

Students with Disabilities: USC provides high-quality services to students with disabilities and we encourage you to take advantage of them. If you need academic accommodations, you should: (1) Register with and provide documentation to the Office of Student Disability Services in LeConte College Room 112A, and (2) Discuss with me the type of academic or physical accommodations you need.

Please do this before accommodations are required, not after!

COMMUNICATION: I depend heavily on digital technology. I use Blackboard for posting course documents, readings, updates, assignments, etc. Be aware, I will most often email you via this system. SO CHECK YOUR UNIVERSITY EMAIL or change/reroute your SC email to an account you use! I will also post grades here as quickly as humanly possible so you can follow your status.

PARTICIPATION & PROFESSIONALISM: Think of this class like a business meeting. Show up on time, come prepared, and conduct yourself professionally. If you are late, enter quietly and take a seat in the back. Demonstrate respect for your professor and your peers. Listen when other people talk, make eye contact, use appropriate body language, etc. Put away your cell phone and/or laptop unless you are using it to take notes or for a specific class assignment. If you're sitting at a computer station, you absolutely should not I-M, send e-mail, work on content for other classes, or surf the web during class! Not only is it rude to your instructor and other presenters, but inappropriate use of technology and/or lack of attention can be distracting to those around you. *If I feel that your use of technology is distracting to me OR interfering with your ability to pay attention in class, I will ask you to put it away.*

METHOD OF INSTRUCTION: This class combines lectures, readings, and a series of assignments to develop the knowledge base and practical skills you will need to create quality communication content. To make this class interesting, the last thing you (or I) want is to have a professor who stands in front of the class regurgitating information from the textbook. Therefore, it is your responsibility to come prepared to class having read the materials for the day. My lectures are designed to enhance your understanding of the material – not replace reading! Come ready to participate.

METHOD OF EVALUATION (aka GRADES): Students will be evaluated on a combination of quizzes (to keep you on track with readings), assignments, a mid-term exam and a final project. Some of these are team grades, some individual. Team grades are noted. Total points are broken down as follows:

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| • Quizzes & reading reflections | 50 (I'll give you 6 & drop the lowest) |
| • Skills reflections (WA 1, 2, 3) | 30 |
| • Homework Assignments (individual) | 80 (I will drop 1 of 9 assignments) |
| • Mid-Term | 25 |
| • General Assignments (team) | 20 (both team grades) |
| • Final Project (team) | 25 |

Final grades will be based on the following scale: A = 90-100; B+ = 87-89, B = 80-86; C+ = 77-79, C = 70-76; D+ = 67-69, D = 60-66; F = 59 and below). I may or may not curve or offer extra credit.

INCOMPLETE GRADES: Incompletes are awarded in *extreme* circumstances that prevent a student from completing the course. This is not an option for most of you. Come see me to discuss your individual situation. Please refer to the *University Bulletin* for further details on incomplete grades.

ATTENDANCE: I take attendance seriously. Per university guidance, you are allowed to miss only three classes – excused or unexcused – this semester before I can exact a grade penalty. I am not allowed to make my policy stricter than that. I will reduce your final grade by ½ letter grade for every unexcused absence above three. The answer to this problem is communication!

EXCUSED ABSENCES: My absentee policy is much like the business world. If you're going to miss an important meeting, you need to contact your boss to let him/her know what's happening. It's a matter of work ethic and common courtesy. In my class, unless you have an emergency, you must either email or call me to let me know *before class* if you want your absence to be excused. If you are sick for two classes in a row, you must get a doctor's note for the 2nd absence to be excused!

Missing class does not change a deadline. You may *not* miss a class to work on a story, so please schedule your field gathering assignments outside our regular meeting times.

LATENESS: Demonstrate your respect for the classroom, your teacher, and your peers by showing up on time! If you miss roll call, it is your responsibility to write your name and time of arrival on a sheet of paper and bring it to me at the end of class. Otherwise, you will be considered absent. 3 tardies = 1 unexcused absence.

LATE ASSIGNMENTS: In the journalism and mass communications industries, *deadlines are critical*. In TV news, we call it “missing slot,” and it can cost you your job. Sometimes, technical difficulties affect your ability to get your job done on time. But as the saying goes, “*Poor planning on your part does not constitute an emergency on my part.*” In other words, DON'T WAIT UNTIL THE LAST MINUTE TO WORK ON YOUR PROJECTS! We are sharing a limited amount of equipment and must all learn to work quickly and effectively. Plus, technology breaks.

- If you come late to class on an assignment day, you immediately lose 10%.
- If you are more than 15 late, you “missed slot”. You have 24 hours to turn in your story for 75% credit. (*Please Note: You cannot work on a late project during class*).
- After 24 hours, you will lose 50%.
- After 48 hours, you will have a zero for that assignment.

I collect assignments at the start of class. If you know you're going to be late or absent on an assignment due date, you can make arrangements with me on a case-by-case basis to turn your assignments in early. Athletes must turn in assignments early if you're missing class due to a game.

ACADEMIC INTEGRITY:

Academic ethical behavior is essential for an institution dedicated to the promotion of knowledge and learning. The University of South Carolina is committed to fostering a university environment which exemplifies the values embodied in the Carolinian Creed. All members of the University Community have a responsibility to uphold and maintain the highest standards of integrity in study, research, instruction, and evaluation; as well as adhering to the Honor Code.

USC HONOR CODE:

It is the responsibility of every student at the University of South Carolina Columbia to adhere steadfastly to truthfulness and to avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this Honor Code or who knowingly assists another to violate this Honor Code shall be subject to discipline.

ETHICAL JOURNALISTIC BEHAVIOR & EXPECTATIONS:

- Follow guidelines for field gathering and production as established in the Radio Television Digital News Association's (RTDNA) Code of Ethics.
- Journalism is a discipline of verification. *As such, you must confirm all facts* that you read in or see on the competition (newspaper, radio, TV, online) before including them in your stories. Otherwise, you must attribute the source of those facts!!
- *Confirm all facts* that you gather from other news organizations before including them in your stories.
- Never take information from another source without attributing it to the source.
- Plagiarizing, stealing, or faking news may result in an "F" in the class and possible dismissal from the University.
- If you're not sure what counts as "dishonest" behavior, come see me and we'll talk about it.

JOUR 499 – ADVANCED NEWS WRITING (Fall 2018 #1)

This schedule is tentative and will likely be revised over the course of the semester, depending upon how the class moves forward. I promise to alert you in class and post new schedules on Blackboard when/if that happens!

DATE:	TOPIC:	READINGS: (for this date!)
M 8/27	Syllabus & Course Review	
W 8/29	Print v. Broadcast Writing: What's the Difference? Writing for the ear (and the anchor's eye): Broadcast v. AP Style Due: WA1	Preface & Ch 1
	<i>W 8/29: Last day to change/drop a course without a grade of "W"</i>	
M 9/3	Labor Day: No Class	
W 9/5	Deadly Copy Sins and How to Avoid Them ** I will have a guest speaker on this day due to a Professional Development opportunity ** Due: HW1	Ch 4 & App A
M 9/10	News & Critical Thinking: Leads & Readers/Briefs	Ch 2 & 3
W 9/12	News & Critical Thinking: Leads & Readers/Briefs Due: HW2	
M 9/17	Writing for the listening audience (Radio & Podcast Copywriting)	Ch 6
W 9/19	Writing for the listening audience (Radio & Podcast Copywriting) Due: HW3	
M 9/24	Writing to Video	Ch 7
W 9/26	Writing to Video Due: HW4	
M 10/1	Writing into Sound	Ch 5 & 8
W 10/3	Writing into Sound Due: HW 5	
M 10/8	Mid-Term Prep: Practice, practice, practice	
W 10/10	Mid-Term	
M 10/15	Breakin' it Down: How to shorten & rewrite (from TV news packages) Due: WA2	
	<i>M 10/15: Last day to drop or withdraw without a grade of "WF"</i>	
W 10/17	Breakin' it Down, pt. 2	
	Oct 18-19, Fall Break	

JOUR 499 – ADVANCED NEWS WRITING (F18 #1, p. 2)

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DATE:	TOPIC:	READINGS: (for this date!)
M 10/22	Writing a Package	Ch 9 + Online Readings
W 10/24	Writing a Package Due: HW6	
M 10/29	Writing a Package	
W 10/31	Writing a Package Due: HW7	
M 11/5	Writing Web Stories	Online Readings
W 11/7	Writing Web Stories Due: HW8	
M 11/12	Writing News for Social Media	Ch 14
W 11/14	Writing News for Social Media Due: HW9	
M 11/19	Writing & Producing a Newscast (Rhythm, Pace & Flow, Pt. 1)	Ch 11 + Online Readings
W 11/21	Thanksgiving Break: No Class	
M 11/26	Writing & Producing a Newscast: Rhythm, Pace & Flow	
W 11/28	In Class Activity - tbd Due: HW10 – team grade	
M 12/3	Writing & Producing a Newscast: ENPS Basics	
W 12/5	Writing & Producing a Newscast: Transitions & Teases Due: HW11 – team grade	
Final:	December 14, 9:00 – 11:30 a.m., Do not plan to leave town until after this date! Producing Your Newscast: On Air Final Due: WA3 + Peer Evaluations	