.

Textbooks

- *Entrepreneurial Journalism* by Mark Briggs – the first “textbook” for this course. Chapter assignments are made every week or two.

- “Newspaper Next: Blueprint for Transformation” and “Newspaper Next 2.0: Making the Leap Beyond Newspaper Companies” (free downloads – hint, change file extension to .pdf after downloading). The second “text book” for this course. <http://naafoundation.org/Research/Newspaper-Next.aspx>

All required reading is due before the class in which the assignment appears in the schedule unless otherwise noted. You will be expected to be able to discuss any assigned reading with your peers and the instructor in class. If you are called on and have not read required material, it will be reflected in your final grade.

Online Reading

So let’s be frank. Textbooks on innovation are always going to be out of date. Therefore, I want you to always be out there looking for stories about innovations in journalism or civic media that you bring to class to help us all stay on the cutting edge of change. Here are just a few sources you should peruse, but don’t limit yourself to just them.

- Current posts and selected archived posts from Nieman Journalism Lab blog at <http://www.niemanlab.org>.
- Mashable.com Social Media, Tech and Business sections.
- New York Times technology section, and Bits blog: <http://www.nytimes.com/pages/technology/index.html>.
- PBS MediaShift and Idea Lab: <http://pbs.org/mediashift>, <http://pbs.org/idealab>.
- Journovation Journal: <http://journovation.syr.edu>.

Share Your Finds

This semester we will be trying a free service called Spundge to share interesting news or sites we discover online that’s relevant to the class. You can view the course’s Spundge notebook here: <http://www.spundge.com/notebooks/23165/>

The 20 most recent posts are embedded on the class site here:

<http://journovation.syr.edu/next-news-startup-finds/>

You will need to post at least one find to the Spundge notebook each week to receive full participation credit. At the start of each class, we will go through the notebook and I will call out one find for a student to report on. If I choose yours, you will receive extra credit.

Individual Assignments

I prefer that all assignments that require a document are done using Microsoft Word so that I can add feedback into the margins. Assignments that require a spreadsheet or presentation file may be done using either Microsoft Office, or iWork (Keynote or Numbers). Assignment due dates vary by assignment and will be posted in Blackboard along with assignment details. The dates in the schedule below are for when assignments are given. In general, your assignments should always be turned in by uploading the digital file to the assignment in Blackboard. If you encounter problems with Blackboard you are also free to email them to me at drpachec@syr.edu, but be sure to make sure I got the email and feel free to ask for a confirmation response.

Independent Reading Assignment

You will be assigned one of the following books to read, report and present to the group later in the semester:

- *The Innovator's Solution: Creating and Sustaining Successful Growth*, by Clayton M Christensen and Michael E. Raynor.
- *The Art of the Start*, by Guy Kawasaki
- *A Whole New Mind*, by Daniel Pink.
- *Present Yourself*, By Kit Seeborg: <http://presentyourselfbook.com/>
- *The End of Big: How the Internet Makes David the New Goliath*, by Nicco Mele.
- *C-SCAPE: Conquer the Forces Changing Business Today*, by Larry Kramer: <http://escape.wordpress.com/>
- *The Filter Bubble*, by Eli Pariser. <http://www.thefilterbubble.com/>

Have another suggested book relevant to journalism innovation or entrepreneurship from which the class could benefit? Feel free to suggest it to the instructor.

Launch Option in Place of Independent Reading

The independent reading requirement will be waived if you choose to launch your startup before the last day of class. If you choose to launch instead of report on a book, your independent reading presentation to the class would be about your launch plans and/or launch experience rather than about a book.

Blogging and Social Media

You are required to maintain a public blog about your project and create a social media presence. The blog can be on a free Syracuse server, or on a server you obtain using recommended inexpensive web hosting services. Training will be provided to create, improve and maintain your blog, but after that you should treat it as an extension of your public brand.

Grading Scale

The grading scale for assignments and final grade is as follow:

96-100	A
92-95	A-
88-91	B+
84-87	B
80-83	B-
76-79	C+
72-75	C
68-71	C-
60-67	D
0-59	F

I will make my best effort to post grades online through Blackboard, or by email if there are Blackboard issues, within one week (often less) of assignments being turned in. I require a 24-hour waiting period before discussing any posted grade. This is to give us both a chance to think rationally about the assignment and grade so that we can have a meaningful discussion.

Overall class grade will be calculated using this formula:

Participation	5%
Quizzes	5%
Social media and blogging	5%
Discussion leadership	10%
Independent Reading Assignment	10%
Individual Assignments	20%
Final Product Plan	25%
Product Pitch to Group	10%
Product Pitch to Professor (private)	10%
TOTAL	100%
Participation also counts! In-class participation and teamwork can raise or lower your grade one level, for example from a B+ to an A-.	

Description of activities:

Participation – 5% of total grade: The creative process is heavily dependent on feedback and participation by others. You will receive points for in-class participation, such as joining in during a discussion or commenting on someone’s presentation or idea, as well as doing the same online in BlackBoard.

Quizzes – 5% of total grade: Everything in this course builds upon knowledge gained successively through each class. The purpose of quizzes is to ensure that you are keeping up with and retaining required course content. For this reason, quizzes may cover anything in required readings, topics discussed in class or on Blackboard, topics presented by guest speakers and guest lectures. You should expect a quiz at least once each week, sometimes more.

Social media and blogging – 5% of total grade: You must post at least one entry on your public blog about your project, idea or what you have learned in the class each week. You are also expected to create a social media presence (or use an existing one) to promote your blog and gain a following for your social media brand.

Discussion Leadership – 10% of total grade: Each week you will be expected to propose a discussion topic based on required readings, or readings of your choice from your online readings. You should submit your discussion question to the instructor by email

before each Tuesday session, and be ready to lead a class discussion on that topic on Tuesday or Thursday. One (1) point of extra credit is given whenever your discussion topic is chosen.

Independent Reading Assignment – 10% of total grade: You will be assigned one of the books listed above under Independent Reading Assignments and will have approximately one month to read the book. You must summarize the key concepts of the book in a 10-slide Powerpoint presentation to give to the class later in the semester.

Individual Assignments – 20% of total grade: Individual assignments are designed to help you practice the basic elements required for a new product plan (see Final Product Plan below). Unless otherwise noted, individual assignments are always due by 5 p.m. on the Friday after the Monday during which they are assigned.

Final Product Plan – 25% of total grade: This is a proposal and associated materials that you could take to the board of directors of a media company, a grant-making foundation or investors to convince them to a) let you run with your project, and/or b) fund it. Intimidated? Don't be, because you will practice different elements of the plan through individual assignments. If you keep up with those you should be fully capable of producing this plan for your great journalism startup idea.

Product Pitch to Group – 10% of total grade: Pitch your product to a group consisting of other class members and invited guests, and respond to questions. Expect to get curve-ball questions designed to catch you off guard, and be ready to react and respond. This is real-life training for what you will experience when you pitch a product to a group of investors or board of directors.

Product Pitch to Professor – 10% of total grade: Pitch your product in private to the professor. This is real-life training for what you would experience when pitching to an individual investor at a conference or over coffee.

Extra Credit: Various opportunities are available for extra credit. These include attending seminars or conferences about digital technology, startups or innovation; writing articles about innovation that are published in respected sites and publications (including the Journovation Journal); and sharing finds that I feature in class.

Policy for Late Work

In the professional world, you never get credit for something that is submitted late without a prior discussion and agreement on a different deadline. This means **anything you submit late without a discussion with me in advance will get an F grade.**

In what circumstances would I accept late work? Only for those that would fly in the business world, and for which you can provide evidence. These are usually "Act of God" types of issues. For example, if you get hit by a car and are in the hospital, I will understand and we can work something out, but I may ask to see something from the

hospital. **I reserve the right to reduce the score for an assignment by a half-letter grade for each day it is submitted late, even if you have an excuse.**

Academic Integrity

Syracuse University sets high standards for academic integrity. Those standards are supported and enforced by students, including those who serve as academic integrity hearing panel members and hearing officers. The presumptive sanction for a first offense is course failure, accompanied by the transcript notation “Violation of the Academic Integrity Policy.” The standard sanction for a first offense by graduate students is suspension or expulsion. Students should review the Office of Academic Integrity online resource “Twenty Questions and Answers About the Syracuse University Academic Integrity Policy” and confer with instructors about course-specific citation methods, permitted collaboration (if any), and rules for examinations. The Policy also governs the veracity of signatures on attendance sheets and other verification of participation in class activities. Additional guidance for students can be found in the Office of Academic Integrity resource: “What does academic integrity mean?” Please also note this additional Newhouse School Rule: “It is not permissible for any student to submit the same material, with substantially the same style, structure, or wording, to instructors in two or more courses.”

Persons With Disabilities.

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), disabilityservices.syr.edu, located at 804 University Avenue, room 309 or call 315 443 4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities “Accommodation Authorization Letters,” as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Our community values diversity and seeks to promote meaningful access to educational opportunities for all students. Syracuse University and the Newhouse faculty are committed to your success and to supporting Section 504 of the Rehabilitation Act of 1973 as amended and the Americans with Disabilities Act (1990). This means that in general no individual who is otherwise qualified shall be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity, solely by reason of having a disability.

You are also welcome to contact your professor privately to discuss your academic needs although faculty cannot arrange for disability-related accommodations.

Religious Observances

SU’s religious observances policy, found at http://supolicies.syr.edu/emp_ben/religious_observance.htm, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holy days according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work

requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through MySlice/Student Services/Enrollment/My Religious Observances from the first day of class until the end of the second week of class.

FERPA

The Family Educational Rights and Privacy Act (FERPA) sets forth requirements regarding the privacy of student records. FERPA governs both the access to and release of those records, known as education records, and the information they contain. Under FERPA, faculty have a legal responsibility to protect the confidentiality of student records. For additional information about FERPA and SU's FERPA policy, see <http://www.syr.edu/registrar/staff/ferpa> or contact your school/college records office or the Registrar's Office (315-443-3535).

Email

University policy is that all university communications should be sent to students' SU account, i.e. @syr.edu. If you'd like that email forwarded to another account, see <https://selfserv.syr.edu/accounts/>

Use of Student Work

The professor may use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission.

The professor may use academic work that you complete this semester in subsequent semesters for educational purposes with your permission. Before using your work for that purpose, your professor is required to either get your written permission or render the work anonymous by removing all your personal identification.

COURSE SCHEDULE

See separate document.