

SYLLABUS

ADVANCED REPORTING/WRITING

11993 MCOM 4533 101 ADVANCED REPORTING/WRITING MW 0900AM 1020AM FA D202

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(s): MCOM 1243, MCOM 3313, and MCOM 3613.

Advanced course designed to improve students' skills in writing and reporting for print, broadcast, and web applications

COURSE OBJECTIVES

To apply and expand upon skills learned in Media Writing and Reporting I as well as other Mass Communication courses. Upon successful completion of the hybrid class you should be able:

- To use online educational environment (D2L/Brightspace) to accent learning in a classroom environment);
- To apply a news sense to finding stories and sources;
- To possess the ability to conduct an interview and gather information;
- To apply advanced reporting skills including computer-aided reporting;
- To master basic grammar, spelling and punctuation for producing content in a mass communication environment;
- To know and apply Associated Press style to ensure consistency;
- To have the ability to write a news/feature story whether for a public relations entity, a marketing entity or a news media outlet online.
- To apply social media skills to news, feature and editorial writing;
- To evaluate a news/features/editorials based on criteria established in class including, but not limited to, news value, readability, use of direct and indirect quotations (objective); persuasiveness (subjective);
- To make decisions based on ethical, legal, technical and journalistic criteria;
- To produce materials ready for online distribution; and
- To work successfully under deadline pressure

EXTENDED COURSE OBJECTIVES

By the end of this course, students should be able:

- To demonstrate mastery of visual reporting using still photography;
- To demonstrate basic use of Adobe Photoshop to prepare images for online publication;
- To create compelling images that communicate the intended message;
- To demonstrate mastery of audio reporting using readily available audio-recording devices and free software;
- To publish a podcast;
- To utilize reporting and writing skills to produce fair and accurate stories and captions to accompany visual images;
- To evaluate images at multiple levels, including the technical aspects, composition and meaning;
- To discuss the legal and ethical issues relevant to all aspects of mass communication.

REQUIRED COURSE MATERIAL

1. *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵ or online version apstylebook.com/, \$26/year.
2. A public Twitter account.
3. Something to write notes on and with; transcribe onto computer later.

GRADING

40% Major project(s)

- Sept. 9 — objective writing due posted online
- Sept. 25 — Social Media Day story with ASF due posted online
- Oct. 21 — Homecoming visual project due posted online
- Nov. 11 — subjective writing due posted online
- Nov. 25 — Undergraduate Research Forum story with audio, visual, infographic, ASF due posted online
- Dec. 6 — podcasts (one per week, first-come, first-served by sign-up; must do TWO)

30% In-class assignments (including participation, attendance, quizzes (in class and online weekly), other stories)

20% Three exams all online (Oct. 2, Oct. 30, Dec. 9)

10% Final portfolio due Dec. 6

NOTES

- Unless otherwise indicated, material is due at the beginning of class.
- Late work receives a grade of zero.
- Any item submitted with a name misspelled in a final draft receives a grade of zero.
- I will not discuss grades in any fashion via electronic means. You must discuss grades in person.
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- ANY material (and ALL material) you write for this class should be considered publishable material and will be published on the class website 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 an 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 cover a story for which you could be a source. For example, if you are a football player, you may not cover the football team or use other football players/coaches as sources.
- Review and follow the Society for Professional Journalists Code of Ethics available online at <http://www.spj.org/ethicscode.asp> and the NPPA Code of Ethics available online at <https://nppa.org/code-ethics/>

TENTATIVE SCHEDULE

Aug. 22-25.....	Hotter 'N Hell 100
Aug. 24.....	Classes begin
Aug. 26.....	Syllabus review; objective writing (news)
Aug. 28.....	Objective writing (features); ASF review
Sept. 2.....	Labor Day: No class
Sept. 4.....	AP style review; Piktochart; syllabus quiz due
Sept. 9.....	Assignment 1 due; in-class critique
Sept. 11.....	AP style review; plan Constitution Day event (audio project)
Sept. 16.....	Discuss Constitution Day event; AP style review
Sept. 17.....	Constitution Day
Sept. 18.....	Using audio
Sept. 23.....	Editing audio using Audacity
Sept. 30.....	Social Media Day; Rosh Hashanah
Sept. 25.....	Assignment 2: Social Media Day project due; finish in class and critique
Oct. 2.....	ONLINE CLASS: Exam 1
Oct. 7.....	Visual reporting: technique and lighting
Oct. 9.....	ONLINE CLASS: Visual reporting: captions
Oct. 10-12.....	Broadcast Educators Association (Boulder, Colo.)
Oct. 13-19.....	Homecoming
Oct. 14.....	Visual reporting: composition; caption review
Oct. 21.....	Assignment 3: Homecoming visual assignment due; critique in class
Oct. 23.....	Subjective writing (editorials)
Oct. 28.....	Subjective writing fact sheet critique
Oct. 28.....	Last day to drop with "W"
Oct. 30.....	ONLINE CLASS: Exam 2
Oct. 31-Nov. 2.....	College Media Association / Associated Collegiate Press (Washington, D.C.)
Nov. 3.....	Daylight Saving Time Ends
Nov. 4.....	Subjective writing (columns)
Nov. 6.....	Using social media as a reporter: a review; Piktochart review
Nov. 11.....	Assignment 4: Subjective writing assignment due; critique in class
Nov. 13.....	Headline writing
Nov. 18.....	Headline writing contest; plan undergraduate research forum coverage
Nov. 20.....	ONLINE CLASS: Journalism law and ethics: a review
Nov. 21.....	Assignment 5: Undergraduate Research Forum
Nov. 21-24.....	Journalism Education Association / National Scholastic Press Association (Washington, D.C.)
Nov. 25.....	ONLINE CLASS: Finish Undergraduate Research Forum project with audio, visual, infographic, ASF
Nov. 27-29.....	Thanksgiving: No class
Dec. 2.....	Review
Dec. 4.....	Review
Dec. 6.....	Last day of class; podcasts due; class portfolio due; course evaluation
Dec. 9.....	Final exam, 8-10 a.m. (online)
Dec. 13.....	Senior documentary presentations
Dec. 14.....	Graduation

The digital age

- Oct. 28.....Print media peak; Cold War and the internet; Watergate; Last day to drop with “W”
Read: “Watergate Scandal” on history.com
Read: “What was Watergate? Here are 14 facts that explain everything” on thejournal.ie
- Oct. 30.....The business of media: Ben Bagdikian
Read: “A Summary of Ben Bagdikian’s ‘The Media Monopoly’” on jeffdrake.org
- Nov. 1.....ONLINE CLASS: History of the computer
Online: Review “History of Computers: A Brief Timeline” on livescience.com
Online: Review: “Timeline of Computer History” on computerhistory.org
Online: “A Brief History of Computers” by Chris Woodford on explainthatstuff.com
Online: Quiz
- Oct. 31-Nov. 2...College Media Association / Associated Collegiate Press (Washington, D.C.)
- Nov 3.....Daylight Saving Time Ends
- Nov. 4.....Desktop publishing revolution
Read: DTP Timeline on D2L
- Nov. 6.....Digital cameras
Read: “Is Film Dead?” on D2L
- Nov. 8.....The internet and the World Wide Web, e-mail
Read: “A Brief History of the Internet” on sciencenode.org
Read: “Internet History Timeline: ARPANET to the World Wide Web” on livescience
Read: “A Brief History of the Internet” on internetsociety.org
- Nov. 11.....*Discussion:* Class paper progress
- Nov. 13.....Black Press, Minority Press, Reform Press
Read: The Black Press: Past and Present on neimanreports.org
Read: another article as assigned from Journalism and Black America: Then and Now from <https://niemanreports.org/issues/fall-2003/>
- Nov. 15.....Advertising evolves: The best ads of all time, top brands
In class: “The 18 Best Advertisements of All Time” by Lindsay Kolowich on <https://blog.hubspot.com>
In class: Apple and Coca-Cola.
- Nov. 18.....*Presentation:* Class paper
- Nov. 20.....Social media
Read an assortment of articles on <https://www.pewresearch.org/topics/social-media/>
- Nov. 21.....Undergraduate Research Forum
- Nov. 22.....ONLINE CLASS: Undergraduate Research Forum reflection
- Nov. 21-24.....Journalism Education Association / National Scholastic Press Association (Washington, D.C.)
- Nov. 25.....ONLINE CLASS: Reflection for class paper
Due online: Five posts to class timeline
- Nov. 27-29 Thanksgiving: No class**
- Dec. 2.....Movies evolve: Let’s talk about the best movies of all time
Discuss: You pick “the best” movie of all time in terms of movies that contributed to the advancement of the genre or the movie-making profession; be prepared to discuss the movie and the contributions it made
- Dec. 4.....State of the Media 2019
Read: “State of the News Media” on pewresearch.org
Review class timeline
- Dec. 6.....State of the Media 2019; Last day of class; course evaluation
Read: “State of the News Media” on pewresearch.org
Discuss: Where do we go from here?
- Dec. 9.....Final exam, 10:30 a.m. - 12:30 p.m. (online)
- Dec. 13.....Senior documentary presentations
- Dec. 14.....Graduation

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.

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 quizzes, 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 quizzes, 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.**

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 instructor will ask the student to leave the class and to visit with the instructor.

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 and only if approved in advance by the instructor.

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

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 University-sponsored 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

Grading is on a scale of:

≥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.



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

Having received his doctoral degree in public administration with research work in media agenda-setting and local governments, as an associate professor, Dr. Wilson teaches a variety of courses at Midwestern State.

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 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 MSU–Texas were finalists for the Pacemaker on two occasions. On three occasions, individuals won the highest award given by the Associated Collegiate Press. 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. But being first is not as important as being accurate.** | Don’t forget your primary audience. With every story you tell, remember who you’re working for. | **Students first.** | All things being equal, the simplest solution tends to be the best one.

CONTACT

OFFICE

FAIN D207

OFFICE HOURS

MW 3-5 p.m.

TH 2-3 p.m.

Or by appointment.

CONTACT PHONE

W: 940/397-4797

M: 919/264-6768

CONTACT E-MAIL

bradley.wilson@

msutexas.edu

WEBSITE

bradleywilsononline.net



FACEBOOK

Bradley Wilson



TWITTER

@bradleywilson09



INSTAGRAM

wilsonbrad83



SNAPCHAT

wilsonbrad15

Dr. Wilson's schedule

FALL 2019



OFFICE
FAIN D207

OFFICE HOURS

MW 3-5 p.m.
TH 2-3 p.m.
Or by appointment.

PHONE

W: 940/397-4797
M: 919/264-6768

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MORE INFORMATION

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FACEBOOK
Bradley Wilson



TWITTER
@bradleywilson09



INSTAGRAM
wilsonbrad83



SNAPCHAT
wilsonbrad15

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 a.m.					
9 a.m.	Adv. Writing/Reporting 11993 MW 9 - 10:20 a.m. D202	Media Writing /Reporting 10829 TR 9:30 - 10:50 a.m. D101	Adv. Writing/Reporting 11993 MW 9 - 10:20 a.m. D202	Media Writing /Reporting 10829 TR 9:30 - 10:50 a.m. D101	
10 a.m.					
11 a.m.	Media History 11991 MW 11 a.m. - noon D101		Media History 11991 MW 11 a.m. - noon D101		Media History 11991 MW 11 a.m. - noon D101
noon					
1 p.m.	Media Writing Lab 10838 M1-2:50 p.m. D202	Media Writing /Reporting 10842 TR 12:30 - 1:50 p.m. D202	Media Writing Lab 10848 W1-2:50 p.m. D202	Media Writing /Reporting 10842 TR 12:30 - 1:50 p.m. D202	
2 p.m.		Office D207, text or call me		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.					
6 p.m.					
7 p.m.					
8 p.m.					
9 p.m.					