

MAC 240 Reporting and Newswriting

Course syllabus, Spring 2017

Instructor: Stan McKinney

Class meets Mondays, Wednesdays and Fridays at 11 a.m. in TTC 105.

Booklist

Textbooks are News Reporting and Writing (NRW) by Melvin Mencher, Twelfth edition, The World Ends at the County Line (TWEACL) by Stan McKinney. The Associated Press Stylebook.

Course description

An introduction to journalism with emphasis on reporting and newswriting.

Course objectives

- Students will learn what news is and isn't and why news is important.
- Students will learn how to develop story ideas that are relevant and meaningful to the public.
- Students will learn how to find credible sources for those stories and how to develop questions for those sources.
- Students will learn and practice interviewing techniques.
- Students will learn newspaper style.
- Students will learn how stories go from idea to the printed page and the editing that is necessary.
- Students will learn to write leads and basic news stories for print or broadcast.
- Students will learn how the media works and why it does much of what it does. Such understanding should help students regardless of what field they ultimately decide to enter.
- Students will learn the importance of a free press in a free society and the role all of its citizens must play.
- Students will learn basic ethical and legal issues that may confront them. (Detailed discussion of these issues is covered in two other courses).
- Students will learn how news and public relations are related.

Course outline

- The course will focus on the job of a reporter, the tools a reporter uses, what news is and isn't, the structure of a news story, basic feature writing, the differences in writing for print and broadcast and sources for stories.
- There will be an introduction to journalism law and ethics.
- There will also be some discussion as to how advertising affects news decisions. The role public relations firms play in the news process will also be discussed.
- There will be some discussion of technology, which is rapidly changing and dramatically affecting even small newspapers.
- Classroom discussion is encouraged.
- Students will write leads and short news stories in class.
- Students will be given basic information from which they will write news stories. There will also be practice interviews in class to prepare students to interview news sources.
- Students will also write two stories suitable for publication.

-Students will be expected to keep up with current events on a campus, statewide and national level. Such events will serve as fodder for story ideas.

Evaluation

A total of 1000 points will be possible during the semester.

There will be four tests given during the semester. Each will be worth 100 points.

Exercises and class assignments will be worth 300 points and the two stories will each be worth 150 points.

The grading scale will be as follows: 90 to 100, A; 80 to 89, B; 70 to 79, C; 60 to 69, D; 0 to 59, F

Deadlines are essential in the communications business. As such, assignments are expected to be completed on time. Assignments will be penalized one letter grade for each day they are late.

Summing up

Four exams	600 points (150points each)
Two deadline stories	250 points (125 points each)
Exercises and class assignments	150 points
TOTAL POSSIBLE POINTS	1,000

Grading Scale

A	900-1,000 points
B	800-899 points
C	700-799 points
D	600-699 points
F	599 points and below

Deadline Assignment Policy

NO LATE WORK: All DEADLINE assignments are due on the dates listed. If an assignment description or course schedule provides a DEADLINE date for a particular assignment, that assignment is considered a DEADLINE assignment. DEADLINE assignments are **not** accepted after their due date. If an assignment is not turned in on or before the provided due date, then the student will immediately receive a zero (0) for that assignment. Deadlines are provided at the beginning of the semester and students are given ample time to complete assignments. University-related events do not provide an excuse for missing a deadline. Outside of extreme illness or death, there is no exception to this rule.

Attendance policy

Students are expected to attend each and every class. Students are also expected to be punctual.

University policy requires that roll be kept and the vice president for academic affairs advised if a student misses class the number of times it meets in two weeks. Students who miss more than four times without a legitimate excuse also may be penalized points on their final grade.

University policy also requires that the vice president for academic affairs be informed of any students who miss more than the equivalent of four weeks. A student missing that many times will receive a grade of WA. (Withdrawn-absenteeism).

Disabilities policy

Campbellsville University is committed to reasonable accommodations for students who have documented physical and learning disabilities, as well as medical and emotional conditions. If you have a documented disability or condition of this nature, you may be eligible for disability services. Documentation must be from a licensed professional and current in terms of assessment. Please contact the Coordinator of Disability Services at (270) 789-5192 to inquire about services.

Plagiarism policy

According to the Division of Humanities, plagiarism is defined as representing the words or ideas of someone else as one's own in any academic exercise. Therefore, all writing you do for this course must be your own and must be exclusively for this course, unless the professor stipulates differently. Pay special attention to the accuracy of the quotations, paraphrases, summaries, and documentation practices you use in your assignments. If you have any questions about plagiarism, please ask your professor. If you plagiarize, your professor reserves the right to grant you a failure for the assignment or the course, and your case may be reported to the College of Arts and Sciences. For additional information concerning plagiarism, you may consult the Writing Center in the BASC.

Writing Center and Learning Commons

It is encouraged that students visit the Citizens Bank and Trust Co. Writing Center and Learning Commons, both located in the Badgett Academic Support Center (BASC). Both provide tutors and general support for preparing research to present in class, writing research and other papers and learning on a variety of topics.

Hours for the center are posed online at www.campbellsville.edu. Don't hesitate to ask for help, either from these centers or from this instructor, with writing and research. Technology is available to offer students a place to practice their presentations in an effort to make them comfortable presenting and to create the best presentations possible.

Contact information

Stan McKinney's office is at Carter Hall 207A. His office phone number is (270) 789-5035. His box number on campus is 897. He may also be reached by e-mail at somckinney@campbellsville.edu

Campus Security Phone Numbers

Security Cell Phone: (270) 403-3611

Security Office Phone: (270) 789-5556

Title IX Information:

Campbellsville University and its faculty are committed to assuring a safe and productive educational environment for all students. In order to meet this commitment and to comply with Title IX of the Educational Amendments of 1972 and guidance from the Office for Civil Rights, the University requires all responsible employees, which includes faculty members, to report incidents of sexual misconduct shared by students to the University's Title IX Coordinator.

Title IX Coordinator: Mr. Terry VanMeter, 1 University Drive, UPO Box 944, Administration Office 8A, Phone: (270) 789-5016, E-mail: twvanmeter@campbellsville.edu

Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence is set forth at www.campbellsville.edu/titleIX.