

New England Ethnic Newswire Digital Media Project
Professional Development Grant

Principal Investigator:

Professor Ellen Hume, Director of the Center on Media & Society
University of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125
ellen.hume@umb.edu, 617-287-6798

Other Participants & Titles: (see attached page)

Campuses and Disciplines Involved

University of Massachusetts Boston
McCormack Graduate School
Communication Studies

Total Amount of Funds Requested: \$12,000

Concise Project Summary:

Who decides what is in the local news and what difference does that make to our civic life? With the Internet, what is "local" may be global, and vice versa. How will local news fare in this evolving media landscape? What does it take to be a journalist? What are the professional journalist's "tricks of the trade" in interviewing, researching and writing stories under deadline? What role do the ethnic media play in local news? What would an ethnic map of Massachusetts today look like?

This new experimental course offers students a chance to explore these questions, while gaining and applying rudimentary journalism skills that can be useful in a range of careers, including journalism, community service, politics, public relations, business, criminal justice, education, and advertising/marketing. Using professional coaches and modified internships, students will work with the local and ethnic media in Boston and the New England Ethnic Newswire (<http://go-NEWz.com>), a web portal that compiles the best ethnic news stories from the region each week, with wikis, blogs and resource links.


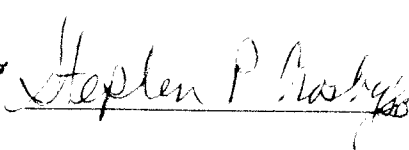
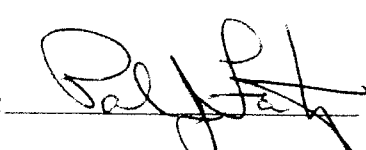
The course will offer three interwoven perspectives and learning outcomes: **historical context**, **media textual analysis**, and preliminary training in **journalism practice**. Using a combination of face-to-face meetings in class and with journalism coaches and internships, online web-based technologies such as blogs for writing media introspective journals, wikis for collaborative writing projects and peer-review, and the creation of multimedia pieces, our students will gain the skills to participate in the changing media and digital landscape. They will find rich sources of data and apply them to existing sources of information. In particular, they will develop a mashup that maps the ethnic communities of Massachusetts.

Signatures:

Department Chair

Dean

Provost

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Other Participants & Titles:

Adam Smith, Editor, go-NEWz.com
200 Tremont St.
Boston, MA 02116

Editor@go-NEWz.com, 617-232-2256

Charlotte Corbett, MA, Webmaster, go-NEWz.com
16 Pope's Hill Street, Dorchester, MA 02122
charlotte.corbett@umb.edu, 617-282-5163

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Project Narrative

Who decides what is in the local news and what difference does that make to our civic life? With the Internet, what is “local” may be global, and vice versa. How will local news fare in this evolving media landscape? What does it take to be a journalist? What are the professional journalist’s “tricks of the trade” in interviewing, researching and writing stories under deadline? What role do the ethnic media play in local news? What would an ethnic map of Massachusetts look like today?

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The Center on Media and Society at UMass Boston is creating a one-stop local ethnic news wire, training resource, and public forum for a region that still doesn’t understand its changing demographics. As a digital portal, **NEWz** will bring together the following siloed elements of our community: voices from different ethnic groups and cultures, the best stories from the over 100 ethnic media of New England, student journalists, teachers and journalism coaches from UMass Boston and the local mainstream media, news consumers of all kinds, community, business and government resources, and advertisers. **Newz** will offer a roundup and RSS of the top “best practice” ethnic media content from around New England, together with student and community-generated stories and images in a variety of formats. This will be in English, with links to original sources in original languages. The www.go-NEWz.com website will not only curate this content, but it will offer training and host new relationships. We will challenge people to think together about common challenges.

For UMass Boston students, the following teaching and learning outcomes will be completed:

- *Context*: Each student should develop a basic understanding of how and why local news is what it is today, with historical context and keys to how the news is framed and presented.
- *Media Analysis*: Students will apply media analysis tools to “decode” what makes a successful story and what is unacceptable in terms of journalism practice and ethics. They will complete regular media journals to demonstrate their growing understanding of journalism, both as producers and consumers of news.

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- *Journalism Skills:* Students will learn and apply lessons on how to practice rudimentary reporting, online research, interviewing, note-taking, story organization and writing skills. The successful student will have two or more “clips” (i.e., written, audio or visual projects) by the end of the course, suitable for the student’s professional portfolio.
- *Internet tools:* Students will learn how to work with new internet applications including wikis, blogs, podcasts, and a mashup that includes Google maps.

The methodologies used are:

- *Face to face:* Through in-class and outside meetings with journalism coaches and ethnic media partners students will learn the skills to conduct an interview, check facts, and write a story.
- *Online:* Through Web 2.0 technologies, such as blogs, wikis, podcasting, and video, students will explore the changing nature of media and media analysis and apply that knowledge to their stories.
- *Internships:* With Ethnic Media Partners, publishers, editors and reporters of ethnic media, students will gain the journalism skills necessary to complete their knowledge gained in class and with coaches.

Through the use of online Web 2.0 technologies we are developing new teaching strategies that focus on outcomes – development of student reflection through blogs, collaborative writing through wikis, and multimedia products as part of their portfolio of work. This grant will allow us to provide digital recorders and cameras so that students can better participate in the digital media arena. In addition, we, with a graduate assistant, will explore the use of interactive web technologies such as mapping data with public databases to better understand the needs of our communities.

The experience gained will be leveraged for external funding through a variety of grant and foundation sources. Already we have obtained funding for the establishment of the web site and are currently waiting for word on a Knight Foundation award.

Project Deliverable

The project will provide additional, student-generated, content for the New England Ethnic Newswire web site at www.go-NEWz.com. This will include interactive maps combining geographic details with databases on demographics, housing, health, and communities. Students journalistic works will be published on the web site. Tutorials on journalism and digital media will be provided for both our students and their ethnic partners so that they can join the Internet revolution.

Dissemination of Project Results

Dissemination of project results will be done through our web site and outreach to our already extensive database of ethnic media partners. The web site, www.go-NEWz.com, will include interactive maps for people to learn more about the ethnic communities in the Boston area, student stories, journalism training topics provided in video and audio, a wiki where students and

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others will contribute to the changing landscape of ethics and copyright in digital media. We anticipate continued publicity through the Boston Globe and our partners.

Project Budget

Qty.	Item Description	Relates to Grant	Total
10	Digital Cameras	Taking photographs of subjects and for mapping	\$2,000
10	Digital Voice Recorders	Taping interviews and creation of podcasts	\$1,300
1	Hand-held GPS Locator	Locating precise locations of mapping boundaries and areas of interest	\$300
1	Part-time Graduate Assistantship	For technical support in the creation of interactive maps and training materials	\$8,000
1	Upgrade of web site for streaming video	Ability to stream audio and visual training materials quickly	\$400
Total:			\$12,000

Project Timetable

Date	Description	Completed
June '07	Project Begins	May 1, '08
June '07	Advertise and hire graduate assistant	June '07
July '07	Train assistant in the use of the web site and Content Management System	July '07
July '07	Order equipment: cameras, recorders, and GPS system; inventory equipment	Aug. '07
Aug. '07	Recruit students for the course	Sept. '07
Sept. '07	Teach class	Dec. '07
Oct. '07	Introduce students to digital equipment and intended use	Oct. '07
Oct. '07	Create interactive map with students	Dec. '07
Nov. '07	Create tutorial on journalistic uses of digital media	Dec. '07
Dec. 15, '07	Interim Report	Dec. 15, '07
Jan. '08	Revise course as needed	Jan. '08
Feb. '08	Teach new class	May '08
Mar. '08	Create interactive map with students	May '08
Mar. '08	Create two new training modules for students and the web	May '08
June '07	Project Ends	May 1, 2008
Final Report		June 1, '08

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Principal Investigator, Participants and Qualifications

Ellen Hume, senior research fellow, UMass Boston
Director, Center on Media and Society, McCormack Graduate School,
Founder and Editor in Chief, NEWz online newswire
Developer and teacher, COMSTU 280, Local and Ethnic Journalism
Author, *Tabloids Talk Radio and the Future of News* (Washington: Annenberg Washington Program, 1994), *Media Missionaries* (Knight Foundation, 2005), and many more articles.
White House correspondent, *Wall St. Journal* (1986-8), reporter, numerous newspapers, television, radio and magazines.
Developer and Director, PBS Democracy Project, including PBS Debate night, and *Follow the Money*, a multimedia approach to map the role of money in politics, using the Internet and television interactively (1996-7)
A complete bio is available at www.ellen.hume.com

Other Participants:

Adam Smith, Editor, NEWz
Charlotte Corbett, Webmaster, NEWz

Letter of Support

Ellen Hume
Director, Center on Media and Society
UMass Boston
Wheatley 6-086
100 Morrissey Blvd
Boston, MA 02125

To Whom it May Concern:

I will participate fully in working hands-on not only as the supervisor, but the key designer and implementer of all aspects of this project. It extends work I already am doing to develop the New England Ethnic Newswire (NEWz) and design and teach the special topics course, COMSTU 280, Local and Ethnic Journalism, which debuted this semester.

We are seeking further funding to expand the project with more digital elements, including the ethnic map of Massachusetts which we want to develop with students and tech coaches using Google maps and other software.

I will be committed to supervising this project and teaching this course as the main work of the Center on Media and Society for 2007-8 and as half of my teaching work for the College of Liberal Arts at UMass Boston.

Thank you for your consideration.

A handwritten signature in cursive script that reads "Ellen Hume".

Feb. 22, 2007

Adam Smith
200 Tremont St.
Boston, MA 02116

February 22, 2007


To Whom It May Concern:

I am the Editor of **NEWz: New England's Ethnic Newswire**, where I currently supervise and curate all the content on the site. I helped to design and launch NEWz along with the guidance of Ellen Hume and support from the NEWz team. I also report for and co-edit **Sampan**, a bilingual, Chinese-English publication in Chinatown, Boston and I have worked for the Boston Herald as an editorial assistant and freelance writer. I am a graduate of the University of Massachusetts Boston.

I commit my support to Ellen Hume and the Digital Media Project. I believe the correlation of journalism and digital media to be no longer an emerging trend but an inseparable relationship which needs to be addressed as part of academically based projects as well as any communications studies curricula.

If I can be of any additional assistance or source of information, please do not hesitate to contact me at either adamslane@verizon.net or 617-.426-4992 x 207

Sincerely,


Adam Smith
(by ET)

Charlotte D. Corbett, MA
16 Pope's Hill Street
Dorchester, MA 02122

February 21, 2007

To Whom It May Concern:

I am the webmaster and technology specialist for the NEWz website. I currently work with Ellen Hume and the rest of the NEWz team to provide the technology necessary for the www.go-NEWz.com site to work effectively and efficiently.

As a recent graduate of the George Washington University's graduate program on Educational Technology Leadership, I am aware of the emerging trends and potential benefits that technology has to offer the field of learning and teaching. Additionally, I am the instructor for UMass Boston's Technology in Special Education course offered through the Graduate College of Education. I am very well versed in the use of technology to enhance and support the curriculum.

I commit my support to the Digital Media Project and Ellen Hume. I find the area of journalism and digital media to be an important one; one that our ethnic media partners and students can explore and learn together. I will ensure that the technological aspects of the course/project, including podcasts, vlogs, and interactive maps and training materials, are accomplished.

If I can be of any additional assistance or source of information, please do not hesitate to contact me at either Charlotte.Corbett@umb.edu or 617-282-5163.

Sincerely,

A handwritten signature in black ink that reads "Charlotte D. Corbett". The signature is written in a cursive style with a large initial "C".

Charlotte D. Corbett, MA