

# COMMUNICATION 370: MEDIA COPYWRITING

Chaminade University

Hybrid | Mondays, Wednesdays and Fridays 2:30-3:20 p.m.

Eiben Hall 127A

**Instructor:** Kim Baxter (she/her)

**Email:** kimberlee.baxter@chaminade.edu. You can expect an initial response within 24 hours.

**Office Hours:** Typically, I will be in my office on Mondays and Wednesdays from 12 p.m.-2:30 p.m. in Eiben 129B. However, I have many meetings throughout the semester during that time, so make sure to email me in advance to confirm my availability.

## Course description

Study and practice of principles in interviewing, news writing, and journalistic reporting. Focuses on the careful research and objective writing required for print and online media.

## Communication Learning Outcomes

Upon completion of the B.A. undergraduate program in Communication, students will be able to:

1. Communicate effectively, persuasively and ethically using oral, written, and technological platforms in interpersonal, small group, public, intercultural, and technological settings.
2. Apply the principles and laws of freedom of speech and press, including the right to monitor and criticize power, in order to promote service, justice and peace.
3. Actualize professional ethical principles in the pursuit of truth, accuracy, and diversity.
4. Locate, evaluate, incorporate, and properly cite multiple resources in visual and oral performances, papers, and communication campaigns.

## Students in the Integrated Marketing track will also be able to:

1. Research and create an integrated marketing campaign using appropriate technologies and symbol systems for local, national, and global clients.

## Students in the Mass Media track will also be able to:

1. Use contemporary technologies and methodologies to critique, analyze, and produce media for distribution via traditional, current, and emerging communication platforms.

## Course Learning Outcomes (CLOs)

Upon completion of COM 370, the student will be able to:

1. Discover principles of interviewing, writing and reporting for achieving IMC (integrated marketing communications) goals.
2. Practice interviewing, writing and reporting in alignment with IMC strategy.
3. Integrate interview and research results to produce messaging for IMC purposes.
4. Write persuasive copy based upon integration of interviews and research, in alignment with IMC objectives.
5. 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](http://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 a significant portion 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 email 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 email, 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.

## Assignment expectations

Your assignments are expected to be your own work. You must conduct your own interviews, and you must cite any outside resource in your story. Failure to do so is plagiarism and will receive a 0 on the assignment. All of your writing is to be created by yourself. Reliance on generative AI to produce content (if your assignment is measured at higher than 12% AI-generated content) will result in a 0 on any assignment.

For assignments that you have submitted, you can expect feedback and a grade by the start of the following class (albeit there may be some unforeseen delays). If you ever have any questions on a grade or my notes, please don't hesitate to ask.

## 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 news writing 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.

## Credit-hour policy

This is a three-credit-hour course requiring at least 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are expected to spend about:

**\*\*34:10** hours in class

**\*\*30** hours preparing for the weekly current events quizzes (2 hours per week)

**\*\*20** hours writing assignments (listicle, observation, interviewing, Q&A, obituary)

**\*\*5** hours Man on the Street

**\*\*8** hours Event #1

**\*\*7** hours writing opinions (column, review)

**\*\*6** hours Event #2

**\*\*25** hours enterprise story

**TOTAL: 135:10** hours

## 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.

## GRADING

ASSIGNMENT	LEARNING OUTCOME	POINTS	TOTAL POINTS
Attendance/participation			50
Current events quizzes		10 X 10 points each	100
In-class writing/editing	1, 2, 4, 5	8 X 15 points each	120
<b>Writing assignments</b>			
Listicle	1-4		10
Observation	1, 2, 4		10
Q&A	1, 2, 3, 5		10
Obituary	1, 2, 5		25
Man on the Street	1-3, 5		25
Event advance	1-3, 5		50
Event story	1-3, 5		50
Column	1-5		50
Review	1-5		50
Event story #2	1-5		100
Enterprise story	1-5		400
Legal, ethical reaction			15
Final in-class writing	1-5		50
Final in-class editing	1-5		50
<b>TOTAL</b>			1,165

All final grades will be determined using the following points scale:

1,048 – 1,165 points : **A** : Outstanding scholarship and an unusual degree of intellectual initiative

932 – 1,047 points : **B** : Superior work done in a consistent and intellectual manner

815 – 931 points : **C** : Average grade indicating a competent grasp of the subject

699 – 814 points : **D** : Inferior work of the lowest passing grade, not satisfactory for the fulfillment of prerequisite course work.

Less than 699 points : **F** : Failed to grasp the minimum subject matter; no credit given

# SCHEDULE OF ACTIVITIES

## WEEK 1:

**Monday, Jan. 12** : Introduction.

**\*\*Assignment:** Write a 500-word listicle. **DUE: Start of class on Wednesday, Jan. 14**

**Wednesday, Jan. 14** : What is news? News judgment. Listicle. AP Styleguide.

**Friday, Jan. 16** : Interviewing.

**\*\*Assignment:** Interview five strangers and record the interviews. Submit in your Google folder. **DUE:**

**Monday, Jan. 19 by 11:59 p.m.**

**\*\*Assignment:** Interview someone who is working in the field you'd like to work in. Interview them for at least 15 minutes about the field. Transcribe the interview into a written Q&A. **DUE: Start of class on Friday, Jan.**

**30.** Interviewing, researching for an interview.

## WEEK 2:

**Monday, Jan. 19** : MLK Day – no school

**Wednesday, Jan. 21** : Observation writing

**\*\*Assignment:** Passively observe an activity in person and describe the scene in writing. **DUE: Start of class on Wednesday, Jan. 21**

**Friday, Jan. 23** : Basics of news writing. Research and contacting sources.

**\*\*Assignment:** Obituary. **DUE: Start of class on Wednesday, Jan. 22**

## WEEK 3:

**Monday, Jan. 26** : Quotes

**Wednesday, Jan. 28** : Man on the Street.

**\*\*Assignment:** 500-word rough draft Man on the Street news story. **DUE: Wednesday, Feb. 4**

**Friday, Jan. 30** : In-class writing/editing assignment #1

## WEEK 4:

**Monday, Feb. 2** : Bring the Man on the Street interviews to class. Work on the Man on the Street.

**Wednesday, Feb. 4** : Edit MOS. Final draft due Monday.

**\*\*Assignment:** Write a 500-word Man on the Street news story. **DUE: Start of class on Friday, Feb. 6.**

**Friday, Feb. 6** : In-class writing/editing exercises #2

## WEEK 5:

**Monday, Feb. 9** : Advances vs. event stories

**Wednesday, Feb. 11** : Interview and work on advance for 5th graders coming to Chaminade

**Friday, Feb. 13** : In-class writing/editing exercises #3

**\*\*Assignment:** Rough draft of the 500-word event advance. **DUE: Start of class on Wednesday, Feb. 18**

## WEEK 6:

**Monday, Feb. 16** : Presidents' Day – no school

**Wednesday, Feb. 18** : Edit rough drafts.

**\*\*Assignment:** Final draft of the 500-word event advance. **DUE: Start of class on Friday, Feb. 20**

**Friday, Feb. 20** : In-class writing/editing exercises #4

### **WEEK 7:**

**Monday, Feb. 23** : Attend part of the 5th graders event. Write a 500-word story off the event.

**\*\*Assignment:** Rough draft of the 500-word event story. **DUE: Start of class on Wednesday, Feb. 25**

**Wednesday, Feb. 25** : Edit event stories.

**\*\*Assignment:** Final draft of the 500-word event story. **DUE: Start of class on Friday, Feb. 27**

**Friday, Feb. 27** : In-class writing/editing exercises #5

### **WEEK 8:**

**Monday, March 2** : Columns

**Wednesday, March 4** : Writing opinion

**Friday, March 6** : Columns

**\*\*Assignment:** Write a 500-word column. **DUE: Start of class on Monday, March 9**

### **WEEK 9:**

**Monday, March 9** : Reviews

**Wednesday, March 11** : In-class writing/editing exercises #6

**Friday, March 13** : Reviews

**\*\*Assignment:** Write a 500-word review. **DUE: Start of class on Monday, March 23**

**\*\*Assignment:** Find an event to cover during spring break. 500-word event story. **DUE: Start of class on Monday, March 23**

### **WEEK 10:**

**Monday, March 16**

**Wednesday, March 18**

**Friday, March 20**

**\*\*Note:** You can make up one previous assignment during spring break. You must discuss with the professor prior to spring break. (If you don't, your assignment will not be accepted.) **DUE: Monday, March 23 by the start of class.**

### **WEEK 11:**

**Monday, March 23** : In-class critiques of reviews/columns.

**Wednesday, March 25** : Enterprise story (2,000 words). Come up with a topic and finalize it by Friday. Start research.

**\*\*Assignment:** 2,000-word enterprise story.

**Topic. DUE: Start of class on Friday, March 27**

**Rough draft. DUE: Start of class on Monday, April 24**

**Final draft. DUE: End of class on Friday, May 1**

**Friday, March 27** : In-class writing/editing exercises #7

### **WEEK 12:**

**Monday, March 30** : Update on enterprise story

**Wednesday, April 1** : In-class editing/writing assignment #8

**Friday, April 3** : Good Friday – no school

### **WEEK 13:**

**Monday, April 6** : Legal and ethical conflicts

**Wednesday, April 8** : Enterprise story

**Friday, April 10** : Legal, ethical conflicts

**\*\*Assignment:** Reaction paper on legal/ethical issues. **DUE:** Start of class on Friday, April 11

**Week 14:**

**Monday, April 13** : Legal, ethical conflicts

**Wednesday, April 15** : Enterprise story

**Friday, April 17** : In-class writing/editing assignment #9

**\*\*Assignment:** Rough draft of 2,000-word enterprise story. **DUE:** Start of class on Friday, April 24

**Week 15:**

**Monday, April 20** : Enterprise story

**Wednesday, April 22** : Enterprise story

**Friday, April 24** : In-class writing/editing assignment #10

**Week 16:**

**Monday, April 27** : In-class final

**Wednesday, April 29** : In-class final

**\*\*Assignment:** Final draft of 2,000-word enterprise story. **DUE:** End of class on Friday, May 1

**Friday, May 1** : Finish enterprise story

**Finals Week:**

No assignment

*Please note: This syllabus is not set in stone and is subject to change. It is imperative you attend class as changes will often be announced in class. Please contact the professor with any questions.*

## Important Information

### Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith.
2. Provide an integral, quality education.
3. Educate in family spirit.
4. Educate for service, justice and peace, and integrity of creation.
5. Educate for adaptation and change.

### Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God.
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep.
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship.
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom.
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school.

### Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an "F" grade for the work in question, an "F" grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the [Academic Honesty Policy](#) on the Chaminade University Catalog website.

### Title IX and Nondiscrimination Statement

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator.

### Nondiscrimination Policy & Notice of Nondiscrimination

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX may be referred to the University's Title IX Coordinator, the



U.S. Department of Education's Office for Civil Rights, or both and contact information may be found at the [Chaminade University Title IX Office Contact Information and Confidential Resources website](#). On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).

The University's Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#).

Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates. The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

### **CUH Alert Emergency Notification**

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

### **Assessment for Student Work**

With the goal of continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

### **Student with Disabilities Statement**

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them.

Appropriate paperwork will be completed by the student before notification will be sent out to their instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at [ada@chaminade.edu](mailto:ada@chaminade.edu) each semester if changes or notifications are needed.

### **Kōkua 'Ike: Tutoring & Learning Services**

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check [Kōkua 'Ike's website](#) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click on Account > TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu) or 808-739-8305.