

# JOUR 202



## News Writing

### Section 5

Spring 2021

Mon./Wed./Fri, 11:30 a.m.-12:25 p.m.

Jody Richards Hall Room 227

Dr. Rich Shumate, Assistant Professor

Office: JRH 225

Email: rich.shumate@wku.edu

Office Hours: This semester by Zoom only.

### Class Format

This class will meet in person

### What You'll Need

#### Textbook

Bender, J. Davenport, L., Drager, M. & Fedler, F. (2019).  
*Writing and Reporting for the Media* (12<sup>th</sup> Ed.) New York:  
Oxford.

#### Stylebook

*Associated Press Stylebook* (2019 or later edition;  
available as an app)

#### Washington Post

Subscribe at :

<https://subscribe.washingtonpost.com/acqlite/edu-offer/>

#### Twitter account (free)

**Folder** to keep class drills/handouts for reference.

**Thumb Drive** to transfer digital work into and out of the lab.

### Masks

Out of respect for the health and safety of the WKU community and in adherence with guidelines from the Centers for Disease Control and Prevention, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations to face coverings must be determined by the Student Accessibility Resource Center and documented before a student may attend class.

### Grading Scale

A= 89.5 or higher

B=79.5 or higher

C=69.5 or higher

D=59.5 or higher

F=Lower than 59.5

### Purpose

Learn about the nature of news and the elements of news stories and develop proficiency in writing quality, informative stories and news releases that meet professional journalistic standards.

### Benchmarks

When you have completed this class, you will be able to:

- Understand what news is – and what isn't news.
- Write readable, informative spot news and feature stories, news releases, and headlines.
- Be a literate news media consumer.
- Understand different story structures and how each is used in journalism.
- Understand and be able to use basic comma rules.
- Understand and be able to use Associated Press style.
- Find and use quotes in news stories.
- Demonstrate sound news judgment.
- Demonstrate proficiency in news gathering skills, such as interviewing, proofreading, note taking and covering live news events.
- Understand legal and ethical considerations in the practice of journalism.
- Function as a professional in the media world, including meeting deadlines and producing copy that is complete and error-free.
- Learn how to use social media and digital tools to report news.
- Appreciate the value of diversity in news delivery and serving non-majority and underserved communities.

### On Learning

- Learning is a journey, not a destination.
- Focus on the journey, not the destination.
- We learn to live. We live to learn.
- Learning makes us better people, not just better students.
- Be goal focused (learning), not performance focused (grades).
- Be curious. Be diligent.
- Ask questions. Make connections.
- Never settle. Rise to every challenge.
- Start each day asking what you'll learn.
- End each day answering what you've learned.
- Remember—an education is more gotten than given.
- What you take from this experience is up to you.

## Keys To Success

**Come to class.** There is no substitute for being here.

**Read the textbook.** This information provides the class foundation.

**Complete assignments and drills on time.** Class work is not optional, and deadlines are important.

**Be professional.** Get in the habit of treating your classes like you would a job.

**Arrive on time.** A lot will happen in the first 10 minutes.

**Participate.** Class and online discussions are your chance to learn, and to shine.

**Be respectful.** Class should be a safe space.

**Contact Dr. Shumate.** If you're stuck, overwhelmed or bewildered, I'm here to help you. I don't bite!

## Class Flow

**Labs:** You will complete eight (8) lab writing assignments that will be written or completed in class on deadline. Each is worth 100 points. The grading system will be explained in class, and you will have the opportunity to rewrite stories to raise your final grade. (Note: If you miss class on a lab day without an excused absence, you cannot make up the lab.)

**Assessments:** Near the midpoint and end of the semester, you will be given an assessment of your skills that will include questions about basic newswriting concepts along with questions on proofreading and AP Style. You will also write a short news story on deadline. Each assessment is worth 150 points. (Note: If you miss class on an assessment day without an excused absence, you cannot make up the assessment.)

**Drills:** You will complete drills to build your skills in comma use, proofreading, and AP Style; one of these is generally due most class sessions. Drills are posted on Blackboard, and each one is worth 20-40 points. Your four (4) lowest drill scores will drop.

**Assignments and Quizzes:** These will be assigned at various points throughout the semester. Points will vary.

**Attendance:** Attendance will be taken each class session and is worth 10 percent of your final grade.

## Grading Weighting

Your final grade will be weighted as follows:

- **Labs:** 45 percent
- **Assessments:** 15 percent
- **Drills:** 15 percent
- **Assignments:** 15 percent
- **Attendance:** 10 percent

## Covering Events

This class may require you to cover events in-person outside of class times. Advance notice will be given; students should make every effort to adjust their schedules to attend.

## Blackboard

As a student, you automatically have access to Blackboard (at [wku.blackboard.edu](http://wku.blackboard.edu)) and are also automatically enrolled in this course. Log in to Blackboard with your NetID and password and navigate to **JOUR 202-005 (Sp21): NEWS WRITING**.

If you are unfamiliar with Blackboard, you can enroll in the Blackboard Student User Training by logging into Blackboard and selecting the IT Training tab along the top menu. Next, select **IT: Blackboard Student User Training**

## Attendance

Regular attendance is necessary for successful completion of JOUR 202. Attendance will be taken at the beginning of each class session. If you miss attendance, it is your responsibility to check in with Dr. Shumate after class.

Attendance will count 10 percent of your final grade. The attendance grade will be shown in Blackboard. It is your responsibility to alert Dr. Shumate if you have an excused absence for a day that you miss.

## Excused Absences

Accepted excuses for absences include illness, family emergencies, university activities, jury duty, military obligations, and religious observances. Dr. Shumate may ask for documentation to verify the excuse. If you have any questions about whether something qualifies as an excused absence, please consult Dr. Shumate **before** the absence, if circumstances allow.

Students who miss a quiz, in-class assignment or assessment must have an excused absence in order to make it up.

## Dropping Class

The last day to drop this class with a grade of W is Friday, March 26.

# Policies

## Academic Honesty

**Plagiarism:** To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism.

**Cheating:** No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, laboratory report, problem assignment, or other project that is submitted for purposes of grade determination.

**Penalties:** Students who commit an act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

## Title IX Sexual Misconduct/Assault

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at <https://www.wku.edu/eoo/titleix/titleixpolicyprocedure2018.pdf>

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

## Students With Disabilities

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.3030 V/TTY] or email at [sarc@wku.edu](mailto:sarc@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center."

## AEJMC Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

# Class Schedule

*Note: Schedule subject to change. Please monitor email and Blackboard regularly for updates.*

*\*Indicates in-class assignments that cannot be made up for an unexcused absence*

Monday	Wednesday	Friday
<b>1/18</b> • No Class	<b>1/20</b> <u>Welcome to News Writing</u> <ul style="list-style-type: none"> <li>• Syllabus/Class Procedures</li> <li>• Plagiarism Standards</li> <li>• Student Info Sheet</li> <li>• Twitter</li> </ul> News Story Ideas Assignment	<b>1/22</b> <u>Unit 1: Newswriting Foundations</u> BEFORE CLASS: <ul style="list-style-type: none"> <li>• READ: Ch. 4 pp. 47-52</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• News Story Ideas Discussion</li> <li>• Grammar Review Pt. 1</li> <li>• Your Friend the Comma Overview</li> <li>• AP Style Overview</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• News Story Ideas</li> </ul>
<b>1/25</b> <u>Unit 1: Newswriting Foundations</u> BEFORE CLASS: <ul style="list-style-type: none"> <li>• READ: Ch. 4 pp. 53-57</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• Grammar Review Pt. 2</li> <li>• YFTC Drill #1</li> </ul> Grammar Quiz*	<b>1/27</b> <u>Unit 1: Newswriting Foundations</u> BEFORE CLASS: <ul style="list-style-type: none"> <li>• READ: Ch. 2</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• News: What Is It, and How Do You Find It?</li> <li>• YFTC Drill #2</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• YFTC Drill #1</li> </ul>	<b>1/29</b> <u>Unit 1: Newswriting Foundations</u> IN CLASS: <ul style="list-style-type: none"> <li>• <b>LAB 1: PERSONAL ESSAY*</b></li> <li>• YFTC Drill #3</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• YFTC Drill #2</li> </ul>
<b>2/1</b> <u>Unit 1: Newswriting Foundations</u> BEFORE CLASS: <ul style="list-style-type: none"> <li>• READ: 10 Secrets of Writing Well</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• Sources and Storytelling</li> <li>• YFTC Drill #4</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• 10 Secrets Exercise</li> </ul> YFTC Drill #3	<b>2/3</b> <u>Unit 1: Newswriting Foundations</u> IN CLASS: <ul style="list-style-type: none"> <li>• AP Style Basics Pt. 1</li> <li>• AP Style Drill #1*</li> <li>• YFTC Drill #5</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• YFTC Drill #4</li> </ul>	<b>2/5</b> <u>Unit 1: Newswriting Foundations</u> IN CLASS: <ul style="list-style-type: none"> <li>• AP Style Basics Pt. 2</li> <li>• AP Style Drill #2*</li> <li>• YFTC Drill #6</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• YFTC Drill #5</li> </ul>

<p><b>2/8</b> <u>Unit 2: Leads and News Stories</u></p> <p>BEFORE CLASS:</p> <ul style="list-style-type: none"> <li>• READ: Ch. 7 pp. 135-148</li> </ul> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Lead Writing Basics</li> <li>• YFTC Drill #7</li> <li>• AP Style Drill #3*</li> </ul> <p>TURN IN:</p> <p>YFTC Drill #6</p>	<p><b>2/10</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Lead Writing Workshop (50 points)*</li> <li>• <b>UNIT 1 QUIZ*</b></li> <li>• YFTC Drill #8</li> </ul> <p>TURN IN:</p> <ul style="list-style-type: none"> <li>• YFTC Drill #7</li> </ul>	<p><b>2/12</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• <b>LAB 2: Writing Leads*</b></li> </ul> <p>TURN IN:</p> <ul style="list-style-type: none"> <li>• YFTC Drill #8</li> </ul>
<p><b>2/15</b> <u>Unit 2: Leads and News Stories</u></p> <p>BEFORE CLASS:</p> <ul style="list-style-type: none"> <li>• READ Ch. 9 pp. 180-197</li> </ul> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Story Forms and Inverted Pyramid</li> <li>• AP Style Drill #4 (Timed)*</li> <li>• YFTC Drill #9 (Timed)*</li> </ul>	<p><b>2/17</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Inverted Pyramid Workshop (30 points)</li> <li>• AP Style Drill #5 (Timed)*</li> <li>• YFTC Drill #10 (Timed)*</li> </ul>	<p><b>2/19</b> <u>Unit 2: Leads and News Stories</u></p> <p>BEFORE CLASS:</p> <ul style="list-style-type: none"> <li>• READ: Ch. 10 pp. 212-216 and 221-225.</li> </ul> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Quotes and Attribution</li> <li>• Quotes and Attribution Exercise*</li> <li>• Proofreading Drill #1</li> </ul>
<p><b>2/22</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• First News Story Workshop (50 points)*</li> </ul> <p>TURN IN:</p> <ul style="list-style-type: none"> <li>• Proofreading Drill #1</li> </ul>	<p><b>2/24</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• <b>LAB 3: First News Story*</b></li> <li>• Proofreading Drill #2</li> </ul>	<p><b>2/26</b> <u>Unit 2: Leads and News Stories</u></p> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Lab 3 Debrief</li> <li>• Prep for Assessment 1</li> <li>• Proofreading Drill #3 (Timed)*</li> </ul> <p>TURN IN:</p> <ul style="list-style-type: none"> <li>• Proofreading Drill #2</li> </ul>
<p><b>3/1</b> <b>ASSESSMENT 1</b></p> <ul style="list-style-type: none"> <li>• News and Newswriting Concepts</li> <li>• AP Style</li> <li>• Proofreading</li> <li>• Writing Story on Deadline</li> </ul>	<p><b>3/3</b> <u>Unit 3: Interviews and Features</u></p> <p>BEFORE CLASS:</p> <ul style="list-style-type: none"> <li>• READ: Ch. 12 pp. 256-267</li> </ul> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Feature Story Forms and Techniques</li> <li>• Feature Story Exercise (30 points)*</li> <li>• Person-on-the-Street Memo Proofreading Drill #4</li> </ul>	<p><b>3/5</b> <u>Unit 3: Interviews and Features</u></p> <p>BEFORE CLASS:</p> <ul style="list-style-type: none"> <li>• READ: Ch. 11 pp. 235-249</li> </ul> <p>IN CLASS:</p> <ul style="list-style-type: none"> <li>• Interview Dos and Don'ts</li> <li>• Interviewing Exercise (30 points)*</li> <li>• Proofreading Drill #5</li> </ul> <p>TURN IN:</p> <ul style="list-style-type: none"> <li>• Proofreading Drill #4</li> </ul>

<b>3/8</b> <u>Unit 3: Interviews and Features</u>  IN CLASS: <ul style="list-style-type: none"> <li>• Person-on-the-Street Discussion/Debrief</li> <li>• Writing Headlines</li> <li>• Headline Exercise (30 points)*</li> </ul>	<b>3/10</b> <u>Unit 3: Interviews and Features</u>  BEFORE CLASS: <ul style="list-style-type: none"> <li>• Finish Person-on-the-Street Interviews</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• <b>LAB 4: Person-on-the-Street Story*</b></li> <li>• Personal Profile Memo</li> <li>• Proofreading Drill #6</li> </ul>	<b>3/12</b> <u>Unit 3: Interviews and Features</u>  BEFORE CLASS: <ul style="list-style-type: none"> <li>• Complete Personal Profile Memo</li> </ul> IN CLASS: <ul style="list-style-type: none"> <li>• Classmate Interviews</li> <li>• Proofreading Drill #7</li> </ul> TURN IN: <ul style="list-style-type: none"> <li>• Proofreading Drill #6</li> </ul>
<b>3/15</b> <u>Unit 3: Interviews and Features</u>  BEFORE CLASS: <ul style="list-style-type: none"> <li>• Process interview notes from classmate interview</li> </ul> IN CLASS: <b>LAB 5: Classmate Profile*</b>	<b>Unit 4: Covering An Event (3/17-3/26)</b> <ul style="list-style-type: none"> <li>• In this unit, students will cover, report and write a story about an outside event, which will be Lab 6*.</li> <li>• The schedule for this unit TBA, depending on the scheduling of the outside event</li> <li>• Readings and proofreading drills for this unit to be assigned.</li> </ul>	

<b>Unit 5: Finding News/Media Law &amp; Ethics (3/29-4/5)</b> <ul style="list-style-type: none"> <li>• In this unit, students will develop a story idea of their own, gather information, conduct interviews and write the story, which will be Lab 7*.</li> <li>• This unit will also cover issues related to media law and ethics.</li> <li>• Readings for this unit will include parts of Ch. 5 (Libel, Privacy and Newsgathering Issues) and Ch. 6 (Ethics).</li> <li>• There will be a Media &amp; Ethics Quiz* during this unit.</li> </ul>
<b>Unit 6: Public Relations Writing (4/7-4/14)</b> <ul style="list-style-type: none"> <li>• In this unit, students will learn best practices for writing news releases and write a news release on deadline, which will be Lab 8*.</li> <li>• Readings for this unit will be assigned.</li> </ul>
<b>Unit 7 Resumes, Cover Letters and Building a Personal Brand (4/14-4/21)</b> <ul style="list-style-type: none"> <li>• In this unit, students will create a resume, write a cover letter for a prospective internship, and work on beginning to build a personal brand as a communicator.</li> <li>• Readings for this unit will be assigned.</li> <li>• Students will submit a resume, cover letter and personal branding statement.</li> </ul>
<b>4/23: Assessment 2</b> <ul style="list-style-type: none"> <li>• News and Newswriting Concepts</li> <li>• AP Style</li> <li>• Proofreading</li> <li>• Writing Story on Deadline</li> </ul>
<b>FINALS WEEK:, 4/26-4/30: No Final in JOUR 202</b>