

# CMST 141: Introduction to Media Writing Fall 2013

**Course Description:** This course emphasizes observation skills and choice of language, structure, and source material to communicate events and ideas to selected audiences. Students learn interviewing, basic research, effective expression, and editing through note taking, interviewing, drafting, and revision. CMST 141 meets a written communication course requirement at BC.

## Course Outcomes:

- Describe and practice the journalistic process.
- Gather data from various sources.
- Write a coherent and accurate news story.
- Understand and synthesize ideas for others
- Refine punctuation, grammar, spelling and proofreading skills to achieve error-free text.
- Demonstrate an understanding of the ethics involved in interview methods, the history of journalism and audience awareness.
- Analyze and evaluate professional journalistic writing.
- Demonstrate an understanding of the advertising and business components of news publications.
- Collaborate and communicate as a professional team to meet deadlines

**Classroom Behavior:** Comments or behavior disparaging another based on race, ethnicity, religion, abilities, beliefs, appearance, or sexual orientation will not be tolerated. Articles, including opinion pieces, must meet this standard. Cell phones should be set to silent and laptops should be used only for note taking and coursework. Mp3 players should not be used during class.

**Special Needs:** Any student with disabilities or other special needs who needs additional accommodation in this course is invited to share these concerns or requests with the instructor as soon as possible. Disability Resource Center, Library Media Center, Telephone 425.564.2498

**Articles for Publication:** Articles handed in as course assignments may be submitted for publication to the BC student newspaper or other publications. All articles must be handed in for course credit *prior to* submission for publication.

## Instructor Information

Dr. Amy Miller

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Office Hours: 9:30-11:30 T, W, F or apt.

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## Required Material

- **Inside Reporting: A Practical Guide** by Tim Harrower
- **Associated Press Stylebook 2010-2013**

## Major Due Dates

**10/18:** Introductory Article

**10/30:** News Article

**11/12:** Feature Article

**11/19:** Opinion Article

**11/20:** Online Article

**11/27:** PR Portfolio

**12/6:** Final Portfolio

**12/10:** Broadcasts

## Grading Scale

**93-100%: A** 90-92.9%: A-

87-89.9%: B+ **83-86.9%: B** 80-82.9%: B-

**77-79.9%: C+** 73-76.9%: C **70-72.9%: C-**

67-69.9%: D+ **63-66.9%: D** 60-62.9%: D-

59.9 and below: F

**Attendance Policy:**

1. Articles handed in after class ends on the due date will lose one letter grade for every day late. Articles will not be accepted after they are four days late.
2. In-class assignments and quizzes cannot be made up except in the cases of university-sanctioned absences. Students who show up late to class are not eligible to make up missed in-class work or quizzes once they have begun.
3. Students may receive one free pass to hand an article in one day late with no penalty. This free pass will only be given once during the quarter and covers articles late due to illnesses, forgotten assignments, and missing class. This does not apply to class work or online work.
4. Students must notify the instructor of university-sanctioned absences ahead of time and make arrangements for a new due date prior to the absence in order to make up in-class work.
5. In the case of extreme circumstances (hospitalization, family tragedy), students may make a written request for an extension within one week of the assignment including reason for request, extensions requested, and proposed new due date.
6. Students who miss more than six class sessions will not be eligible for a passing grade, per Arts & Humanities policy. Students who routinely show up late for class may also see a grade penalty following a warning from the instructor.

**Academic Honesty:** "One kind of academic dishonesty is plagiarism [...]including, but not limited to, using a paper written by someone else, using printed sources word-for-word without proper documentation, and paraphrasing or summarizing the ideas of others without acknowledging the source. [...]Participating in academic dishonesty in any way, including writing a paper or taking a test for someone else, may result in severe penalties. Dishonestly produced papers automatically receive a grade of "F" without the possibility of make-up. --- *BC Student Procedures and Expectations*

**Course Assignments:**

1. Exercises (pt. values vary): Different writing, group participation, discussion, etc. assignments will be given to be completed during class or online. These exercises cannot be made up unless for an excused absence. (See Attendance Policy)
2. Article Drafts (5/10 pts per article): You have the opportunity to earn points through critiquing and by bringing an article in for critique.
3. Articles (25/100 pts per article): You will be expected to produce publication-worthy articles throughout this semester
4. Quizzes (10 pts per quiz): Quizzes may cover the current chapter or AP style/ grammar
5. Recent News (15 pts per article): Four times during the quarter, you will be asked to post a current news article related to what we are discussing in class with a detailed explanation of why you chose the article and how it meets or fails to meet the standards discussed in class
6. Public Relations Project (100 pts): You will asked to create all necessary PR documents for an organization to head off an organizational crisis, manage a time of organizational change, or promote an upcoming event. Documents will be graded on adherence to PR principles discussed in class.
7. Broadcast Group Assignment (100 pts): You will be expected to participate in a group to produce a news broadcast, including news, sports, and weather components. You will be

graded on individual performance, performance as a team, and peer evaluation. This will require your attendance in class, so make your travel plans/ work schedules accordingly to make sure you can be there.

8. Portfolio (100 pts): You will be required to revise all your articles from the quarter and submit the original, corrected version and the revised version. You will need to keep the drafts of the articles that I hand back to you in class in order to receive full credit for this assignment.

	<b>Class Today</b>	<b>Assigned Today</b>	<b>Due Today</b>
Sept 24	Syllabus & Course Intro	For 9/25: Skim Ch. 1 & 2	
Sept 25	Journalism/ Newsrooms	N/A	
Sept 27	What is Media Writing?	N/A	
Oct 1	News vs Features	For 10/4: News vs. Features Quiz (O)	
Oct 2	Story Generation	For 10/4: Read Ch. 4 For 10/4: Story Ideas (O) For 10/16: Introductory News Article	
Oct 4	Interviewing & Sources	For 10/8: Sources (O)	Story Ideas (O) N vs. F Quiz (O)
Oct 8	Interviewing & Attributions	For 10/9: Read Ch. 3	Sources (O)
Oct 9	Structure & Leads	For 10/15: Recent News—Leads (O)	
Oct 11	Grammar & AP	For 10/16: Proofing Quizzes (O)	
Oct 15	Workday on Introductory Article	For 10/16: Introductory Article	Recent News-- Leads (O)
Oct 16	Copyediting & Rewriting	For 10/18: Final Draft of Introductory News Article For 10/18: Read Ch. 5	Introductory Article Draft Proofing Quizzes (O)
Oct 18	Covering the News	For 10/25: Recent News- News For 10/30: News Article For 10/30: News Quiz	Introductory Article
Oct 22	Covering the News		
Oct 23	NO SCHOOL	For 10/29: News Article Draft	
Oct 25	Workday on News Article		Recent News-- News (O)
Oct 29	Peer Editing-- News	For 10/30: Read Ch. 6	News Article Draft
Oct 30	Features	For 11/6: Recent News—Features (O) For 11/12: Feature Article For 11/12: Feature Quiz	News Article News Quiz (O)
Nov 1	Profiles		
Nov 5	Investigative		
Nov 6	Workday on Feature Article		Recent News—Feat. (O)
Nov 8	Peer Editing-- Features		Feature Article Draft
Nov 12	Opinion	For 11/13: Read Ch. 8 For 11/19: Opinion Article	Feature Article Feature Quiz (O)
Nov 13	Online Journalism	For 11/20: Online Article	
Nov 15	Peer Editing—Opinion (Optional Online)	For 11/19: Online Article For 11/19: Read Ch. 7	Draft of Opinion Article Recent News—Opinion (O)
Nov 19	Media Law & Ethics	For 11/20: Read Ch. 10	Opinion Article
Nov 20	Public Relations	For 11/27: PR Portfolio For 11/27: PR Quiz	Online Article

Nov 22	PR Workday		
Nov 26	PR Workday	For 11/27: Read Ch. 9	
Nov 27	Broadcasts	For 12/10: Group Broadcast	Public Relations Portfolio PR Quiz (O)
Nov 29	NO SCHOOL		
Dec 3	Broadcast Workday		
Dec 4	Broadcast Workday		
Dec 6	Broadcast Workday Portfolios Due by End of Class		Final Portfolio
Dec 10	Broadcast Presentations at 11:30		Broadcasts