

Electronic Media Writing

JLMC 206 – Course Syllabus

Spring 2008

Contact Information

Shelley R. Rouse, MBA

Office: 118 Hamilton Hall

Office Phone: 515-294-0497

Home Phone: 515-975-3317

shelleyr@iastate.edu

During the week I will be checking emails regularly and you can expect a prompt response to questions or issues you may have. However, if you send a message Friday night, Saturday or Sunday do not expect an immediate reply.

Course Overview

This course has several competency levels. You will learn and understand broadcast writing style. This includes scripting formats, production terminology and interviewing skills. You will focus particularly on the practical aspects of researching, enterprising original stories and storytelling using multiple assets (video, audio, sound effects, ambient sound and live reporting). I expect you to master several skills during this course including writing on deadline, writing without factual errors, identifying newsworthiness and writing in an active voice.

Course Materials

- WebCT
- Choice of local broadcast news program & one weekly news publication
- EZ News
- www.cybercollege.com

Coursework:

Attendance & Participation - This portion of your grade is directly affected by your productive contribution to class discussions, attendance, attitude demonstrated through teamwork and constructive feedback to classmates when requested. I expect you to be ethical, honest, hard working and diligent.

Enterprised Stories – Each week a story will be due. You will receive up to 10 points per story. Bonus points will be awarded to the best researched/written/interesting stories each week.

Broadcast Style Quiz – This quiz will be a true/false, multiple choice and short answer quiz.

Midterm Exam – This exam will involve writing from a provided fact list and editing a story.

Story Portfolio – Each student will create a professional portfolio showcasing a minimum of five stories written over the course of the semester. Any graded story may be re-written and followed up for the portfolio. A copy of the graded original story must be provided.

Final - The final exam will be completed in the form of a feature story. It will be based on a non-fictional person you know. This person may have impacted your life or is, in your opinion, a significant contributor to society.

Point Allocations:

Attendance/Participation	= 30/20 points (50 points)
Enterprised Stories (10)	= 100 points (10 points each story)
Broadcast Style Quiz	= 50 points
Midterm Exam	= 100 points
Story Portfolio	= 50 points

Course Policies:

- Use of email is restricted to requesting a meeting. Please do not send homework unless specifically requested by the instructor.
- Attendance is mandatory. Be prepared for a hands-on experience each class. ALL absences and late arrivals negatively affect your grade. Your classmates rely on you to complete their productions.
- Deadlines are not negotiable. Late assignments receive a zero.
- Teamwork is the cornerstone of success in this class. It takes everyone to perform well to have a successful production. Grading for participation and attendance include how well you work together.
- *You* are responsible for all notes, handouts and assigned readings. If an emergency requires your absence from class, it is up to you get notes and materials from a fellow classmate. I suggest getting to know each other and exchanging phone numbers. Please notify me in advance if you'll be missing class.
- If you have questions or difficulties in this course, see me **immediately**. I am more than happy to work with you. If you wait until the end of the semester you drastically reduce my opportunities to help you.
- In accordance with Greenlee School policy, all academic dishonesty will result in a failure in this course and University penalties. In this course, plagiarism includes but is not limited to: borrowing another person's ideas without acknowledgement; using paraphrased material without attribution; not citing quoted material; copying from any source and presenting the work as your own; downloading and using as your own sentences, paragraphs and entire documents off the Internet; using anyone someone else to complete or fulfill course requirements.
- Computer problems and crashed disks are **not** valid reasons for late work. If a medical emergency arises, you must notify and provide verification in order to be excused and eligible to schedule make-up work (this does not extend to in-class assignments).

University Policies:

- Plagiarism (literary or artistic), copying someone else's work without attribution or other forms of dishonesty will not be tolerated, and will result in a failing grade for the course. As required, cases of dishonesty will be reported to the Director or Associate Director of the School and the university's Dean of Student's Office for disciplinary actions as outlined in the Student and Faculty Handbooks.
- Students with disabilities please address any special needs or accommodations with me during the first week of class or as soon as you become aware of your needs. Those seeking accommodations based on disabilities must obtain a Student Academic Accommodation Request (SAAR) form from the Disability Resource Office (DR) located in Room 1076, Student Services Building, 294-6624.

Week #1**Tues., Jan 15: Introduction & Syllabus, News Gatherers****Thur., Jan 17: Writing for the Ear****Tues., Jan 22: Writing for the Ear****Thur., Jan 24: Intro to EZ News & Soundtrack Pro****Week #3****Tues., Jan 29: The Right Words**

Thur., Jan 31: The Story of the Story

Week #4

Tues., Feb 5: Writing on Deadline

Thur., Feb 7: Writing on Deadline

Week #5

Tues., Feb 12: Broadcast Style Quiz; Organizing

Thur., Feb 14: Your Lead and Your Close

Week #6

Tues., Feb 19: Proofing & Editing

Thur., Feb 21: Proofing & Editing

Week #7

Tues., Feb 26: Producing

Thur., Feb 28: Speaker: Producer

Week #8

Tues., Mar 4: Producing

Thur., Mar 6: Computer Assisted Reporting

Week #9

Tues., Mar 11: Computer Assisted Reporting

Thur., Mar 13: Video -

Week #10

Tues., Mar 18: Spring Break

Thur., Mar 20: Spring Break

Week #11

Tues., Mar 25: Online Writing

Thur., Mar 27: Speaker:

Week #12

Tues., Apr 1: Investigative Reporting

Thur., Apr 3: Investigative Reporting

Week #13

Tues., Apr 8: Video: Shattered Glass

Thur., Apr 10: Ethics

Week #14

Tues., Apr 15: Writing on Deadline

Thur., Apr 17: Writing on Deadline

Week #15

Tues., Apr 22: Careers

Thurs., Apr 24: Careers

Week #16

Tues., Apr 29: Work Day

Thur., Apr 31: Work Day

Monday, May 5th, 9:45a – 11:45a: Final Script Due

This syllabus was adapted with the help of Professor Mel Coffee, Southern Methodist University, 2006

