

Submit originals and one copy and electronic copy to **Governance/Faculty Senate Office**
(email electronic copy to fsenat@uaf.edu)

REQUEST FOR CORE WRITING INTENSIVE DESIGNATOR

SUBMITTED BY:

Department	JOURNALISM	College/School	CLA
Prepared by	Brian O'Donoghue	Phone	474-6247
Email Contact	bpodonoghue@alaska.edu	Faculty Contact	same

See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

1. COURSE IDENTIFICATION:

Dept Course # No. of Credits

COURSE TITLE

Existing Course New Course Pending Approval*

*Must be approved by appropriate Curriculum Council.)

2. CURRENT CATALOG DESCRIPTION AS IT APPEARS IN THE CATALOG: including dept., number, title and credits

PROPOSED COURSE DESCRIPTION:

JRN F302 W Reporting
3 Credits Offered Spring

News reporting basics: Covering beats, including police, sports, local government, science and the military. Cultivating sources, interviewing and reporting through public records. Working with numbers. Segments on print, video and online reporting methods and style conventions. Prerequisites: JRN 101, JRN 202, JRN 251, or instructor's permission.
(3+0)

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course designator applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the course is not compromised as a result.

The proposed class plays a major part in the department's long-considered curriculum shift from four specialty tracks-- broadcast, news-editorial (print), new media and photojournalism--to an expanded set of required courses for all UAF Journalism majors.

The writing-intensive nature of JRN 302 W Reporting addresses a weakness in the department's current curriculum; Writing demands are less rigorous in the technical class sequences associated with the J-major concentrations in photojournalism and broadcast. Together with prerequisite JRN 202 News Writing for the Media, the proposed JRN 302 W Reporting course should provide all UAF Journalism majors with a much better foundation in the writing fundamentals valued throughout media today.


JRN 302 W requires weekly beat reports and a longer enterprise story involving a draft and rewrites. Students receive coaching in advanced print storytelling, news package script-writing and online writing conventions. Reading assignments are subject to short essay quizzes. Each student's writing ability is assessed in a ungraded opening class exercise. Feedback is delivered on each weekly reports. Rewrites are mandated on the enterprise story, with the first or second drafts discussed in individual conferences. Writing assignments make up a majority of JRN 302's final grade formula.

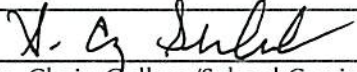
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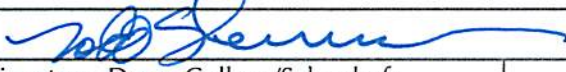
The attached syllabus must clearly reflect the following basic elements for a class to be **WRITING INTENSIVE**. Please note them directly on the syllabus, using the corresponding letter. (See Guidelines in this manual.)

- A A majority of the final grade is derived from writing activities
- B A research paper/project
- C Personal conference with the student
- D Drafts/revisions/Feedback

APPROVALS:

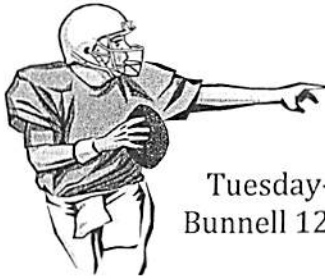
	Date	3/19/12
Signature, Chair, Program/Department of: Journalism		

	Date	4/23/2012
Signature, Chair, College/School Curriculum Council for:		

	Date	01/15/13
Signature, Dean, College/School of: CCA		

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair, Senate Core Review Committee		



JRN 302 W Reporting *syllabus*

Tuesday-Thursday 11:30 a.m. -1 p.m.
Bunnell 126

revised 6/12,2012

Instructor:

Brian Patrick O'Donoghue

Associate professor, Journalism

Office 101 Bunnell

Hours: Tuesday-Thursday 2-3:30 p.m. & by appointment

474-6247

bpodonoghue@alaska.edu

Course Description: News reporting basics: Covering beats, including police, sports, local government, science and the military. Cultivating sources, interviewing and reporting through public records. Working with numbers. Segments on print, video and online reporting methods and style conventions. (3+0) 3 credits



Prerequisites: JRN 101, JRN 202, JRN 251, or instructor's permission.

Student learning objectives: Students will be able to recognize and report news on deadline. Students learn to cultivate sources while working a beat. Students are introduced to medium-specific reporting methods through learning modules exploring print, broadcast and online storytelling.

Required texts:

"Telling The Story: The convergence of print, broadcast and online media," Fourth Edition, The Missouri Group, Bedford/St. Martin's Press

"The Associated Press Stylebook and Libel Manual," 2011 or more recent edition preferred

Other reading: Selections from *"The Digital Journalist Handbook,"* by Mark. S. Luckie, *"Journalism Next,"* by Mark Briggs, additional handouts as assigned.

Instruction methods: Class sessions open with lectures and/or a quiz . The second half of most classes is devoted to a writing exercise, hands-on demonstrations in media reporting techniques or digital editing lab work.



Assignments: Students file weekly reports-- short news stories-- covering assigned beats.

Most of these are submitted as written documents conforming to The Associated Press Style guidelines. At least one, and no more than three, beat reports will take the form of a professionally scripted video package.

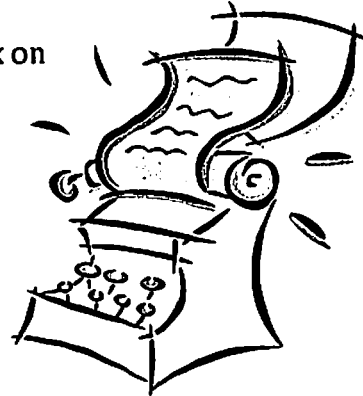


Two rewrites, incorporating the professor's mark-up feedback, are required on a final enterprise story, 750-1,200 words long, developed off beat sources.

Weekly source logs noting contacts are logged using a spreadsheet or similar software. Expect weekly quizzes on the assigned readings and module concepts, as well as a final exam.

Field trips to local government meetings, the courthouse, campus police and other beat turf will occasionally be held in lieu of class.

Note: This is an upper division writing-intensive course. The majority of your grade reflects the quality of your written work on beat reports, enterprise stories and script exercises. You are expected to possess a solid grasp of grammar and correctly apply AP Style guidelines. Incoming students take part in an ungraded incoming writing assessment. We will meet individually at least twice during the semester to discuss your work on the final enterprise story and overall progress. Additional rewrites on assignments or coaching at UAF's Writing Center will be mandated as needed.



Schedule:

A tentative roadmap of class assignments, lecture topics and exploratory is available on the JRN 310 Blackboard site. However, news is unpredictable. Lecture plans and due dates are subject to change. *Consult Blackboard frequently for schedule updates.*

Grading:

Each student will receive an overall 100-point score weighted using this formula:

- Beat reports 40 percent
- Final enterprise story,
including drafts. 20 percent
- Quizzes 10 percent
- Script exercises 10 percent
- Final 10 percent
- Source logs 5 percent
- Class participation: 5 percent

Above points total notwithstanding poor attendance may lower final grades or result in failure of the course. See "Standards and policies" for details.

Final letter grade calculated under UAF's plus-minus formula applying this philosophy:

- A+: (97-100 points) Honor grade, indicates originality, thorough mastery of the subject
 - A: (94-96) Excellence and completion of more work than is regularly required
 - A-:(90-93)
 - B+: (87-89)
 - B: (84-86) Above average effort
 - B-:(80-83)
-

C+(77-79)
C: (74-76) Satisfactory performance, *minimum grade required for J-majors*
C-(70-73)
D+:(67-69)
D: (64-66)Lowest passing grade
D-: (60-63)
F: (62 and below) Failure

Class standards and policies:

Deadlines: Beat reports are due weekly, prior to our last session. Other homework assignments are due at class start. Work submitted late without prior permission from instructor is penalized at least one grade.

Attendance: You are expected to attend every class held in our regular time slot. Missing three classes without the instructor's prior agreement or a valid excuse will lower final grades by one letter. Missing six classes unexcused results in failure of the course.

Valid excuses for an absence: A documented medical or family emergency, other significant personal commitments or select UAF-sponsored activities with prior permission from the professor. Permission to miss class is not automatic, when granted it includes a commitment for an alternative learning exercise.

Make-up work: Missed quizzes and lab exercises cannot be made up without prior arrangement.

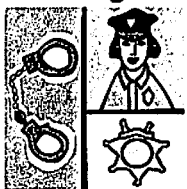
Class participation: Every JRN 302 student starts with a "C" for participation. That grade goes up or down based on contributions to our class discussions.

Factual errors: Check and double check proper names, job titles, dates and all other facts before turning in assignments.

"DANGER, DANGER WILL ROBINSON!"

Plagiarism is appropriating someone else's words and presenting them as your own.

It's fair game for a reporter to quote newspapers, magazines, TV reports or material obtained from credible Web sources. HOWEVER, it's plagiarism to do so without proper attribution. Evidence of plagiarism brings an "F," as in ZERO points, for any assignment. Further sanctions may follow, including possible expulsion from the major..



Fabrication is making up a quote, a source or an event; in other words presenting as real something that did not occur or does not exist. This is a firing offense, a likely career ender, warrants an "F" for the course and possible expulsion from the UAF Journalism program.

Course documents: Submit writing assignments double-spaced for editing. E-mail beat reports and enterprise story drafts. Video or audio projects should be saved on a designated server, or delivered on CD, DVD or portable drive.. Keep source logs as Excel or Open Office spreadsheets.

Online report SEO data: Images and other content intended for online publication must include titles, descriptions and search-engine-optimized metadata.

Style: Our reference is The Associated Press Stylebook. Students may use it open book for class work, quizzes and exams. Scripts must be formatted using class handout guidelines.

Communications: E-mail is best. Use descriptive subject lines. If it is a question about "Beat Report 2" reference that in the subject line. Don't expect an immediate response

Computer policy: JRN 302 meets in a computer lab. We use computers writing, researching and editing reports and exercises. Class time is not to be used checking email, social media sites or surfing unless directed to do so by the instructor.

CELL PHONE FREE ZONE:

Turn off phones and other messaging devices during class.
No texting. No surfing. No kidding!

How to succeed in JRN 302W

Missing class hurts!

Apply the style conventions. Reports for print media must conform to AP Style. Scripts must be formatted using class guidelines. Online reporting must be supported with titles, descriptions and search-engine-optimized metadata.

Make the rounds: Stay on top of developments. Visit or call sources at least once a week. Collect phone numbers for after hours follow ups. Don't stop asking, "What's new?"

Check out the competition: If others are reporting on the similar stories, compare their coverage with your own. Crow when you're out front. Resolve to do better when you're not. Note their sources.

EXTRA! EXTRA! Read all about it!

Publication or broadcast of class assignments through the News-Miner, local television or other commercial news outlets rates a bonus, depending on the significance of the reporting project, of up to one-half letter grade. Bylines in the Sun Star or Extreme Alaska and other campus media merit appropriate extra credit.

Special needs: *If you have any kind of learning disability, no matter how unimportant you think it might be, please let me know within three weeks of the first class session. Accommodations are often possible through consultation with UAF's Office of Disability Services.*

*If you already have a letter from the center that stipulates instructional accommodations, I need a copy ASAP. **More options are available early in the semester, so don't be shy.***

Offices below offer assistance with disabilities, writing papers or preparing class presentations:

Disability Services

e-mail. fydso@uaf.edu

tel. 907-474-5655

tty. 907-474-1827

fax: 907-474-5688

Whitaker Building

Room 208

www.uaf.edu/disability



Writing Center

Dept. Of English

801 Gruening Bldg.

(907) 474-7193

faengl@uaf.edu

**Greet each day as
new opportunity
to thump the
competition!**

Speaking Center

Dept. of Communication

507 Greuning Bldg.

(907) 474-5470

fyspeak@uaf.edu

JRN 302 Reporting1 W

Spring 2013 tentative schedule

O'Donoghue

revised 9/05/2011

for instructor reference

Date	Lecture topic	Reading	Deadlines	Takeaway points
		FOR THE NEXT CLASS		
Week 1	Working a beat	"Telling the Story," C1		1. Systematic networking 2. What's now. 3. What's next
	Overnight expert	Telling C2	Pick beat assignment	1. Curiosity 2. Expertise 3. Schedule
Week 2	Networking	Telling pg 203-218		1. Phonebook 2. Touching base 3. Referrals
	Translating jargon			
Week 3	Records 1	Telling, C3		1. Master lingo 2. chain of command 3. Lay of the land
	Municipal matters			
Week 4	Interviewing 1	Telling, C13		1. Enlist record keepers 2. ID key files 3. FOIA
	Local elections	"Writing for the Web," Digital Journalist		1. Decision makers 2. Covering meetings 3. Scope of influence
Week 5	Enterprising attitude	Telling, C4		1. Parliamentary rules 2. Explain process 3. Behind closed doors
	Records 2			
		Telling, C12		
Week 6	Crime and punishment		Enterprise proposals	1. Follow the \$\$\$ 2. Background check 3. Issues vs spin
	Criminal	"Telling stories with video," Journalism Next "Art of the Interview," Citizen Muckraking		1. Interpreting files 2. Transcripts 3. Tapes and exhibits
Week 7	Interviewing 2	Telling, C5 Eric		1. Listen to tips. 2. Interviewing lawyers 3. Understanding sentences
	Reading budgets	Nalder, tipsheet		
		Telling, C6		
Week 8	Lessons from sports reporting	Telling, C7		1. Potential motherload. 2. My enemy's enemy 3. Contact info
	Science	Telling, C8 & C9		
Week 9	Individual writing conferences			1. Agency turf. 2. Public Affairs 3. Beat advantage
	Scandals on the beat	Telling, C13		1. Steroid blindness 2. Follow the \$\$\$ 3. Don't take it personal
Week 10	Battle stations			
	Union solidarity	"Mining annual reports" Citizen Muckraking		1. Enterprise draft
Week 11	Big oil & industry	"Web Design Guidelines" Designers Handbook		Beat report, log 7
	Think Green			1. Translate 2. Sharing drafts 3. What's new, historic or cool
Week 12	Entry points	"Online package planning" Inside Reporting		Beat report, log 8
				1. Tar baby 2. Thick skin 3. Toughness earns respect
				Beat report, log 9
				1. Read the insignia 2. Situational awareness 3. Embed window
				Beat report, log 10
				1. Business agents 2. Shape up trades. 3. Contract whispers
				1. Deputize critics 2. Read the EIS 3. Tour the plant
				1. Volunteer passions 2. Ask your own questions 3. Check enforcement
				1. SI treatment 2. Supporting media 3. Get creative

PRINT module

ONLINE module

BROADCAST module

EDIA GE

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<p>Missing voices in the neighborhood</p>	<p>"News as a conversation" Journalism Next</p>	<p>Beat report, log 11</p>	<p>1. Visit the crime scene 2. Interview those you dread or find most different. 3. Bust out of the comfort zone</p>
<p>Week 13 Dealing with feedback</p>	<p>Telling 14, 15</p>	<p>Enterprise final</p>	<p>1. Listen 2. Promptly own up 3. Learn from mistakes</p>
<p>Beat ethics</p>	<p>"Beat commandments," handout</p>		<p>1, Set standards. 2. Declare conflicts 3. Question your own bias</p>
<p>Week 14 Review the Commandments</p>			
<p>The handoff / exam review</p>		<p>Beat report, log 12</p>	<p>1. Touch base with predecessors. 2. Review coverage 3. Prep story list</p>

MULTIMEDIA PACK REPRISE