WRI 302: Journalism II
Fall 2018
TC 205
Monday, Wednesday, Friday
12:50 to 1:50 p.m.

Dr. Brittany Rowe-Cernevicius
403 Thompson-Clark Hall
roweba@westminster.edu
Office Hours
M-W-F: 10:30-11:30 a.m.
Tu & Th: 9:30 to 10:30 a.m.

Please type WRI 202 in the subject line
I am also available by appointment

Major Outcomes:
To successfully complete a Public Relations major, students will demonstrate the ability to:
1. Write persuasively, in a variety of formats, for a variety of media
2. Use diverse research methods and analyze data to develop and support various PR functions
3. Apply PR strategies and tactics to solve problems creatively
4. Use PR principles and practices to guide management effectively and ethically
5. Use oral communication skills professionally in a variety of situations

Course Description:
This class is designed to provide students with news writing experience beyond the traditional hard news story that utilizes the inverted pyramid. You will learn about writing feature stories and writing for a variety of platforms including radio, television, and online in order to help you become familiar with cross-platform journalism or converged reporting.

Course Objectives:
1. To improve your ability to write in a clear and concise manner
2. To utilize the principles and skills associated with gathering facts, organizing information, and writing news stories
3. To provide you with experience writing for various media
4. To develop an awareness of the importance of ethics and professionalism in journalism

Required Textbooks


Recommended Equipment
Digital Recorder (available to borrow from LIS)

Small Notebook or Reporter’s Notebook

SD card
Class Policies:
1. **Attendance is required!** You must attend class and actively participate in order to achieve the goals of this course. This class meets three days per week, so you may only miss three classes without penalty. You will lose **50 points for each additional absence**. If you have an emergency situation, and will be missing class, please notify me as soon as possible. **If you are frequently late for class you will be warned and continuing to arrive late will result in a loss of points.** If you are texting in class, you will be marked absent. Habitual sleeping in class will also be considered an absence. If you are sleeping or texting in class, you may be here physically, but you aren’t here mentally. **In-class activities and quizzes cannot be completed as make-up work.**

2. **Absences during quizzes & presentations:** The only absences that will be considered excused are a death in the family, severe documentable personal illness (I don’t accept “confirmation of appointment” excuses from the Health Center), and participation in a college-sponsored activity (e.g., field trips or sports). **Whenever possible, please notify me in advance if you will need to miss class during an exam or presentation. You must contact me prior to or within 24 hours of the missed class. If you (or someone acting on your behalf) fail to notify me within 24 hours of the missed class you will not be allowed to make up the missed exam. If your absence during the presentation is excused, to earn full credit, you must give the entire presentation during a subsequent make time.**

3. **The best way to contact me is via email.** However, please be aware that I may not be able to respond immediately to emails sent later in the day (typically after 3 p.m.) or on weekends, but I will get back to you as quickly as I can. During my office hours, I may be available using the D2L chat feature, so you may want to try contacting me that way. If you have a simple question, you may want to try this option for a quick response.

4. **Cell Phones:** As a matter of courtesy, all cell phones must be silenced when you enter the classroom. Please refrain from texting during class. **Students who are texting in class will be marked absent.**

5. **Reading Assignments:** You are expected to complete all reading assignments before coming to class. Lecture notes will be posted on D2L. I will spend a **limited amount of class time lecturing about day’s reading. I will not cover all of the information discussed in an assigned reading, but I am always willing to answer questions about your readings.** You need to be familiar with the material in your text whether or not it is discussed in class.

6. **Written assignments:** Unless otherwise noted, your work should be doubled-spaced using 12-point Times New Roman font. Accurate AP style will be standard in this course, please refer to the Associated Press Stylebook stylistic guidelines. **You’ll want to bring your AP Stylebook to every class. Be sure to proofread your papers for typos and grammatical errors.** If you have questions about the requirements for an assignment, feel free to contact me.

7. **Submitting Assignments:** The news business is a fast-paced, deadline-driven industry. If your story isn’t submitted on time, it doesn’t run. **Missing a deadline can cost a reporter his/her job. Late work will NOT be accepted.** Assignments that are to be submitted electronically, must be submit through D2L. **DO NOT EMAIL ME ASSIGNMENTS; I WILL NOT ACCEPT THEM.** Unless otherwise noted, the start of class will be the deadline for your assignment. **Be sure to allow enough time to print your papers if a hard copy is required for submission. Some assignments may require you to submit your work online. Do not wait until the last minute to submit assignments online—if you try to upload an assignment at the last minute D2L may not accept it.** Assignments that do not adhere to the assignment guidelines given in class may receive a zero. If you have questions
about the proper format for an assignment, please feel free to contact me to clarify the assignment or for additional instructions.

8. **Academic Integrity:** In accordance with Westminster College’s policy, violations of academic integrity include cheating, misconduct, plagiarism, and providing false information. Please refer to your student handbook for a detailed description of Westminster’s Academic Integrity Policy. **Work that violates the college’s policy will receive a zero and the assignment or test may be turned over to the Vice President for Academic Affairs for further disciplinary action.** Please remember that violating the Academic Integrity Policy may be grounds for dismissal from the college. If you have questions about properly citing source material or what constitutes plagiarism, please ask me.

9. **Ethical Communication:** As participants in a collegiate learning community, it is important to respect others’ right to express themselves. It is quite possible that you may not agree with every comment or opinion expressed in class. While you are not obliged to agree with others, you are asked to be respectful of everyone’s right to their own comments or opinions. Scholarly debate is a valuable educational tool. **However, in accordance with the Student Handbook, racist, sexist, or other oppressive language will not be tolerated. Students using this type of language may be asked to leave the classroom.** It is important to remember to disagree in a respectful manner and not resort to personal attacks on those who may see things differently and/or have opinions that are different than yours.

10. **Accessibility:** Westminster College actively strives for the full inclusion of all our students. Students with disabilities who may require additional accommodations for environmental or curricular barriers should contact the Director of Disability Resources in 414 Thompson-Clark Hall, ext. 7192.

11. The information contained in this syllabus may change during the semester. If you miss class, you may want to check with a classmate to make sure that there have been no additions/changes to the coursework.

**Assignments/Evaluations:**
More detailed assignment information and guidelines will be provided for each assignment during the semester.

1. **Quizzes.** There will be four quizzes over the course of the semester. The quizzes will cover AP style and content from your reading and class notes.

2. **Homework/Activities** are brief exercises designed to reinforce some of the concepts or skills we discussed in class. Some will be completed during class time while others may be assigned as homework. Several of these assignments are related to elements that will be required for your multimedia feature.

3. **Op-ed.** This assignment will require you to write an op-ed piece that could be submitted to a major news outlet on behalf of an organization.

4. **Features Blog.** This semester you will be responsible for selecting a beat and cover it by posting weekly stories to a news blog that you create.

5. Your end-of-semester project will be a **multimedia feature** consisting of three elements covering the same story. The feature consists of a feature story, an audio or video package, and either a slideshow or infographic.
Assignment Point Breakdown:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Op-ed</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Quizzes (4 x 25 pts each)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Homework/Activities (point values vary)</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Features Blog</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Multimedia Feature</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points Available</strong></td>
<td><strong>700</strong></td>
<td></td>
</tr>
</tbody>
</table>

Evaluation: Points to arrive at a final grade.
A: 700-651           B+: 629.9-609           C+: 559.9-539           D+: 489.9-469           F: less than 420
A-: 650.9-630         B: 608.9-581           C: 538.9-511           D: 468.9-441
                      B-: 580.9-560           C-: 510.9-490           D-: 440.9-420

Grading Criteria:
A  The work is outstanding. The story would be publishable with little or no editing.
B  The work is very good. Minor editing and/or revisions would be necessary before publishing.
C  The work is judged to be “average.” Parts of the story may need rewritten and/or may require a fair amount of editing before it can be published.
D  The work is poor. Stories earning a D may contain factual errors, structural problems, and writing deficiencies. Stories are unable to be published without significant editing/revisions.
F  The work is unacceptable. Stories are not publishable and would need to be completely rewritten and undergo substantial editing. All stories that contain a misspelled name will receive a zero.

If you have any particular concerns about this course or a particular assignment, please don’t hesitate to contact me.
I want to you succeed!