Application for 2012 Innovations in Teaching Using Technology Grant:
Instructional Technology and Faculty Center for Excellence in Teaching and Learning

Title: Mobile Journalism Project

Courses Involved: News Reporting I, Online Journalism I, and Online Journalism II

Applicants: Mark Berkey-Gerard, Assistant Professor of Journalism, and Dr. Dianne Garyantes, Assistant Professor of Journalism

Objective:
Smartphones and media tablets present significant technical innovations for the news industry. Forty-four percent of adults in the U.S. own a smartphone and 18% use a media tablet, according to a 2012 study by the Pew Research Center. Younger audiences increasingly use mobile devices to get news; two-thirds of media consumers ages 18-34 use mobile media devices to access news at least 5 hours per week, according to another recent study. In addition, mobile devices are powerful reporting tools for capturing high quality photos, audio, video and publishing information online instantaneously.

To reach digital audiences, future journalists must understand how to produce news for a variety of mobile devices. At Rowan University, an increasing number of journalism students own smartphones and tablets, but we have observed that few have integrated the devices into their academic studies, reporting assignments, or news consumption habits. The mobile journalism project is designed to train Rowan University journalism students to use smartphones and tablets to become more sophisticated, versatile and innovative news consumers and producers.

The Mobile Journalism Project has four objectives:

1.) Students will study and implement best practices for delivering news for a variety of mobile devices, in particular how to format headlines, text news stories, and multimedia for websites, phones, tablets and apps.

2.) Students will use smartphones for a series of multimedia reporting assignments including gathering photographs, audio, video and live blogging/streaming events.

3.) Instructors and students will evaluate smartphone hardware and a series of news reporting apps and create a practical   guide   for student reporters.

4.) Instructors will develop assignments and tutorials that can be used by other instructors, courses, and departments as well as student-run media at Rowan University. In addition, instructors will hold training sessions for members of student media organizations like *The Whit* and WGLS.

The project will be instituted across three, 300-level journalism courses: News Reporting I, Online Journalism I, and Online Journalism II.

Instructors will develop sample assignments and tutorials to share with other instructors, courses and departments as well as student-run media at Rowan University. Instructors will also conduct mobile reporting training sessions for members of student media organizations.

Scalability and Adaptability:

The lessons learned from the Mobile Journalism Project can be adapted to numerous courses in the College of Communication or any course where students use smartphones or media tablets to gather photos, audio, or video or publish information online from a mobile device.

These experiences will also provide practical training and real-life experience for students who, in addition to taking these courses, produce *The Whit* newspaper and website and programming for Rowan Television Network and WGLS.

With start-up funding for the Mobile Journalism Project, the Journalism Department will be able to integrate mobile devices into our curriculum. We expect this to be a long-running initiative that continues to grow and become more useful as more and more students purchase smartphones and media tablets.

Instructional Technology Support:

In developing this proposal and equipment request, we consulted the Mobile Journalism Reporting Tools Guide assembled by the The Reynolds Journalism Institute at the University of Missouri (See http://www.rjionline.org/news/mobile-journalism-reporting-tools-guide) We may also seek the expertise of Instructional Technology support to ensure that our purchases are compatible with both iPhone and An

share tips for future use

http://store.apple.com/us/product/MC552ZM/B)

Grant Application Budget:

Item	Cost	Number	Total Cost
Flexible Tripod	$30	10	$300
Vericorder XLR Adapter Cable	$60	5	$300
Graph Paper Press Website Theme	$299	1	$299
iPad (16GB)	$499	1	$499
iPad cover	$39	1	$49
iPhone/iPad VGA adapter	$29	1	$29
TOTAL			**$1,476**