

INSIDE THE @IPADJOURNOS NEWSROOM: MOBILE AND SOCIAL MEDIA REPORTING IN A CAPSTONE COURSE

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AEJMC CONFERENCE, AUGUST 2014



OVERVIEW

- **“iPadJournos” Mobile and Social Media Reporting Project:**
 - Special topics course in 2012-2013
 - Support from VCU Center for Teaching Excellence and AEJMC Knight Bridge Grant
 - Class moved out of PC lab and students equipped with iPad reporting kits
 - Capstone course in fall semester 2013 covered gubernatorial election in Virginia

Mobile and Social Media Journalism

A multimedia reporting course at Virginia Commonwealth University / Follow us at @iPadJournals



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Election Reporting 101 with @MSchmidtRTD

Markus Schmidt (@MSchmidtRTD), a political reporter for the Richmond Times-Dispatch, visited the iPadJournals class on Thursday. Schmidt, who is covering the Virginia elections this year for the Times-Dispatch, encouraged students to become involved in the state election and to be aware of the issues surrounding it. He stressed the importance of state elections, especially in Virginia. Virginia, he said, is an important state in national politics, so the issues surrounding the state election hold a lot of importance.

By Whitney Torres (@Whitney_Torres) and Jackson McMillin (@mc_milla)

Schmidt discussed the candidates who are running for governor, lieutenant governor and attorney general. Although many of the candidates have controversial views on certain issues, Schmidt said that most Virginians remain unaware of these views.

TAGS

apps Bryan DeVasher
CBS 6 course
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5 May

Interview w/ @coachsmartvcu on his support for @barackobama by #iPadJournals @amber_leeanne + @CarliHardy for @CBS 6: bit.ly/K2d7dS

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5 May

#iPadJournals @amber_leeanne and @CarliHardy covered the rally w/ @barackobama at #VCU today for @CBS 6: bit.ly/K2cPDV #vcumasc #rva

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Amber Shiflett @amber_leeanne

5 May

Students anticipate President Obama's arrival at VCU on.wtvr.com/SBIVi6F #teamcarliamber #vcu #ipadjournals #readytogo

Retweeted by iPadJournals

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4 May

RT @ngjennings: Ahead of Obama's visit to #VCU, students say '08 spark is missing. Post by @Samra_Khawaja ow.ly/aHQqB #ipadjournals

View summary

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VCU iPadJournos

WTVR.com has partnered with the "iPadJournos" mobile and social media journalism project at VCU's School of Mass Communications. Students from the project reported the following stories. For questions about the stories, please contact the project's faculty advisor Dr. Marcus Messner at mmessner@vcu.edu.



mmessner@vcu.edu



NCIS

Tuesdays at 8 p.m. on
CBS 6!

Recent Articles

Gridlock inevitable for next governor, political experts say

Posted on: 4:06 pm, November 4, 2013, by [VCU iPadJournos](#)

This story was reported by the "iPadJournos" mobile and social media journalism project, a cooperation between WTVR.com and VCU's School of Mass Communications.

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WORK FLOW

- Students buy a basic set of multimedia production apps (iMovie for video editing)
- Students present and explore additional apps with their iPads as class assignment
- Story pitches with media partner in Facebook group
- Story writing and editing in Google Drive
- Students engage in Twitter discussions with hashtag #iPadJournos
- Videos on YouTube and Instagram

REPORTING KIT



STUDENT LEARNING

- Publication opportunity secures high motivation and engagement of student reporters
- Mobile technology improves communication in and outside the classroom
- Photo and video shoots, social media reporting in the field directly from the iPads
- Reporting in fast-pace news environment at all times of the day and week: Students report, professor edits, TV producer publishes
- Social media content curation

NEWS CONTENT

Cuccinelli optimistic: 'I'm a very good closer'

Posted on: 11:13 am, October 31, 2013, by VCU iPadJournals



EDITOR'S NOTE: This semester WTVR.com has partnered with VCU's School of Mass Communications "iPadJournals" mobile and social media journalism project. Students from the project reported the following story.

RICHMOND, Va. – Despite polls continuously showing his opponent Terry McAuliffe leading the gubernatorial race, Republican candidate Ken Cuccinelli is confident that he will win on Election Day.

"I am optimistic about the outcome on Tuesday. Momentum is the most valuable thing in politics and we have it," Cuccinelli said in an interview with VCU's "iPadJournals" project. He added that he is especially optimistic as one of the latest polls by Quinnipiac University showed that the gap between him and McAuliffe is narrowing.



"It's coming our way and you can see every poll closing for us and I'm a very good closer," Cuccinelli said in the interview after a meeting with his campaign volunteers in Chesterfield on Wednesday evening. "It isn't me, it's all the people you saw here tonight. They're enthusiastic, they're fired up, we're more energized than our opponents are about some key issues like economic growth and tax cuts versus Terry's tax increases."

Cuccinelli stressed in the meeting with his supporters that they need to get people to vote by informing voters on his stance on issues, maintaining a positive image for his campaign and counter "misconceptions that millions have been poured into." He also added that the next four days would be very crucial in closing the gap even further.



30
multimedia
stories
published in
fall 2013



NEWS CONTENT

ALERT: Teenager arrested for murder of VUU student

Election party cheers in Tysons Corner, somberness in Richmond

Posted on: 11:24 am, November 7, 2013, by VCU iPadJournals

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RICHMOND, Va. – It took several hours until supporters of Gov.-elect Terry McAuliffe were able to cheer his election victory. In an unexpectedly close race with his opponents, Republican Ken Cuccinelli and Libertarian Robert Sarvis, McAuliffe was able to edge out a narrow victory at the end of Tuesday night. While Cuccinelli had carried a lead most of the evening, it was McAuliffe who won with 48 percent as results from the metropolitan areas of the state were posted. Cuccinelli won 45 percent of the vote and Sarvis 7 percent.

Photo Gallery



McAuliffe celebrated his election victory with supporters at the Sheraton Hotel in Tysons Corner.

Reporters from VCU's "iPadJournals" project covered the election parties of all three candidates [live on Twitter](#) and interviewed their supporters. They talked to Democrats in Tysons Corner and Republicans and Libertarian in Richmond and reported on the victory and concession speeches of the candidates.

As Virginians head to polls, some vote for 'lesser of two evils'

Posted on: 12:41 pm, November 5, 2013, by VCU iPadJournals

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EDITOR'S NOTE: This semester WTVR.com has partnered with VCU's School of Mass Communications "iPadJournals" mobile and social media journalism project. Students from the project reported the following story.

RICHMOND, Va. – As voters in Central Virginia headed to the polls on Tuesday morning to cast their votes in the gubernatorial election, there was very little enthusiasm about the choices on the ballot.

In interviews with reporters from VCU's "iPadJournals" project, many voters in Richmond and in the surrounding counties of Henrico, Chesterfield and Hanover said that they were dissatisfied with Democratic gubernatorial candidate Terry McAuliffe and his Republican opponent Ken Cuccinelli, but decided to chose the "lesser of two evils." While many voted along their usual party lines, several voters said that they chose Libertarian candidate Robert Sarvis instead.

Read in the following parts how voters in central Virginia cast their ballots and which candidates they chose.

Polling station at Tabernacle Baptist Church in Richmond



Several voters interviewed at the Richmond polling station at Tabernacle Baptist Church on Grove Avenue said that their vote was more "anti-Republican" than it was an endorsement for the Democratic candidates.

FUTURE OF THE PROJECT

- “iPadJournos” project will be taught for the fourth time in the fall semester 2014 as a capstone in the VCU print-online journalism program
- Students will cover local government and fall elections with original reporting and news curation
- New iPad reporting kits purchased (see equipment details at www.marcusmessner.com)
- Class will move into interactive learning space in fall semester 2014 (VCU Learning Studio)

VCU LEARNING STUDIO





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QUESTIONS?

