

# CMST 141: Introduction to Media Writing Spring 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, Room B132, 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: 9:30-10:30 M-Th or apt.

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## Required Material

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

## Major Due Dates

**4/24:** Introductory Article

**5/3:** News Article

**5/15:** Feature Article

**5/22:** Opinion Article

**5/29:** Opinion Article

**6/3:** PR Portfolio

**6/10:** Final Portfolio

**6/14:** 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. Work handed in after class ends on the due date will lose one letter grade for every day late. Assignments 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 assignment in one day late with no penalty. This free pass will only be given once during the quarter and covers papers late due to illnesses, forgotten assignments, and missing class. This does not apply to class work, quizzes, or exams.
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 10 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 be 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.
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

Class Today		Assigned Today	Due Today
<b>April 1</b>	Syllabus & Course Intro	For 4/3: Skim Ch. 1 & 2	
<b>April 3</b>	Journalism/ Newsrooms	N/A	
<b>April 5</b>	What is Media Writing?	N/A	
<b>April 8</b>	News vs Features	For 4/17: News vs. Features (O)	
<b>April 10</b>	Story Generation	For 4/12: Read Ch. 4 For 4/12: Story Ideas (O)	
<b>April 12</b>	Interviewing & Sources	For 4/15: Sources (O)	Story Ideas (O)
<b>April 15</b>	Interviewing & Attributions	For 4/22: News Article 1	Sources (O)
<b>April 17</b>	Structure & Leads	For 4/22: Recent News—Leads (O)	N vs. F Quiz (O)
<b>April 19</b>	Grammar & AP	For 4/22: Read Ch. 3 For 4/26: Proofing Quizzes (O)	
<b>April 22</b>	Copyediting & Rewriting	For 4/24: Introductory Article	Recent News-- Leads (O) Draft of News Article 1
<b>April 24</b>	Covering the News	For 5/1: News Article Draft For 5/3: Recent News- News (O)	News Article 1
<b>April 26</b>	Covering the News		Proofing Quizzes (O)
<b>April 29</b>	Covering the News		
<b>May 1</b>	Peer Editing-- News	For 5/3: News Article For 5/3: Read Ch. 6	News Article 2 Draft
<b>May 3</b>	Features	For 5/13: Draft of Feature Article For 5/15: Recent News—Feat. (O)	Recent News-- News (O) News Article 2
<b>May 6</b>	Features		
<b>May 8</b>	Profiles		
<b>May 10</b>	Investigative		
<b>May 13</b>	Peer Editing-- Features	For 5/15: Feature Article	Draft of Feature Article
<b>May 15</b>	Opinion	For 5/20: Draft of Opinion For 5/17: Read Ch. 7 For 5/20: Recent News- Opin. (O)	Recent News—Feat. (O) Feature Article
<b>May 17</b>	Media Law & Ethics		
<b>May 20</b>	Peer Editing-- Opinion	For 5/22: Read Ch. 8	Draft of Opinion Article
<b>May 22</b>	Online	For 5/29: Online Article For 5/24: Read Ch. 10	Opinion Article
<b>May 24</b>	Public Relations	For 6/3: Public Relations Portfolio For 6/10: Final Portfolio	
<b>May 27</b>	Holiday		
<b>May 29</b>	Public Relations Workday	For 3/4: Read Ch. 10 For 3/4: Opinion Article	Online Article
<b>May 31</b>	Public Relations Workday	For 3/6: Read Ch. 9	

<b>June 3</b>	Broadcasts	Public Relations Portfolio
<b>June 5</b>	Broadcast Workday	
<b>June 7</b>	Broadcast Workday	
<b>June 10</b>	Broadcast Workday	Final Portfolio
<b>June 14</b>	Broadcast Presentations	Broadcasts