

SYLLABUS MEDIA WRITING & REPORTING I

FA 1 21545 MCOM 1243 201 MEDIA WRITING & REPORTING BRADLEY WILSON 15 14 1 TR 0930AM 1050AM FA C111 FA 1 21552 MCOM 1243 202 MEDIA WRITING & REPORTING BRADLEY WILSON 15 15 0 TR 1230PM 0150PM FA D202 FA 1 21548 MCOM 1243 21A MEDIA WRITING & REPORTING LAB BRADLEY WILSON 15 14 1 M 0100PM 0250PM FA D202 FA 1 21553 MCOM 1243 21B MEDIA WRITING & REPORTING LAB BRADLEY WILSON 15 15 0 W 0100PM 0250PM FA D202

E TWITTER HASHTAG: #MCOM1243

A COMPLETE COPY OF THIS SYLLABUS IS AVAILABLE ONLINE UNDER MY PROFILE IN THE UNIVERSITY DIRECTORY, 24 HOURS A DAY, SEVEN DAYS A WEEK. ADA COMPLIANT.

COURSE DESCRIPTION

Prerequisite: Cannot be enrolled concurrently with MCOM 3313.

A workshop course focusing on news reporting and writing techniques used in both traditional print media and Internet publishing. Students will be introduced to the basics of accuracy, clarity, word choice, journalistic style, story structure, and deadlines. Coverage of on-campus news events is supplemented by deadline writing exercises in a classroom laboratory.

COURSE OBJECTIVES

To introduce you to journalistic writing and principles of good journalism. Upon successful completion of the class you should be able:

- 1. To apply a news sense to finding stories and sources;
- 2. To have the ability to write a news/feature story whether for a public relations entity, a marketing entity or a news media outlet for both print and online;
- 3. To apply social media skills to media writing;
- 4. To evaluate a news/feature story based on criteria established in class including, but not limited to, news value, readability, grammar, spelling and punctuation;
- 5. To know and apply Associated Press style to ensure consistency;
- 6. To possess the ability to conduct an interview and gather information;
- 7. To make decisions based on ethical, legal, technical and journalistic criteria;
- 8. To understand basics of covering general news, spot news, meetings and speeches; and
- 9. To work successfully under deadline pressure.

GRADING

40% Major stories (3)
30% Weekly news briefs (9 possible)
15% In-class assignments (including participation, attendance, quizzes, other stories)
7.5% Mid-term exams
7.5% Final exam

Notes:

- I will not discuss grades in any fashion via electronic means. You must discuss grades in person.
- Stories are due with all drafts and notes from classmates at the end of lab.
- Late work receives a grade of zero.
- Any story submitted with a name misspelled in a final draft receives a grade of zero.
- You may not submit a story that has been (or will be) submitted in any other class unless you get my explicit, written permission.
- ANY story (and ALL stories) you write for this class should be considered publishable material and may be submitted to local news media, including MNG Media and *The Wichitan*, for publication. Hence, in ALL cases you should identify yourself as a reporter for MNG Media or *The Wichitan*. Make it clear that your story has a audience broader than just the instructor.
- Initial interviews may NOT be conducted electronically and must be conducted in person or, in a rare instance, by telephone. Reporters may ask follow-up questions via e-mail or social media.
- Avoid all perceived conflicts of interest. You may NOT write a story for which you could be a source. For example, if you are a
 football player, you may not write a story on the football team or using other football players/coaches as sources. You may NOT
 use MCOM students as sources except in very rare instances.
- Review and follow the Society for Professional Journalists Code of Ethics available online at http://www.spj.org/ethicscode.asp.

TEXTBOOK REQUIRED

1. The Associated Press Stylebook and Libel Manual (recent edition), \$20.95 or online version apstylebook.com/, \$26/year.

2. A public Twitter account.

TENTATIVE SCHEDULE

Lab: Scavenger Hunt
-
Interviewing skills and attribution, meet a new friend; expectations
Fact sheet pre-test; fundamentals of reporting, using social media as reporters
Monday lab: No Lab; Wednesday lab: Write classmate profile in lab
Martin Luther King Day (no class)
Story ideas; the story process; fact sheet in class
Media ethics and law, an introduction, FOI
Lab: brief 1 due
Lead writing; speech stories
AP style
Lab: brief 2 due
AP style and leads review
The English language, a review of common problems including passive voice
Lab: major story 1 due
Alternative story forms
Valentine's Day; business and economics in journalism; math for journalists; review major stories
Lab: brief 3 due
Presidents Day
Covering sports, the game story (news brief review)
ONLINE CLASS: Photo captions
Association of Texas Photography Instructors convention (Arlington, Texas)
Lab: brief 4 due
Covering sports, beyond the game story; photo caption review
ONLINE CLASS: Mid-term
Associated Collegiate Press national convention (LaJolla) Lab: brief 5 due
Lab: brief 5 due Social media reporting, a review; adding audio to your stories
Social media reporting, a review, adding addio to your stories Review of editing: why copy editing matters; writing process review
Daylight Saving Time begins at 2 a.m. Lab: major story 2 due
Opinion writing: the editorial page
Opinion writing; review major stories
St. Patrick's Day
Spring break (no class)
Lab: fact sheet in class plus peer editing (story grade)
Last day to drop with W
Review of interviewing skills, attribution and AP style
Why geography matters for reporters; map quiz; fact sheet in class (lead and quote only)
Lab: brief 6 due
Photo captions and STD review; embedding video
Review
Lab: brief 7 due
Covering spot news; working with police, fire, EMS; the crime beat
Fact sheet in class plus peer editing
Lab: major story 3 due
The First Amendment games (puzzle pieces and leave out one)
Holiday break (no class)
Lab: brief 8 due
Media ethics through case studies
Celebration of Scholarship in lieu of formal class
Journalism Education Association / National Scholastic Press Association national convention (Anaheim)
Lab: brief 9 due
Credibility. fact sheet in class; course evaluation
Last day of classes; class portfolio of published pieces due
Cinco de Mayo
Final exam, 8 a.m. (online) (morning class)
Final exam, 8 a.m. (online) (afternoon class)
Senior documentary presentations
Commencement

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THE MAJOR STORY

DEADLINES:

Story 1: Week of Feb. 11, at end of lab Story 2: Week of March 11, at end of lab (the week *after* spring break) Story 3: Week of April 15, at end of lab "Late work receives a grade of zero."

GRADING:

- Your stories will be graded based on news value (timeliness), readability, evidence of reporting, grammar, spelling, punctuation, style as well as ethical and legal criteria.
- Each story is worth about 15 percent of your final grade.
- Major stories should revolve around the investigation around some issue, not just a routine event. The ideal major story will be well-developed, use multiple (more than three) authoritative sources (not just random students), show evidence of significant background research, in-depth interviews. It will flow well and be free of editing errors.
- Neither plagiarism nor copyright violation will be tolerated whether intentional or not. You must develop your own story idea/angle, do your own background research, conduct your own interviews (at least three), write your own stories and edit your own stories. Any other student in this class, any staff member of *The Wichitan* or the instructor may provide feedback at any level of the story development, but the story must be the sole work of the person completing it.
- Any story submitted with a name misspelled in a final draft receives a grade of zero.
- You may not submit a story that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- ANY story (and ALL stories) you write for this class should be considered publishable material and may be submitted to local news media, including Campus Watch and *The Wichitan*, for publication.

FORM:

- Your major stories should be at least 1,500 words in length and should take the form of a third-person news or feature story.
- Your target audience is the students of Midwestern State University in Wichita Falls, Texas.
- In addition to uploading your stories in WordPress for peer evaluation and editing, turn in a printed final version along with all drafts with edits by your classmates and others.
- Make sure your name is at the top of every page.
- In addition to the final story, you must write a headline, a Tweet (of up to 140 characters), an excerpt (of up to 50 words) and an alternative story form sidebar. These should be at the top of your story.

PROCESS:

- Story idea
- Background research
- Develop story angle
- Reporting / interviewing
- Draft just get words on paper
- Editing including fact checking, more reporting
- Rewrite
- Edit / Rewrite until (a) story is as good as it's going to be; (b) you run out of time

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WEEKLY NEWS/FEATURE STORIES

You have BRIEF stories due on the following days. A brief should be about 500 words long and should contain at least three sources, including one interview from an authoritative source, not some random student. Briefs announcing upcoming events are better than briefs covering past events.

I strongly suggest you work with each other and the editors to avoid duplication of topics. Don't turn in a first draft of anything. Until the deadline, almost anyone can edit your story and offer you suggestions at any point, including the course instructor, anyone on *The Wichitan* staff, anyone who has previously taken MCOM 1243 and, especially, anyone else in the class.

Once you have committed to a story idea, write it on the story idea list. If someone has already written that story idea down, you may not choose that topic without communicating with that person and the instructor. If you write a story on the same topic as another person in the class, any student that has not written his or her story on the story idea list may receive a grade deduction.

Want more information on how to write a news brief, visit http://www.sbcc.edu/journalism/manual/checklist/ briefs.php.

STORY IDEAS: *The Wichitan* staff meets every Monday at 5 p.m. in Fain D201. Come to the meeting to share story ideas or to get story ideas. Look at mwsu.edu. Follow @wichitanonline and @msutexas on Twitter. Look on other local news media. Read flyers posted around campus. Talk to your friends and classmates.

BACKGROUND RESEARCH: Always review stories written on similar topics on thewichitan.com. Check other local media outlets. Come to the Monday meetings of *The Wichitan* and discuss your story.

NUMBER OF SOURCES: While it is possible that a brief will only include one source, that is rare and not ideal. All briefs should include at least one authoritative source and, preferably, two other individuals.

CALENDAR: After signing up in advance, ONE student per week can do the events and sports calendar formatted for publication. Work must be complete by Monday at 10 p.m. and reporter must work with Wichitan editor to complete work as directed. Only one calendar brief will count.

SPEECH BRIEF: You may cover any speech on campus or involving a campus faculty or staff member. No more than one person can write on the same speech, so communication with your classmates is critical. Only one speech brief will count.

SPORTS BRIEF: A sports brief may NOT be a game story but could be an advance. Only one sports brief will count.

FUN IN WICHITA FALLS BRIEF: You may consider a brief about activities for students around town. Such briefs should be at least 500 words. Your job is to detail something fun for students to do in Wichita Falls rather than just campus events.

COLUMN/REVIEW/EDITORIAL: AFTER one-on-one consultation with the instructor, some students may be allowed to write one subjective piece during the semester. Only one subjective piece will count as a brief, NOT a major story.

SUBSTITUTE BRIEF: After you have completed all nine briefs, you can complete additional briefs to replace low grades. Replacement grades will not substitute for missing stories but will only replace low grades. Replacement grades will not work for major stories.

DEADLINES

Jan. 28, 30	News brief 1 due
Feb. 4, 6	News brief 2 due
Feb. 18, 20	News brief 3 due
Feb. 25, 27	News brief 4 due
March 4, 6	News brief 5 due
April 1, 3	News brief 6 due
April 8, 10	News brief 7 due
April 22, 24	News brief 8 due
April 29, May 1	News brief 9 due

STATEMENTS

As the instructor of record for this course, I reserve the right to change any part of this syllabus for any reason. The most current version of the syllabus will be maintained online. I reserve the right to drop — with an F — any students who have excessive absences, who miss assignments, who engage in disruptive behavior, have a poor attitude or who are not taking the class seriously.

ATTENDANCE

Students are expected to be in class each and every time the class meets. Students will not be able to make up unannounced quizzes given in classes they miss. E-mail Dr. Wilson prior to the absence as a courtesy. Students are responsible for making up any work missed on their own time, working with classmates.

If you need to miss class due to Universitysponsored events such as field trips or athletics, please see me as far in advance as possible. You will be required to complete the assigned work on or before the due date, and you will be required to submit an official form from the University before your absence.

Students with excused absences — as determined by the Office of the Dean of Students or other appropriate University departments — may make up major exams on a schedule mutually agreeable with the instructor and the student. Projects and stories with advance deadlines will not be accepted late. Plan ahead.

Any student can be dropped from the class after the fourth absence in accordance with University policy.

GRADING

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- ≥90 A Excellent
- 80-89 B Good
- 70-79 C Satisfactory
- 60-69 D Passing
- <60 F Failing

Semester grading follows the same scale. Grading will be determined from specific assignments, projects, written exams, quizzes, a final exam, and class attendance. Take home assignments are due when announced and will not be accepted late. Any assignment turned in after the deadline receives a grade of zero. Written exams will include material covered in the class and may include, but may not be limited to, multiple choice, short answer, and essay questions.

The instructor reserves the right to add, adjust, or cancel assignments as the course progresses. The method of obtaining the final grade will remain essentially the same: the total points achieved will be divided by the total points possible to obtain a percentage, and a grade will be assigned according to a percentage scale.

WRITING PROFICIENCY

All students seeking a bachelor's degree from Midwestern State University must

satisfy a writing proficiency requirement once they've 1) passed English 1113 and English 1123 and 2) earned 60 hours. You may meet this requirement by passing either the Writing Proficiency Exam or English 2113. Please keep in mind that, once you've earned more than 90 hours, you lose the opportunity to take the \$25 exam and have no option but to enroll in the three-credit hour course. If you have any questions about the exam, visit the Writing Proficiency Office website at http://academics. mwsu.edu/wpr.

ACADEMIC DISHONESTY

Academic honesty is expected of all students in all examinations, papers, classwork, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure, loss of privileges, disqualification and/or dismissal.

Neither plagiarism, the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation, nor copyright violation in any form will be tolerated whether intentional or not. Both plagiarism and copyright violation involve the theft of intellectual property and will be considered not only a violation of the Student Honor Creed as well as University policy and applicable laws. To avoid any instances of plagiarism or copyright violation, credit the sources of all information appropriately and obtain written permission for the use of copyrighted works when necessary.

Fabrication and falsification are unacceptable. Falsification is the changing or omission of research results including misquoting a source. Fabrication is the construction and/or addition of data, observations, or characterizations that never occurred including making up quotations from real or fictional sources.

Cheating and collusion are also unacceptable. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking guizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. The term "collusion" means collaboration with another person in preparing work offered for credit of that collaboration is not authorized by the faculty member in charge.

STUDENT HONOR CREED

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help in examinations or guizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed. | Written and adopted by the 2002-2003 MSU Student Senate.

STUDENTS WITH DISABILITIES / SPECIAL NEEDS

The Americans with Disabilities Act is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services in Room 168 of the Clark Student Center, 397-4140.

Students that need course adaptations or accommodations because of a disability, that need to share emergency medical information, or students that require special accommodations in the event of an emergency should contact Dr. Wilson as soon as practical.

STUDENT PRIVACY STATEMENT

The Family Educational Rights and Privacy Act prohibits me from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, in almost all cases I will not discuss your academic progress or other matters with your parents or any other party. Please do not have them call me. Regardless of these important legal considerations, it is my general policy to communicate with the students, not their parents, even when a student has signed a consent form. For more information on FERPA, visit http://www. ed.gov/policy/gen/guid/fpco/ferpa/

STUDENT CONDUCT

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to profit from the instruction will result in the removal of that student from class. Such students may be referred to the appropriate university departments including, but not limited to, the University Police, Office of the Dean of Students, Vinson Health Center or the Counseling Center.

Moreover, social justice is one of Midwestern State University's stated core values. The professor considers this classroom to be a place where everyone will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that ALL students consider the classroom a safe environment.

BARRIERS TO LEARNING

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. MSU-Texas, generally, and I, specifically, are committed to advancing the mental health and well-being of the students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available.

 Counseling Center — https://msutexas.edu/ student-life/counseling/index.php, 940-397-4618

PERSONAL TECHNOLOGY

Cell phones and tablet devices must be silenced and put away. The first time the instructor sees a device, the student will be warned about the use of the device. The second time, the student will be asked to leave the classroom and to visit with the instructor after class.

In an emergency requiring the use of a cell phone — on vibrate, notify the instructor and leave the class to handle the emergency.

Personal computers are permitted in class only for the purpose of taking notes.

Students should never use only technology to record an interview but should instead supplement it with written notes.



Part of working in the mass media is getting new experiences. These are some photos with students at MSU—Texas hosting a political debate, at the Texas Intercollegiate Press Association convention, at AT&T Stadium in Dallas and giving a tour of the newsroom.

INSTRUCTOR: BRADLEY WILSON, PHD

In addition to teaching three courses as an associate professor, Dr. Wilson advises a weekly newspaper with a thriving online and social media presence. Having received his doctoral degree in public administration with research work in media agenda-setting and local governments, as an assistant professor, he teaches news reporting and advanced reporting.

Dr. Wilson is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association and managing editor of *College Media Review* for the College Media Association.

He has received the Gold Key from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association, the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas Association of Journalism Educators and the Carl Towley Award from the Journalism Education Association. In 2014, the National Press Photographers Association named him the Robin F. Garland Educator of the Year and the College Media Association named him a him a Distinguished Adviser for newspaper advising at a four-year college or university. In 2017, he received the Edith Fox King Award for contributions to scholastic journalism in Texas.

Publications he advised at North Carolina State University for a decade, including a yearbook, a daily newspaper, a literary magazine, a 25,000-watt radio station and video outlet won numerous awards including six Gold Crown awards from the Columbia Scholastic Press Association (four for yearbook and two for literary magazine) and nine Pacemaker from the Associated Collegiate Press (four for yearbook and five for literary magazine).

He worked for more than 20 years as an emergency medical technician – intermediate, the last 11 of them at Cary Area EMS where he was awarded that organization's highest honor, Squadsperson of the Year, and life membership. He plays euphonium and other low-brass instruments and has been active in numerous community bands.

THOUGHTS TO LIVE BY

Lack of planning on your part does not constitute an emergency on my part | **Good publications are never finished; you only run out of time.** | Don't think in terms of filling space or time. Think in terms of providing information. | **Web first. Then broadcast/print. Get it out.** | Don't forget your primary audience. With every story you tell, remember who you're working for. | It's the students, stupid. | Be accurate. Be fair. Then be first. | **Have fun.**

FAIN D207

OFFICE HOURS

M 9 a.m. - 11 a.m. M 3-5 p.m. T 2 - 5 p.m. W 3 - 5 p.m. Or by appointment. **CONTACT PHONE** W: 940/397-4797 M: 919/264-6768

CONTACT E-MAIL bradley.wilson@ mwsu.edu

WEBSITE bradleywilsononline.net

CONTACT





TWITTER @bradleywilson09





SNAPCHAT wilsonbrad15

MEDIA WRITING & REPORTING I TWITTER HASHTAG: #MCOM1243

Celebration of Scholarship Assignment

YOUR ASSIGNMENT INVOLVES TWO PARTS TO BE COMPLETED IN LIEU OF CLASS, THURSDAY, APRIL 25, 2019.

Part 1: Evaluate three presentations by your peers using the approved rubric provided at check-in

A. Report to the check-in table 15 minutes before the session you are attending. So if you're attending the

9 a.m. session, you need to be there at 8:45 a.m.

- B. Evaluate three oral sessions, three poster presentations or a combination of oral and poster presentations using the approved rubric.
- C. Submit the completed rubrics online or as instructed as evidence that you were there and attended the appropriate presentations.

Part 2: Reporting

Interview two people at the Celebration of Scholarship April 25 15 from 9 a.m. - 5 p.m. As usual, do not avoid mass communication students, friends and classmates.

- Any one person who participated in the forum either as a presenter of an oral presentation or a presenter of a poster presentation. Ask them: "Why did you choose to participate? What did you get out of it?" Be sure to get their name, grade and major.
- Any one person who attended the event. "Why did you attend? Was it worth attending? Why?" Be sure to get their name, grade and major.
- Tweet from the presentation including something informative, a photo, the #MCOM1243 and
 - @wichitanonline. Print out your Tweet and attach it.
- In the appropriate WordPress post, copy your quotations as instructed by the editor.

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TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 a.m.	Newspaper Practicum 21509 MWF 8 - 8:50 a.m. D202		Newspaper Practicum 21509 MWF 8 - 8:50 a.m. D202		Newspaper Practicum 21509 MWF 8 - 8:50 a.m. D202
9 a.m.	Office				
		Media Writing/Reporting		Media Writing/Reporting	
10 a.m.		21545 TR 9:30 - 10:50 p.m. C111		21545 TR 9:30 - 10:50 p.m. C111	
11 a.m.					
noon					
		Media Writing/Reporting		Media Writing/Reporting	
1 p.m.	Media Writing Lab 21548 M1-2:50 p.m. D202	21552 TR 12:30 - 1:50 p.m. D202	Media Writing Lab 21553 W1-2:50 p.m. D202	21552 TR 12:30 - 1:50 p.m. D202	
2 p.m.		Office D207, text or call me			
3 p.m.	Office D207, text or call me		Office D207, text or call me		
4 p.m.					
5 p.m.	The Wichitan meeting	<i>The Wichitan</i> production Deadline: 10 p.m.			
6 p.m.		Office D207, text or call me			
7 p.m.					
8 p.m.					
9 p.m.					



OFFICE Fain D207

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MORE INFORMATION bradleywilsononline.net



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