

TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

Department	JOURNALISM	College/School	CLA
Prepared by	Brian O'Donoghue	Phone	474-7761
Email Contact	bpdonoghue@alaska.edu	Faculty Contact	474-6247

1. ACTION DESIRED (CHECK ONE):

Trial Course New Course

2. COURSE IDENTIFICATION:

Dept Course # No. of Credits

Justify upper/lower division status & number of credits:

Builds on skills and knowledge developed in JRN 202 News Writing for the Media. Three credits is appropriate for the workload and lecture schedule.

3. PROPOSED COURSE TITLE:

4. To be CROSS LISTED? YES/NO

 If yes, Dept: Course #

(Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

5. To be STACKED? YES/NO

 If yes, Dept: Course #

Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) — or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING (AY2011-12 if approved by 3/1/2012; otherwise AY2012-13)

2013-14

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

COURSE FORMAT: (check all that apply)

1 2 3 4 5 6 weeks to full semester

OTHER FORMAT (specify)

Mode of delivery (specify lecture, field trips, labs, etc)

Lecture.

9. CONTACT HOURS PER WEEK:

LECTURE hours/weeks LAB hours/week PRACTICUM hours/week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing/> for more information on number of credits.

OTHER HOURS (specify type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

JRN F302 W Reporting
 3 Credits Offered Spring
 News reporting basics: Covering beats, including police, sports, local government, science and the military. Cultivating sources, interviewing and reporting through public records. Working with numbers. Segments on print, video and online reporting

methods and style conventions. Prerequisites: JRN 101, JRN 202, JRN 251, or instructor's permission. (3+0)

Per Core Review: ADD ENGL F111X, ENGL F211X or F213X to prerequisites.

11. **COURSE CLASSIFICATIONS:** Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.

YES: NO:

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, Format 6 W = Writing Intensive, Format 7 Natural Science, ("X" for Core) Format 8

12. **COURSE REPEATABILITY:**

Is this course repeatable for credit? YES NO

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?

TIMES

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?

CREDITS

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Later changing the grading system for a course constitutes a Major Course Change.

LETTER: PASS/FAIL:

RESTRICTIONS ON ENROLLMENT (if any)

14. **PREREQUISITES** JRN 101, JRN 202, JRN 251, or instructor's permission

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

16. **PROPOSED COURSE FEES**

\$50

Has a memo been submitted through your dean to the Provost for fee approval? Yes/No

YES

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

NO

Yes/No

If yes, give semester, year, course #, etc.:

18. **ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

Journalism's current facilities and equipment are sufficient to support the class. Faculty has the necessary expertise.

19. **LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of

contact and resolution. If not, explain why not.

No

Yes

Current library resources are sufficient.

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

No other department should be directly affected.

21. POSITIVE AND NEGATIVE IMPACTS

Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

The proposed class is a part of a long-considered shift in the department's curriculum away from specialty tracks, such as photojournalism and broadcast, toward an expanded set of required courses for all UAF Journalism majors. Reporting is designed to give all department majors a taste of reporting through a range of media early in their academic careers.

Positive outcomes: Writing demands are less rigorous in the technical class sequences associated with J-major concentrations in photojournalism and broadcast. The major's proposed two-semester sequence JRN 202 News Writing for the Media and JRN 302 W Reporting should ensure all UAF Journalism majors receive a better foundation in the writing skills valued throughout media. Likewise, the broader reporting skill set cultivated through Reporting and other courses in the proposed single curriculum should enhance job prospects for all UAF J-majors. Faculty resources will be utilized more fully through classes consolidated under the major's course progression.

Possible negatives: A third or more of our majors pass through the current photojournalism concentration track. We may lose photo-oriented students to UAF's new BFA in photography and to programs outside the institution.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

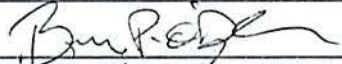
Under our current curriculum, UAF Journalism majors take a core set of six classes and receive specialized training in one of four areas: news-editorial (print), broadcast, photojournalism or new media. This traditional approach reflected the divisions long separating conventional print and broadcast media. Expectations differ in newsrooms today. Journalists now commonly serve an array of media consumers, filing print, video and online reports for most news stories.

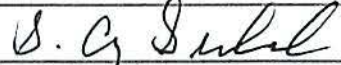
JRN 302 W Reporting both covers fundamentals-- provides students with valuable experience covering beats, developing sources and meeting deadlines-- as well as fostering versatility demanded by employers. A progression of learning modules instructs students in medium-specific methods and style considerations as they report and presenting news for a range of media.

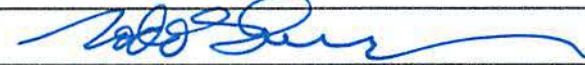
Course content is writing intensive throughout, requiring weekly reports, a longer enterprise story involving a draft and rewrites, as well as short essay quizzes on the reading. Writing skills will be assessed in a ungraded opening class exercise and coached through individual conferences discussing progress on the student's enterprise story rewrites. Scores earned on writing assignments make up a majority of the final grade formula.

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APPROVALS: Add additional signature lines as needed.

	Date
Signature, Chair, Program/Department of: <u>JOURNALISM</u>	9/12/2011 <u>3/19/12</u>

	Date
Signature, Chair, College/School Curriculum Council for:	<u>7/23/2012</u>

	Date
Signature, Dean, College/School of: <u>CEA</u>	<u>01/15/13</u>

	Date
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Signature of Provost (if applicable)

Offerings above the level of approved programs must be approved in advance by the Provost.

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date
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Signature, Chair

Faculty Senate Review Committee: Curriculum Review GAAC

Core Review SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

	Date
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Signature, Chair, Program/Department of:

	Date
--	------

Signature, Chair, College/School Curriculum Council for:

	Date
--	------

Signature, Dean, College/School of:



Department of Journalism

101 Bunnell, P.O. Box 756120, Fairbanks, Alaska 99775-6120. (907) 474-7761

MEMORANDUM

DATE: 15 March 2012

TO: Susan Henrichs, Provost

FROM: Brian O'Donoghue, Journalism Dept Chair

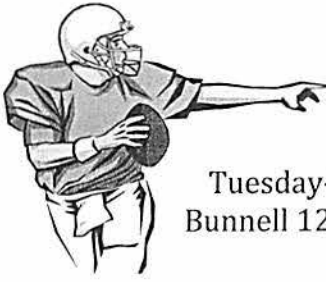
THRU: Johnny Payne II, Interim Dean CLA

RE: Course Fee for JRN 302: Reporting
New course for Fall 2012

*Approved
Susan Henrichs 4/17/12
[Signature]*

*[Signature]
04-17-12*

We are requesting approval for a \$50.00 lab fee for JRN F302 Reporting. This course will heavily utilize the journalism lab for both routine writing assignments and video editing work. Students will also be able to check out and use the departments' video cameras and sound equipment. The fee helps to offset the ongoing costs of maintaining and repairing the equipment, as well as replacing small items that break over time with heavy use such as the SD cards.



JRN 302 W Reporting *syllabus*

Tuesday-Thursday 11:30 a.m. -1 p.m.
Bunnell 126

revised 6/12,2012

Instructor:

Brian Patrick O'Donoghue

Associate professor, Journalism

Office 101 Bunnell

Hours: Tuesday-Thursday 2-3:30 p.m. & by appointment

474-6247

bpodonoghue@alaska.edu

Course Description: News reporting basics: Covering beats, including police, sports, local government, science and the military. Cultivating sources, interviewing and reporting through public records. Working with numbers. Segments on print, video and online reporting methods and style conventions. (3+0) 3 credits



Prerequisites: JRN 101, JRN 202, JRN 251, or instructor's permission.

Per Core Review: ADD ENGL F111X, ENGL F211X or F213X to prerequisites.

Student learning objectives: Students will be able to recognize and report news on deadline. Students learn to cultivate sources while working a beat. Students are introduced to medium-specific reporting methods through learning modules exploring print, broadcast and online storytelling.

Required texts:

"*Telling The Story: The convergence of print, broadcast and online media*," Fourth Edition, The Missouri Group, Bedford/St. Martin's Press

"The Associated Press Stylebook and Libel Manual," 2011 or more recent edition preferred

Other reading: Selections from "The Digital Journalist Handbook," by Mark. S. Luckie, "Journalism Next," by Mark Briggs, additional handouts as assigned.

Instruction methods: Class sessions open with lectures and/or a quiz . The second half of most classes is devoted to a writing exercise, hands-on demonstrations in media reporting techniques or digital editing lab work.



Assignments: Students file weekly reports-- short news stories-- covering assigned beats.

Most of these are submitted as written documents conforming to The Associated Press Style guidelines. At least one, and no more than three, beat reports will take the form of a professionally scripted video package.

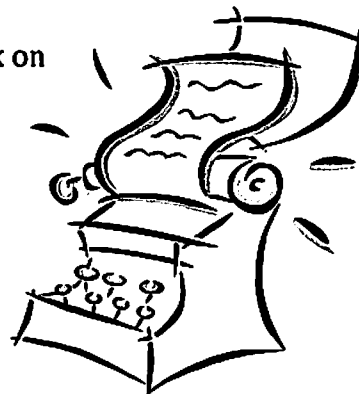


Two rewrites, incorporating the professor's mark-up feedback, are required on a final enterprise story, 750-1,200 words long, developed off beat sources.

Weekly source logs noting contacts are logged using a spreadsheet or similar software. Expect weekly quizzes on the assigned readings and module concepts, as well as a final exam.

Field trips to local government meetings, the courthouse, campus police and other beat turf will occasionally be held in lieu of class.

Note: This is an upper division writing-intensive course. The majority of your grade reflects the quality of your written work on beat reports, enterprise stories and script exercises. You are expected to possess a solid grasp of grammar and correctly apply AP Style guidelines. Incoming students take part in an ungraded incoming writing assessment. We will meet individually at least twice during the semester to discuss your work on the final enterprise story and overall progress. Additional rewrites on assignments or coaching at UAF's Writing Center will be mandated as needed.



Schedule:

A tentative roadmap of class assignments, lecture topics and exploratory is available on the JRN 310 Blackboard site. However, news is unpredictable. Lecture plans and due dates are subject to change. *Consult Blackboard frequently for schedule updates.*

Grading:

Each student will receive an overall 100-point score weighted using this formula:

- | | |
|--|------------|
| ▪ Beat reports | 40 percent |
| ▪ Final enterprise story,
including drafts. | 20 percent |
| ▪ Quizzes | 10 percent |
| ▪ Script exercises | 10 percent |
| ▪ Final | 10 percent |
| ▪ Source logs | 5 percent |
| ▪ Class participation: | 5 percent |

Above points total notwithstanding poor attendance may lower final grades or result in failure of the course. See "Standards and policies" for details.

Final letter grade calculated under UAF's plus-minus formula applying this philosophy:

- A+: (97-100 points) Honor grade, indicates originality, thorough mastery of the subject
- A: (94-96) Excellence and completion of more work than is regularly required
- A-:(90-93)
- B+: (87-89)
- B: (84-86) Above average effort
- B-:(80-83)

C+(77-79)
C: (74-76) Satisfactory performance, *minimum grade required for J-majors*
C-(70-73)
D+:(67-69)
D: (64-66)Lowest passing grade
D-: (60-63)
F: (62 and below) Failure

Class standards and policies:

Deadlines: Beat reports are due weekly, prior to our last session. Other homework assignments are due at class start. Work submitted late without prior permission from instructor is penalized at least one grade.

Attendance: You are expected to attend every class held in our regular time slot. Missing three classes without the instructor's prior agreement or a valid excuse will lower final grades by one letter. Missing six classes unexcused results in failure of the course.

Valid excuses for an absence: A documented medical or family emergency, other significant personal commitments or select UAF-sponsored activities with prior permission from the professor. Permission to miss class is not automatic, when granted it includes a commitment for an alternative learning exercise.

Make-up work: Missed quizzes and lab exercises cannot be made up without prior arrangement.

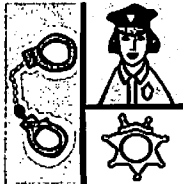
Class participation: Every JRN 302 student starts with a "C" for participation. That grade goes up or down based on contributions to our class discussions.

Factual errors: Check and double check proper names, job titles, dates and all other facts before turning in assignments.

"DANGER, DANGER WILL ROBINSON!"

Plagiarism is appropriating someone else's words and presenting them as your own.

It's fair game for a reporter to quote newspapers, magazines, TV reports or material obtained from credible Web sources. HOWEVER, it's plagiarism to do so without proper attribution. Evidence of plagiarism brings an "F," as in ZERO points, for any assignment. Further sanctions may follow, including possible expulsion from the major..



Fabrication is making up a quote, a source or an event; in other words presenting as real something that did not occur or does not exist. This is a firing offense, a likely career ender, warrants an "F" for the course and possible expulsion from the UAF Journalism program.

Course documents: Submit writing assignments double-spaced for editing. E-mail beat reports and enterprise story drafts. Video or audio projects should be saved on a designated server, or delivered on CD, DVD or portable drive.. Keep source logs as Excel or Open Office spreadsheets.

Online report SEO data: Images and other content intended for online publication must include titles, descriptions and search-engine-optimized metadata.

Style: Our reference is The Associated Press Stylebook. Students may use it open book for class work, quizzes and exams. Scripts must be formatted using class handout guidelines.

Communications: E-mail is best. Use descriptive subject lines. If it is a question about "Beat Report 2" reference that in the subject line. Don't expect an immediate response

Computer policy: JRN 302 meets in a computer lab. We use computers writing, researching and editing reports and exercises. Class time is not to be used checking email, social media sites or surfing unless directed to do so by the instructor.

CELL PHONE FREE ZONE:

Turn off phones and other messaging devices during class.
No texting. No surfing. No kidding!

How to succeed in JRN 302W

Missing class hurts!

Apply the style conventions. Reports for print media must conform to AP Style. Scripts must be formatted using class guidelines. Online reporting must be supported with titles, descriptions and search-engine-optimized metadata.

Make the rounds: Stay on top of developments. Visit or call sources at least once a week. Collect phone numbers for after hours follow ups. Don't stop asking, "What's new?"

Check out the competition: If others are reporting on the similar stories, compare their coverage with your own. Crow when you're out front. Resolve to do better when you're not. Note their sources.

EXTRA! EXTRA! Read all about it!

Publication or broadcast of class assignments through the News-Miner, local television or other commercial news outlets rates a bonus, depending on the significance of the reporting project, of up to one-half letter grade. Bylines in the Sun Star or Extreme Alaska and other campus media merit appropriate extra credit.

Special needs: *If you have any kind of learning disability, no matter how unimportant you think it might be, please let me know within three weeks of the first class session. Accommodations are often possible through consultation with UAF's Office of Disability Services.*

*If you already have a letter from the center that stipulates instructional accommodations, I need a copy ASAP. **More options are available early in the semester, so don't be shy.***

Offices below offer assistance with disabilities, writing papers or preparing class presentations:

Disability Services
e-mail. fydso@uaf.edu
tel. 907-474-5655
tty. 907-474-1827
fax: 907-474-5688
Whitaker Building
Room 208
www.uaf.edu/disability



Writing Center
Dept. Of English
801 Gruening Bldg.
(907) 474-7193
faengl@uaf.edu

**Greet each day as
new opportunity
to thump the
competition!**

Speaking Center
Dept. of Communication
507 Greuning Bldg.
(907) 474-5470
fyspeak@uaf.edu

JRN 302 Reporting1 W

Spring 2013 tentative schedule

O'Donoghue
revised 9/05/2011

for instructor reference

Date	Lecture topic	Reading	Deadlines	Takeaway points
		FOR THE NEXT CLASS		
Week 1	Working a beat	"Telling the Story," C1		1. Systematic networking 2. What's now. 3. What's next
	Overnight expert	Telling C2	Pick beat assignment	1. Curiosity 2. Expertise 3. Schedule
Week 2	Networking	Telling pg 203-218		1. Phonebook 2. Touching base 3. Referrals
	Translating jargon			
Week 3	Records 1	Telling, C3		1. Master lingo 2. chain of command 3. Lay of the land
	Municipal matters			
Week 4	Interviewing 1	Telling, C13		1. Enlist record keepers 2. ID key files 3. FOIA
	Local elections	"Writing for the Web," Digital Journalist		1. Decision makers 2. Covering meetings 3. Scope of influence
Week 5	Enterprising attitude	Telling, C4		1. Parliamentary rules 2. Explain process 3. Behind closed doors
	Records 2			
		Telling, C12	Enterprise proposals	1. Follow the \$\$\$ 2. Background check 3. Issues vs spin
Week 6	Crime and punishment			1. To do list. 2. Extra questions. 3. Collecting tape
	Criminal	"Telling stories with video," Journalism Next "Art of the Interview," Citizen Muckraking		1. Document timeline 2. Triangulation 3. Lies are a gift
Week 7	Interviewing 2	Telling, C5 Eric Nalder, tipsheet		1. Interpreting files 2. Transcripts 3. Tapes and exhibits
	Reading budgets	Telling, C6		1. Listen to tips. 2. Interviewing lawyers 3. Understanding sentences
Week 8	Lessons from sports reporting	Telling, C7		1. Potential motherload. 2. My enemy's enemy 3. Contact info
	Science	Telling, C8 & C9		1. Agency turf. 2. Public Affairs 3. Beat advantage
Week 9	Individual writing conferences			1. Steroid blindness 2. Follow the \$\$\$ 3. Don't take it personal
	Scandals on the beat	Telling, C13		1. Translate 2. Sharing drafts 3. What's new, historic or cool
Week 10	Battle stations			1. Tar baby 2. Thick skin 3. Toughness earns respect
	Union solidarity	"Mining annual reports" Citizen Muckraking		1. Read the insignia 2. Situational awareness 3. Embed window
Week 11	Big oil & industry	"Web Design Guidelines" Designers Handbook		1. Business agents 2. Shape up trades. 3. Contract whispers
	Think Green			1. Deputize critics 2. Read the EIS 3. Tour the plant
Week 12	Entry points	"Online package planning" Inside Reporting		1. Volunteer passions 2. Ask your own questions 3. Check enforcement

PRINT module

ONLINE module

BROADCAST module

EDIA GE

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	Missing voices in the neighborhood	"News as a conversation" Journalism Next	MULTI PACKA D			
Week 13	Dealing with feedback	Telling 14, 15			Beat report, log 11	1. Visit the crime scene 2. Interview those you dread or find most different. 3. Bust out of the comfort zone
	Beat ethics	"Beat commandments," handout			Enterprise final	1. Listen 2. Promptly own up 3. Learn from mistakes
	Review the Commandments		REPRISE		1, Set standards. 2. Declare conflicts 3. Question your own bias	
Week 14	The handoff / exam review				Beat report, log 12	1. Touch base with predecessors. 2. Review coverage 3. Prep story list