

Intro to

MEDIA WRITING

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Tuesdays 4 p.m. - 6 p.m.

Wednesdays 3 p.m. - 5 p.m.

Thursdays 9 a.m. - 10 a.m.

Required texts

Writing & Reporting
News (7th Edition), by
Carole Rich

Writing & Reporting
News Workbook (or
access code)

2013 or 2014 AP
Stylebook (hard copy or
access code).



Course objectives

To learn basic writing skills for newspapers, on-line reporting, broadcast news (radio and TV) and public relations. By the end of this course you should be able **to research, report and write news stories for several media platforms.**

You will develop writing, reporting and interviewing skills and sharpen your news judgment. You will learn how to write in a concise, accurate and fair manner. You will also experience the demands of working and writing under the pressure of rigid time deadlines.

You will brush up on your grammar, spelling and punctuation skills. **You will also become familiar with the authoritative style for print and broadcast.**



Keep up with news and current events

You should closely follow current events by watching local and cable TV newscasts. **Also familiarize yourself with local newspapers such as the North Texas Daily, The Dallas Morning News, Fort Worth Star-Telegram and Denton Record-Chronicle.**

Remember: You may read the other papers online and make it a practice to visit many reputable news Web sites to acquire information (*Facebook and Twitter are NOT credible sources for news information*). In addition, you should watch and listen to broadcast news on television and radio as part of your **daily** routine. **Keep in mind that daily quizzes will include recent news and current events.**

Goals: After completing this course, you should be able to...

- Define NEWS as it is understood by journalists and public relations professionals.
- Describe the operation of typical news organizations.
- Understand and use the Associated Press stylebook.
- Conduct a news interview.
- Write a coherent news story for several media platforms under deadline pressure.
- Describe the main legal and ethical concerns of journalists and public relations professionals.
- Have a basic understanding of media writing for broadcast media and PR.
- Be sensitive to cultural, ethnic, racial and gender issues.
- Use social media to competently communicate news and information to diverse audiences.



Earning your grade: The grades in this class are based on a certain number of points that can be earned via writing lab assignments, quizzes, exams and more. The point breakdown is below. Note that two of your major assignments, the profile feature and the meeting/speech feature, will be completed outside of regular class hours.

Required writing lab	45 percent
Midterm and final exam	20 percent (10 percent each)
Profile and meeting/speech story	20 percent (10 percent each)
Quizzes (AP style and news)	10 percent
Homework	5 percent

If you miss major assignment deadlines, EVEN BY ONE MINUTE (60 seconds), you will receive zero (0) for the assignment.

If you forget your SOURCE SHEET... you will receive zero for the assignment.

Media work is always tied to rigid deadlines.

Keep in mind: If you want to work in the media, then you must accept and work within its established rules and deadlines.

BE ON TIME, OR BETTER YET, TURN IN YOUR WORK EARLY.

Syllabus credit: This document has been adapted from Professor Michelle Redmond's 2310 syllabus.

Expectations for assignments: All assignments (homework and lab) are to be typed, double-spaced, in 12-point Times New Roman font with 1-inch margins. Deviating from this standard will result in a 5-point deduction. **Be advised:** You will *not* be permitted to exchange one lab workshop for another lab workshop. If you cannot attend your regular lab workshop, it will count as an absence. You will receive a zero for that lab assignment. Lab points *cannot* be made up at later date.

OUT OF CLASS ASSIGNMENT No. 1.

Profile story = (100 points).

Due Oct. 15**Topic: TBD**

- Type the assignment using a Times New Roman 12-point font and double-space.
- The length: 4 pages or approximately 525-600 words.
- This profile should be a *well-researched, thorough and interesting news feature profile*. You may **NOT** interview another Mayborn student, a family member or a friend.
- You must meet face to face with your profile subject. No telephone or Skype© interviews.
- You will follow all the rules of good news note taking and reporting.
- You must dress appropriately for the interview as if you are doing a 'real-world' media interview.

Source Sheets: Three (3) sources are *required* for your story. You must attach a page listing the source names and contact info.

1. The name of the person being profiled with pertinent details.

PLUS: TWO (2) people who know the profile person and can tell you more about the profile person. Your source sheet must include the date you interviewed each person and his or her phone or email contact information. (Your sources may be contacted to verify information in your story.)

****Note:** Stories without source sheets will **NOT** be accepted. And that means your score is ZERO.

****You MUST** receive prior approval from me about the person you wish to profile. You will submit at least two sentences **on a special post via Blackboard** telling me who the person is and why you think they are worthy of a news feature profile. Again, you *must* obtain prior approval before you begin the assignment.

Report on a Meeting or a Speech = (100 points).

Due Nov. 5

OUT OF CLASS ASSIGNMENT No. 2.

- Type using a Times New Roman 12-point font and double-space the assignment.
- The length: 4 pages or approximately 525-600 words.
- Choose a meeting gathering or a speech gathering to cover as a news reporter.
- You will follow all the rules of good news note taking and reporting.
- You must dress appropriately for the meeting or speech as if you are covering a 'real-world' media event.

****Note: Source Sheets: Three (3)** sources are *required* for your story. You must attach a page listing the source names and contact info. You're sharing:

1. Interview with the person leading the meeting. Or an interview with the person giving the speech. (If you can't interview the speechmaker... what about the person who organized the speech event?)

PLUS: Two (2) other people who attended the meeting or attended the speech to get their reaction to the event.

Your source sheet must include the date you interviewed each person and his or her phone or email contact information.

(I may contact sources to verify information in your story.)

****Note:** A story **without** a source sheet will **NOT** be accepted. And that means your score is ZERO.

****Recap:** You **MUST** receive prior approval from me about the person you wish to profile **AND** the speech or meeting topics you want to cover. Submit at least two sentences **VIA EMAIL ONLY** telling me who the person is and why you think they are worthy of a news feature profile. Same directions for the meeting or speech topic you want to cover. Again, you *must* obtain prior approval before you begin the assignments.

Six AP Style Quizzes: (10 points possible each)

You will be given six open-book quizzes on **Associated Press Stylebook**, grammar, spelling and punctuation.

Currents events quizzes: (140 points possible) You will have a five-item current events quiz at the **exact** start of class to help you form an information-use habit. Each correctly answered news quiz is worth one point. To earn the point, you must score at least 3 out of

5 on the quiz. Be in your seat ON TIME. The questions are only asked **once**. Completion of the current-events quiz will be counted as your attendance for the lecture.

Homework: (50 points). You will be expected to complete a variety of 'at home' writing assignments that must be completed and turned into class on a specific day. The homework may include textbook related work, enterprise writings, or 'social media' style writing assignments.

Midterm: (100 points) During final exam week. Exact day and time TBA. The exam will include be comprehensive, covering material from the entire semester.

Final exam: (100 points) During final exam week. Exact day and time TBA. The exam will include be comprehensive, covering material from the entire semester.

Guest speakers: Relevant speakers may be brought in to speak to our class during the semester. You will be expected to take notes and ask interesting, thought provoking questions. You can expect exam questions based on the material the guests provide.

Saving your work: YOU are responsible for making copies of all of your work. Most students save their work on a flash drive or by emailing finished assignments to themselves. You cannot save material on the computers in the lab.

Very Important Note! You are advised to save graded copies of your work when the material is returned to you. Students may expect the instructor to know their grades at any given time. It is not possible in a writing course of this nature. **However YOU can assess how well you are doing by keeping track of your point scores.** In so doing, you should not be confused or clueless about how well you are doing in this course.

Attendance and Sick Policies:

You are required to attend weekly classes and weekly lab sessions. Lab exercises comprise **HALF of your grade point total**. Both class and homework assignments prepare you for labs assignments. If you choose to miss a quiz or any in-class assignment you will receive a zero (0) for that activity and **cannot make it up. Labs cannot be made up nor can you switch labs dates.**

But... if missing a lab or class cannot be helped, contact me in **advance** just as you would in the real-world-work place. Imagine checking in with your newspaper editor, project director, news director or executive producer in the media workplace. Acceptable reasons for missing class include a verifiable illness, family emergency or observance of a religious holiday. **Documentation as to why you missed a class is REQUIRED. A**

physician's note or a note with contact information from a relative involved in your emergency will be essential to formally excuse your missing class. If the absence IS excused, arrangements will be made to allow you to make up the work missed.

NOTE: Documentation must be turned in during the **next class period** immediately following **the absence(s)**.

- Unexcused absences will jeopardize your final grade.
- Coming late to class or leaving early will be noted and may count against you.

Treat this class as if it were your job. You are expected to arrive **on time**, be prepared to participate. **Turn your in your homework immediately as you walk in the classroom.** That is how to meet your deadline for that assignment.

Let's be clear:

Turn your cell phone, iPad, Nook, Kindle, Android Tablet or any other similar device on silent (not vibrate) or OFF. Texting? Don't even think about it.

This is a media writing class... not a private message writing class. If you 'forget,' be assured that both you and your device will be asked to leave the class immediately. No exceptions. Make a habit of this rude behavior and you may be dropped from the class entirely.

Standing policy in GAB 112... You are **NEVER allowed to eat or drink anything in this class, ever. Please leave your beverages on the table outside GAB 112.** If you violate this policy, I will ask you to leave the classroom.

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (Sept. 10) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

<p>Individual Faculty Member/Advisor</p> <p>Associate Dean, Mayborn School of Journalism</p> <p>Dean, Mayborn School of Journalism</p>
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OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.



ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about

disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please

so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student IDNo., reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ Director of Advising for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 2310 will help to meet the student learning outcomes that have been selected by your professor, Dr. Meredith Clark.

Each graduate of 2310 must:

- 1. Understand and apply First Amendment principles and the law appropriate to professional practice;**
- 2. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;**
- 3. Work ethically in pursuit of truth, accuracy, fairness and diversity;**
- 4. Think critically, creatively and independently;**
- 5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;**
- 6. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;**

And... YOU WILL LEARN TO MAKE DEADLINE.

***JOUR 2310-001 Class Syllabus for Fall 2014.**
Class: Mondays and Wednesdays @ 11a.m.
Writing Labs are Wednesdays @ 3p.m.
GAB Room 112

**Instructor reserves the right to make course changes and adjustments if or when necessary.*

Week No. 1 Aug 25 and 27, UNDERSTANDING NEWS
NO LAB THIS WEEK!

- **Read Ch. 1 for class this week.** Be prepared to discuss at next class.
- Class introduction. Let's talk career goals!
- "The People Formerly Known as the Audience"
- Current events sample quiz; first scored quiz
- The importance of making deadline
- The First Amendment
- Social media tools for journalists
- Review syllabus details on BlackBoard
- **Homework assignment: Create Twitter handle for use as Mayborn student. Due Wednesday, Sept. 3.**

Week No. 2. Class and Lab on WEDNESDAY Sept. 3rd . Curiosity and story ideas
Important Reminder: Your FIRST lab is Sept. 3rd at 3p.m.- 4:50p.m. BE SURE TO BRING YOUR STUDENT ID to every lab! (GAB 112). Your TA is Ms. Elvia Limón.

- **Read Ch. 2 for class this week.**
- News quiz
- The Five (5) Ws+H
- "Page 1: The Inside the New York Times" excerpt - the budget meeting
- Review Ch. 1 key points
- Qualities of News. The top 10 you MUST know.
- Inverted pyramid. Nut graphs. Writing for the Web.
- Getting to know your AP Stylebook.
- **Homework: Complete Ch. 2 exercise No. 1 in lab (due at end of lab).**

Week No. 3 Sept. 8 and 10 Constructing stories - leads and nut graphs

- **Read Ch. 7 for class this week.**
- News quiz
- Writing the lead for multiple platforms
- Nut graphs
- Handling attribution and quotations
- **Review Ch. 2.**
- **AP Style quiz. No. 1**
- **Summary leads homework assignment due at end of lab.** Details TK in class.

Week No. 4. Sept. 15 and 17 Basic news story structure**Read Chs. 4 and 5 for class this week**

- News quiz
- Hard News vs. Soft News
- Writing leads
- Live-tweeting an event
- **Homework assignment: Person on the street: State of the University. Due Thursday at 10 a.m. Details TK in class**

Week No. 5. Sept. 22 and 24 More leads and nut graphs: life as a MOJO

- **Read Ch. 3 for class this week.**
- News quiz
- Guest speaker. TBA.
- **Pitching a story: Your chosen profile person**
- **AP Style Quiz No. 2.**
- **Homework assignment: TBA.**

Week No. 6 Sept. 29 and Oct. 1 Interviewing techniques

- **Read Ch. 6 for class this week.**
- News quiz
- Types of interviews. Opened ended questions. Knowing when to be silent. Interview problems.
- Pitching (entrepreneurial, for PR, news story ideas)
- ****By Oct. 1 you should have pitched and received profile assignment approval from me. Your profile story is due Wednesday, Oct. 15, at the end of lab.**
- **Homework assignment: Background information interview. Details TK.**

Week No. 7 Oct. 6 and 8 Profiles and obituaries

- **Read Ch. 17 for class this week.**
- News quiz
- Review basic elements of obit writing; review profile writing.
- **AP Style quiz No. 3**
- **Wednesday homework for Monday, Oct. 13: Bring an outline of YOUR profile topic. In a group setting, you'll receive feedback from other students on how best to structure your feature assignment.**

Week No. 8 Oct. 13 and 15 Story forms

- **Read Ch. 9 for class this week.**
- News quiz
- Inverted pyramid form. WSJ form. Hourglass form. List technique form. Q and A form.
- **Meeting or Speech Approval due Oct. 15**
- **Homework: TBA.**

Week No. 9 Oct. 20 and 22 Going back to our roots: The First Amendment

- Reading for this week TBA.
- AP Style Quiz. No. 4
- Midterm exam: Oct. 22

Week No. 10 Oct. 27 and 29 Speeches, news conferences and meetings

- Read Ch.18 for class this week.
- News quiz
- Review Ch. 18. Speech/Meeting details and preparation.
- Finding story angles covering meetings or speeches.
- Homework: TBA. Speech story due Nov. 5 at end of lab.

Week No. 11. Nov. 3 and 5 Media ethics and working with diverse groups

- Read Chs. 15 and 16 for class this week.
- Guest speaker TBA
- Fault Lines
- “The Danger of a Single Story”
- Newsroom best practices
- Mobile journalist best practices
- AP Style Quiz No. 5
- Homework: Assignment TBA. Speech story due Wednesday, Nov. 5 at end of lab.

Week 12. Nov. 10 and 12 Public relations writing

- Read Ch. 13 for class this week.
- News quiz
- Guest speaker TBA
- What’s the difference between news writing and PR writing?
- News releases. Media kits.
- Rules of the PR trade. Code of ethics.
- Homework: TBA

Week 13. Nov. 17 and 19 Broadcast writing (radio/television)

- Read Ch. 11 for class this week.
- News quiz
- Key differences between broadcast writing and print writing.
- AP Broadcast rules. Number rules. Spelling out words.
- Radio and TV formatting.
- AP Style quiz No. 6
- Homework: TBA

Week No. 14. Nov. 24 and 26 Convergent and mobile media

- Read Ch. 12 for class this week.
- News quiz

Week No. 15. Dec. 1 and 3 Media law

- **Read Ch. 14 for class this week**
- News quiz
- Libel, privacy and reporter privilege
- Rights and responsibilities of professional communicators
- What to do in a crisis: journalism's side/PR's side

Week No. 16 Dec. 8 and 10 The semester in review

- News quiz (15) Last one.

FINAL EXAM SCHEDULED ACCORDING TO UNIVERSITY CALENDAR