

COMMUNICATION 370: MEDIA COPYWRITING

Chaminade University

Mondays, Wednesdays and Fridays 2:30 – 3:20 p.m.

Eiben Hall 127A

Instructor: Kim Baxter

E-mail: kimberlee.baxter@chaminade.edu. You can expect an initial response within 24 hours.

Office Hours: Tuesdays, Thursdays 2:30 p.m. or by appointment

Course description

This class will help you build and enhance your skills of gathering and writing news and feature stories. From discussing ethical issues within journalism to writing on deadline, this course is structured to help you become better storytellers, thinkers, observers and writers.

Course objectives

**Discover principles of interviewing, writing and reporting for achieving IMC (integrated marketing communications) goals.

**Practice interviewing, writing and reporting in alignment with IMC strategy.

**Integrate interview and research results to produce messaging for IMC purposes.

**Write persuasive copy based upon integration of interviews and research, in alignment with IMC objectives.

**To utilize social media as a tool for reaching the audience and personal networking with IMC strategy.

Text

** "The Associated Press Stylebook," current edition (or use the online version at www.apstylebook.com)

Attendance

While attendance for this class is not mandatory, your final grade will be severely hurt if you miss class.

In-class assignments and quizzes cannot be made up if missed for a non-emergency reason. Class participation and attendance are 10% of your final grade. You are strongly encouraged to attend every class.

The syllabus is subject to change at any time, and changes will be announced in class.

If you cannot attend a class, please e-mail the instructor about anything you might have missed. If you miss a class due to an emergency (medical or family), speak with the instructor about making up the quiz and/or assignments.

Deadlines

Deadlines are critical in the media. Barring an emergency, your grade will suffer for late papers and assignments. The first missed deadline will result in one letter grade lower on that assignment than what you would have received if you had turned it in on time. The second missed deadline will result in two letter grades lower. The third missed deadline will result in a 0.

You will have **ONE WEEK** after the original deadline to turn in a late assignment. After that, the assignment – regardless of whether it is a first missed deadline or the second missed deadline – will result in a 0. Most assignments will be due at the start of class. Coming to class late – even by just one minute – is a missed deadline. For assignments to be turned in by e-mail, one minute late is a missed deadline.

If you are going to miss a deadline, contact me *before* the deadline.

Format for assignments

Please include your byline at the beginning of the assignment. All assignments should be typed and double-spaced and submitted with no grammatical errors or typos.

Quizzes

There will be a current events quiz **every Monday** (unless otherwise noted) to test your knowledge of the assigned reading materials and the major news of the week. Since this is a newswriting course, you will be expected to consume the news and other media and know what is going on locally, nationally and internationally on a daily basis. At the very least, you should read The New York Times and the Honolulu Star-Advertiser every day. The quizzes will also include questions from the assigned readings.

Electronic devices

Electronic devices are permitted during class. But please don't use any technology for a non-class purpose during class time. If there is a special situation (i.e. expecting an emergency call from a family member), please notify the instructor before class and special allowances may be made. If you are caught misusing your device during class, you will be asked to leave.

Academic integrity

Fabrication, plagiarism and cheating will not be tolerated. Identify yourself properly to new sources as a Chaminade University student. Collaboration on individual assignments or extensive rewriting done by a classmate will be considered cheating. Lifting information from the Internet or any other published work without attribution is also considered plagiarism.

Fabrication, plagiarism and cheating will result in an automatic 0 for that assignment, and there is the possibility of harsher penalties for final grade in the class.

Student Conduct Code

Chaminade has strict campus policies related to drug and alcohol use, smoking, weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination and family privacy. In addition, disruptive behavior in all campus environments will not be tolerated. Familiarize yourself with the Student Conduct Code listed in the Course Catalog.

Zoom

<https://chaminade.zoom.us/j/97291257465>

Meeting ID: 972 9125 7465

One tap mobile

+12532158782,,97291257465# US (Tacoma)

+13462487799,,97291257465# US (Houston)

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Meeting ID: 972 9125 7465

Find your local number: <https://chaminade.zoom.us/j/97291257465>

GRADING:

Current Events Quizzes	10 X 10 points each	100 points
In-class writing/editing exercises	10 X 20 points each	200 points
Writing assignments		
**Listicle		10 points
**Observation		10 points
**Interviewing		10 points
**Q&A		10 points
**Obituary		10 points
**Man on the Street		25 points
**Event advance		50 points
**Event story		50 points
**Column		50 points
**Review		50 points
**Second event story		100 points
**Finals		300 points

TOTAL: 975 points

BREAKDOWN:

All grades will be determined using the following points scale:

90% -- 100% : A

80% -- 89% : B

70% -- 79% : C

60% -- 69% : D

Less than 60% : F

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SCHEDULE OF ACTIVITIES

Synchronous = Classes occur at a set time and for a set timeframe. Both the students and instructors will be online or in the classroom at the same time to participate in lectures and discussions. All students must be online at that exact time. Even though a class day is labeled as Synchronous, we may not be online together the entire class time. That simply means I want you online at the start of class, just like we would be in a classroom. Sometimes we will have synchronous lectures, exercises and assignments that take the entire class time; sometimes we will meet synchronously for the first half of class and then you'll be working asynchronously the rest of the week. I understand that this may be confusing, so PLEASE do not hesitate to reach out with questions.

Asynchronous = Students complete their work on their own time by a specific deadline.

WEEK 1:

Monday, Jan. 10 : Synchronous ZOOM : Introduction.

****Assignment:** Write a 400-word listicle. **Due: Start of class on Wednesday, Jan. 12**

Wednesday, Jan. 12 : Synchronous ZOOM : What is news? News judgment. Listicle. AP Styleguide.

Friday, Jan. 14 : Synchronous ZOOM : Observation writing

****Assignment:** Passively observe an activity and describe the scene in writing. **Due: Start of class on Wednesday, Jan. 19**

WEEK 2:

Monday, Jan. 17 : NO SCHOOL : Martin Luther King Day

Wednesday, Jan. 19 : Synchronous ZOOM : Interviewing

****Assignment:** Interview a Chaminade staffer, professor or faculty member for at least 10 minutes. Transcribe the interview into a written Q&A. **Due: Start of class on Monday, Jan. 31.**

Friday, Jan. 21 : Synchronous ZOOM : Interviewing

WEEK 3:

Monday, Jan. 24 : Synchronous ZOOM : Basics of news writing. Research and contacting sources.

****Assignment:** Obituary. **Due: Start of class on Friday, Jan. 28**

Wednesday, Jan. 26 : Synchronous ZOOM : Man on the Street.

****Assignment:** 500-word rough draft Man on the Street news story. **Due: Friday, Feb. 4**

Friday, Jan. 28 : Synchronous ZOOM : In-class writing/editing assignment #1

WEEK 4:

Monday, Jan. 31 : Synchronous IN CLASS : Bring the Man on the Street interviews to class. Work on the Man on the Street.

Wednesday, Feb. 2 : Synchronous IN CLASS : In-class writing/editing exercises #2

Friday, Feb. 4 : Edit MOS. Final draft due Monday.

****Assignment:** Write a 500-word Man on the Street news story. **Due: Start of class on Monday, Feb. 7.**

WEEK 5:

Monday, Feb. 7 : News stories. Find a news event to cover.

****Assignment:** Write a 500-word event advance story. **Due: Monday, Feb. 21**

****Assignment:** Write a 500-word event story. **Due: Friday, March 19**

Wednesday, Feb. 9 : In-class writing/editing exercises #3

Friday, Feb. 11 : Work on event stories.

WEEK 6:

Monday, Feb. 14 : Work on event stories.

Wednesday, Feb. 16 : In-class writing/editing exercises #4

Friday, Feb. 18 : Bring rough draft of event advance to class.

****Assignment:** Final draft of the 500-word event advance. **Due: Monday, Feb. 21**

WEEK 7:

Monday, Feb. 21 : NO SCHOOL : Presidents' Day

Wednesday, Feb. 23 : Writing for social media

Friday, Feb. 25 : Bring rough draft of event story to class.

****Assignment:** Write a 500-word event story. **Due: Monday, Feb. 28**

WEEK 8:

Monday, Feb. 28 : Columns

Wednesday, March 2 : In-class writing/editing exercises #5

Friday, March 4 : Columns

****Assignment:** Write a 500-word column. **Due: Monday, March 7**

WEEK 9:

Monday, March 7 : Reviews

Wednesday, March 9 : In-class writing/editing exercises #6

Friday, March 11 : Reviews

****Assignment:** Write a 500-word review. **Due: Monday, March 14**

WEEK 10:

Monday, March 14 : Find a second event to cover

****Assignment:** 500-word event story. **Due: Rough draft due Monday, March 28**

Wednesday, March 16 : In-class writing/editing exercises #7

Friday, March 18 : In-class critiques of reviews/columns. Work on event story.

WEEK 11: SPRING BREAK : NO SCHOOL

Monday, March 21

Wednesday, March 23

Friday, March 25

WEEK 12:

Monday, March 28 : Work on event story.

****Assignment:** 500-word event story. **Due: Start of class on Wednesday March 30**

Wednesday, March 30 : In-class editing/writing assignment #8

Friday, April 1 : Legal and ethical conflicts

WEEK 13:

Monday, April 4 : Legal and ethical conflicts

****Assignment:** Reaction paper on legal/ethical issues. **Due: Start of class on Wednesday, April 21**

Wednesday, April 6 : Legal and ethical conflicts

Friday, April 8 : In-class writing/editing assignment #9

Week 14:

Monday, April 11 : Legal and ethical conflicts

Wednesday, April 13 : Finals

Friday, April 15 : NO SCHOOL : Good Friday

Week 15:

Monday, April 18 : Work on finals

Wednesday, April 20 : In-class writing/editing exercises #10

Friday, April 22 : Work on finals

Week 16:

Monday, April 25 : Work on finals

Wednesday, April 27 : In-class final

Friday, April 29 : Last day of class. In-class final.

Finals Week:

Final assignments due in Canvas on **Wednesday, May 4** (by 11:59 p.m. HT).

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