

13-204d
LSC: App-4/10/14
UWUCC: App-4/15/14
Senate: App-4/29/14

REVISION APPROVAL COVER SHEET FOR CONTINUATION OF W-DESIGNATION

TYPE II DEPARTMENT COMMITMENT

Professor Zack Stiegler
 Department Communications Media
 Email stiegler@iup.edu
 Course COMM 403: Broadcast Newswriting

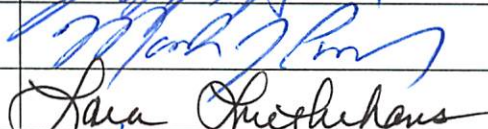
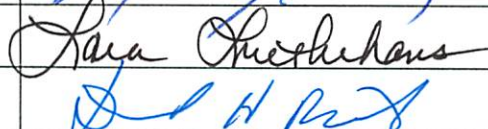
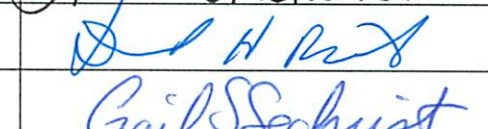
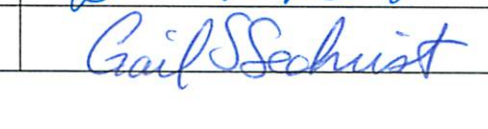
Please provide answers to these questions on the next page:

1. Include the most recent syllabus for the Type II course.

Addendum: This does not have to be the syllabus of record, since the syllabus of record could potentially be rather dated. These syllabi are not meant to replace the syllabus of record; rather they represent how the department is currently teaching a particular Type II W course. These syllabi **do not** have to be revised using the Liberal Studies objective format.

2. Include a new "Statement Concerning Departmental Responsibility". The statement of departmental responsibility" explains how the department will ensure that the writing component is present regardless of who is teaching the course. It needs to identify the specific department group or individual who is responsible for ensuring this.

Addendum: This section should show how the department is going to support the W nature of a Type II course, not repeat what is being taught in the course. For example, there is no need to repeat the writing criteria (5000 words, essays exams, research papers etc.) in this section as the type of writing and/or assignments might change over the years. The responsibility relies on the department and they should explain how it will be supporting the W course to ensure that it is being taught in the proposed manner. That may be creating a community of writers within the department or a yearly meeting(s) to discuss Type II offerings. It might also be associated with particular outcomes from the course (often in accredited programs).

Approvals:	Signature	Date
Professor (s)		3/31/14
Department Chair		3/31/14
College Dean		4/3/14
Director of Liberal Studies		4/10/14
UWUCC Co-chair(s)		4/15/14

APR 4 2014

Liberal Studies

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Professor Zack Stiegler Department COMM
Course COMM 403: Broadcast Newswriting

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Statement of Departmental Responsibility

Writing Intensive: COMM 403: Broadcast Newswriting

The course design for this Writing Intensive application was prepared by Zack Stiegler, who completed the IUP Writing Workshop in May of 2013. The Communications Media Department will maintain the Writing Intensive quality of this course by these methods:

1. Where possible, assign it to a faculty member who has also completed IUP's Writing Workshop.
2. Provide the Writing Intensive Request documents of this request from our files to the new instructor of record for this course.
3. In addition to the syllabus of record, the department will maintain a file of syllabi "as taught" over the semesters.
4. Provide not only the syllabus of record for the course, but also syllabi and sample assignments/exercises from department files to the instructor of record for the course.
5. Periodically review the course as part of annual department program assessment and our institutional program review by IUP (including external reviewers (next review 2019)).

COMM 403 – Broadcast Newswriting (3 CR.)
Course Syllabus (Subject to Modification)
Spring 2014 - TR – 11:00 - 141 Stouffer Hall
Dr. Mark Piwinsky

121 Stouffer Hall
724-357-2492 (office)
Mark.Piwinsky@iup.edu

Office Hours
T, R: 1:30-3:30
W: 11:00-12:00

Catalog Description: This course acquaints students with the various styles and script formats used in writing news scripts for radio and television. The course includes instruction in writing news stories for radio and television and an introduction to broadcast news production. Students will practice and work to improve writing skills in this area of broadcast writing.

Overview: The news profession continues its efforts to adapt to the Internet and modern media options. Newspapers, magazines, radio, television and the web continue to evolve. Despite these changes, broadcast/cable news remains a significant news sources for many populations and can be a source of critical information and identity in times of crises. This course surveys various methods, styles and formats for producing quality broadcast news programming. Broadcast Newswriting is a writing intensive course. As such, students should expect to write on a weekly basis at minimum.

- 1.) Formats and standards established by professional broadcasters;
- 2.) Discuss the importance of accuracy and objectivity in broadcast journalism;
- 3.) Discuss the legal and ethical concerns associated with broadcast journalism and electronic media in general;
- 4.) Understand the importance of audience demographics and how they are used in newswriting and production;
- 5.) Use critical thinking skills to determine the news value of stories and order stories for a newscast as they are important to the intended audience; and
- 6.) Incorporate good writing skills into all assignments in this course and others.

Required Textbook: (available at the Co-Op Store or from various online sources)

C.A. Tuggle, Forrest Carr and Suzanne Huffman (2011). *Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World* (**Fourth Edition.**).

Important: Please be sure you acquire the **Fourth Edition.** The fifth edition has just come out but is significantly more expensive.

Attendance: As this is a writing intensive course with significant class activities, attendance is critical. *After two (2) unexcused absences, your final course grade for the course will be reduced by 3% percentage points for each additional absence.* Excused absences will be granted only for special circumstances of personal illness, family emergency or participation in a university sponsored activity. Appropriate documentation must be provided.

If you miss a class or other session, you are responsible for all information given or for any assignments due on that day. If you are unable to attend a particular class, please try to notify the instructor in advance

(email or phone). For in-class group activities such as work activities or presentations, only those students in attendance will receive credit for the in-class portion of the exercise. Assignments due when the student is absent must be turned in at the next class they attend unless other arrangements are made with the instructor.

Late for Class: If you are late for class it will be counted as one-half of an unexcused absence. You are responsible for seeing the instructor afterwards to be certain your attendance is recorded. If you do not, it will be counted as a complete absence.

Assignment Criteria: Please keep copies of all your assignments for later use and for your portfolio.

Format: Each assignment will include a specified due date and time as well as the expected format for submission (electronic – Word document or print). All assignments except for in-class activities or instructed otherwise, are to be typed.

Late Assignments: The newswriting profession requires reliability and timeliness. Thus, you are expected to complete all assignments on time as would be required in a news environment. For assignments turned in late, the grade will be reduced by 10% (one-letter grade) for each day that it is late. Except for special circumstances, late assignments will not be accepted after one week beyond the due date.

In-Class Activities: For in-class activities such as quizzes, group work or presentations, only those students in attendance will receive credit for the in-class portion of the exercise.

Edits and Re-Writes: In some cases, rewriting or editing may be required for assignments. Grading criteria and due dates for these assignments will be announced in class and the assignment criteria will apply to these items.

Grading Criteria: You will be provided with information on the grading criteria used. However, technical accuracy, proper use of grammar and punctuation, writing style appropriate for the medium, sentence structure and neatness are the primary basis of evaluation. Logical organization, accuracy and objectivity of news stories are also grading factors.

Grading: This scale holds for all assignments and your overall grade. “A”s are reserved for “exceptional” work. Assignments and exams are evaluated on performance, not effort. Effort will be reflected in your participation grade.

A	B	C	D	F
90-100%	80-89%	70-79%	60-69%	Below 60

Note: I will not discuss the grade of a particular assignment on the day the assignment is returned to students. It is important you take time to reflect on your performance and the grade assigned for at least 24 hours. In some cases, you will have the opportunity to re-write and re-submit an assignment. However, students wanting to contest a grade on a particular assignment must do so no later than two weeks after it has been returned to the student. In addition I will not discuss grading issues via e-mail, but I am happy to meet during office hours.

Etiquette: Please be considerate of your classmates and the instructor. Turn off or mute all cell phones, pagers, alarms etc. before class starts. Please arrive to class on time. Arriving late, having your phone go off, etc. are disruptions to the class. Using your phone in class, unless it is needed for an assignment being done at the time, should not be done and will negatively affect your participation grade. Be respectful of opinions different than your own, and to treat your classmates appropriately. In general, please help to maintain a respectful and considerate classroom environment with your classmates.

Assignments: Details will be provided with each specific assignment. Some of the assignments may be done in class. Below are the assignments and the percentage of your final grade for each element.

10% - Quizzes: Instead of exams, there will be 3-5 short quizzes. These will address topics from the readings, how well you are learning the writing and editing skills and focus on current events (if you are producing news, you need to follow the news).

10% - Assignments/Homework: There will be a set of short in-class or homework assignments pertaining to the materials covered in class. The exact number will depend on the progress of the class.

10% - Broadcast Critiques: Students will be assigned to critique radio and television newscasts. Students will be assigned specific stations for the critique.

10% - Newscast Line Up: Students will be assigned to produce a story line up for a newscast.

15% - Radio News: You will work with a group to write and record a 5-minute radio newscast.

20% - News Stories: You will be assigned to develop and write a set of four news stories (other than those for the radio newscast) some of which will be produced for TV, radio or the web by Comm 481 class. Collaboration with the 481 students will be required. **Re-writes may be required if the initial story is not adequate!**

15% - Final Project: Working in groups, the class will develop the script and work with Comm 481 students to produce a half-hour news show on the *Laurel Highlands Communications Conference* and its presenters. **Re-writes may be required if the initial story is not adequate!** Conference attendance is **required** and does involve a nominal charge. The Conference will be held April 10-11.

10% -Participation: You are expected to be prepared for class and actively participate in class discussions and assignments.

Class Schedule and Topics

Dates	Topics and Readings	TCH Readings
Week 1-2	Introduction and Course Requirements Historical Context Understanding the Audience and Writing for Broadcast	TCH – Preface by Cupp – p. x-xv TCH – ch. 1
Week 2-3	Story Selection Finding the Information: Interviewing and Sources	TCH – ch. 2 TCH – ch. 5
Week 3-4	Writing Leads Writing Mechanics and Pitfalls	TCH – ch. 3 TCH – ch. 4, Appendix A
Week 4-6	Television News: Forms The VO The VO/SOT The Package	TCH – ch. 7 TCH – ch. 8 TCH – ch. 9
Week 6-8	Television News: Other Elements Sports Producing the News Live Shots	TCH – ch. 10 TCH – ch. 11 TCH – ch. 12
Spring Break Mar 18-20		
Week 8-9	Ethical and Legal Concerns	TCH – ch. 13, Appendix B
Week 9-10	Radio Newscasts	TCH – ch. 6
Week 11	Laurel Highlands Communications Conference April 10-11	
Week 12	News and the Internet	TCH – ch. 14
Week 13	The Resume	TCH – ch. 15
Week 14	Catch-Up and Work Sessions	
Tuesday May 6	Final Activity – 10:15 – 12:15	

Note: As appropriate, other readings may be assigned.