

Professor: Ann Marie Brown
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Office: TCES Second Floor
Office Hours: M/W 1 to 4 p.m. (please make an appointment)
Class Meeting Time: Monday 4:00 p.m. to 6:45 p.m.
Location: TCES 215
Prerequisites: Eng. 101

Course Description: This course is a study of contemporary journalism with an emphasis on reporting and writing news for various media. It introduces you to the profession and craft of journalism and teaches the basic essentials of writing, research, and theory used by journalists in all media. You will practice interviewing and reporting skills, techniques for writing and organizing news and feature stories, and the conventions of proper English grammar. You will sharpen your writing and storytelling skills through weekly practice in reading, writing, and analyzing news and feature stories.

Course Objectives/Student Outcomes: After completion of this course, you will understand the role and responsibilities of the press in a free society. You will understand the principles of objectivity, balance, fairness, and accuracy in news reporting. You will have gained experience in the fundamentals of reporting and writing the news, including gathering information, interpreting data, and interviewing subjects. You will sharpen your knowledge of the English language, and you will be able to proofread and edit to produce clean copy.

Required Texts and Materials:

1. *Writing and Reporting News: A Coaching Method*, 7th edition, by Carole Rich
2. *Best Newspaper Writing: 2008-2009 Edition*, edited by Tom Huang & Steve Myers
3. Laptop computer (one that meets the published SNC Laptop Requirements). ******Please bring to class every day.***
4. You cannot expect to be a skilled writer of news and nonfiction journalism without being an avid consumer of these genres. You should read as many newspapers, news magazines, and online news websites as you can, and listen to or watch as many radio and television newscasts as possible.

Expectations: Students are expected to be active participants in class, showing respect to all members of our class community. Students will read and write daily. Students will do their best work, and will communicate with the instructor if having difficulties. ***I am always willing to help students outside of class; do not hesitate to ask me.***

Methods of Assessing Student Outcomes: Tools for assessment include in-class writings, homework writings, readings, exams, quizzes, class discussions, attendance, participation, and a final project.

Attendance: Because this class meets only once a week, students are expected to attend every class and arrive on time: 2 tardies = 1 absence. Students who are absent 3 times or more (including accumulated tardies) will not pass this class. In every class period, points are awarded for in-class assignments and/or quizzes. There are NO make-ups for these in-class points and quiz grades. On any day that you are absent, you will miss out on points toward your final grade.

If you are absent: Students are responsible for all material covered during the course, whether it is handed out in class, discussed in class, read as an assignment, or disseminated in any other way. If you are absent, make sure you check with your assigned partner(s) to find out what information you missed.

Also, if you are absent, **work due on that day is still due.** It may be brought in by a classmate, but all work is due **when the class begins.** Some absences (cleared in advance) may be excused and will not adversely affect your grade. These include absences followed by a note from a medical facility identifying you were under medical care on that day and at that time, and absences resulting from attending school-related trips. ***It is the student's responsibility to discuss the nature of the absence with me.***

Late assignments will be graded down by 10% for EVERY CALENDAR DAY (not class period) that the assignment is late. I do not accept “my computer died” or “the printer is not working” or “you must not have gotten my email” as an excuse for late assignments.

Electronics policy: Turn off your cell phone, iPod and all other distracting devices in the classroom. If we are using computers during class, you are expected to refrain from activities not related to the lesson (i.e. Web surfing, Facebook, YouTube, etc.) I will often request that you turn off your laptop completely.

Grading Policy: Grades are based on the accumulation of points during the semester (total possible points = 1,000), distributed in the following ways:

- **25% in-class assignments and participation points, including oral presentations (250 points)**
- **35% out-of-class writing assignments (350 points)**
- **25% exams/quizzes/reading assignments & reader responses (250 points)**
- **15% final audio story project (150 points)**

Sanctions for Cheating and/or Plagiarism

The Honor Code: The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code: SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year. Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

Note: This schedule provides a general plan for this course; if changes are necessary, you will be advised.

Date		
Aug. 18	Intro to E240 Course What is News? The Changing Media Landscape What's Your Media of Choice? How the News Gets Written	HOMEWORK: ***Story Deadline #1: Student Q&A Tuesday Feb. 3 – bring printed copy and digital version (on your computer) ***Reading: Chap. 6: Interviewing Techniques
Aug. 25	Reporting Basics: The Interview Taking Notes, Asking Questions Writing a Profile	HOMEWORK: ***Reading: Chap. 17: Profiles (only pp. 341-356) ***Story Deadline #2: Faculty/Staff profile due Monday 9/8 (no class on Monday 9/1) ***study for quiz on Chapters 6 & 17 on Sept. 8 ***Reading Response: BNW pp. 455-466 (answer Talking Points #1 & #2 on both 460 & 466) due next class Sept. 8
Sept. 1	NO CLASS – LABOR DAY HOLIDAY	
Sept. 8	Gathering Facts & Verifying Information The Five Ws (and an H) What's AP Style? Green Eyeshades: From Editors Grow Writers Handling Quotations & Attributions	HOMEWORK: ***Reading: Chapter 2: The Basic News Story ***study for quiz on Chapter 2 next week!
Sept. 15	Story Structure: The Craft of Storytelling Writing A News Lead: The Inverted Pyramid Finding a Focus with the Lede More on the Nut Graf	HOMEWORK: ***Reading: Chapter 7: Leads and Nut Graphs ***Story Deadline #3: News Event Story due in two weeks (Sept. 29) ***Reading Response: BNW pp. 259-279 & 287-297 (answer Talking Points #1-3 on 297) due next week 9/22
Sept. 22	Varied Leads: Beyond the Inverted Pyramid Clichéd Leads to Avoid Gold Coins: Embedded Stories within Stories	HOMEWORK: ***Reading: Chapter 8: Story Organization ***Study for quiz on Chaps. 7 & 8 next week! ***Reading Response: BNW pp. 23-45 (answer Talking Points #1-3 on 45) due next week 9/29
Sept. 29 MIDTERMS	Writing News Stories with Style Newswriting Tips: Active Voice Only	HOMEWORK: ***Reading: Chapter 9: Story Forms ***Reading Response: BNW pp. 353-402 (answer Talking Points #1-3 on 402) due 10/6
Oct. 6	Newswriting Tips: Front-Load the Story Writing Feature Stories: Generating Ideas / Pitching the Story Feature Story Structures	HOMEWORK: ***Reading: Chapter 10: Storytelling and Feature Techniques ***Story Deadline #4: Lefty story due next week (Oct. 13) ***Study for quiz on Chaps. 9 & 10 next week!

Oct. 13	Writing for Broadcast: Radio News National Public Radio Podcast: 355: The Giant Pool of Money www.thisamericanlife.org/radio-archives/episode/355/the-giant-pool-of-money	HOMEWORK: ***Reading: Chapter 11: Broadcast News Writing ***Story Deadline #5: Audio Story due during finals week (only 5 weeks away) ***Reading Response: BNW pp. 111-127 (answer Talking Points #1-3 on 127) due next week Oct. 20
Oct. 20	Online Reporting: Writing for the Internet Blogging, “web style” Writing an Arts Review for the Web	HOMEWORK: ***Reading: Chapter 12: Online Journalism ***Study for quiz on Chapter 12 next week! ***Reading Response: BNW pp. 55-74 (write your own “Reader’s Response”)
Oct. 27	Multicultural Journalism: Minorities in the News Guidelines for Writing about Special Groups	HOMEWORK: ***choose topics for 2-3 page paper & presentation ***Student presentations on famous names in journalism due Nov. 17 (3 weeks away)
Nov. 3	Journalism, Law, & Ethics libel, privacy invasion, copyright, decency Film: “Shattered Glass”	HOMEWORK: ***Reading: Chapter 15: Media Ethics
Nov. 10	Case Study: The Santa Barbara News Press & “Citizen McCaw” Understanding “The Wall” between editorial and news: writing editorials (Op-Eds)	HOMEWORK: ***Reading: Chapter 14: Media Law ***Study for quiz on Chaps. 14 & 15 next week!
Nov. 17	In-class student presentations/ Famous Names in Journalism	In-Class Student Presentations on Famous Names in Journalism
Dec. 1	Final Project Presentations Audio Stories	In-Class Presentation of Final Projects: Audio Stories
FINAL EXAM DATE TBD	FINAL EXAM	FINAL EXAM

The Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts • Professional Preparedness • Entrepreneurial Thinking • Sustainability