

COMM 2321: Writing for Strategic Communication

Spring 2022 - HYBRID

Meeting Times: Tuesday and Thursday
2:20-3:40, Journalism Building 224 – Section 16588

NOTE: After Week 1, Tuesdays move to independent Writing Skills Labs and Thursdays remain in-person class periods. Any last-minute changes will be communicated by email so please watch your email on class days.

Instructor: Mary Sterenberg, M.S.
Office: JR 311
Email: sterenberg.2@osu.edu
Phone: 614-292-6185

Class Zoom (please use if you're sick/quarantined but still well enough to attend class)

<https://osu.zoom.us/j/91992034936?pwd=ZnRMWTBTbXhEOEdISURoZzgzM3Azd09>

Meeting ID: 919 9203 4936

Password: 751850

Office Hours

Monday 9:30 a.m.-noon, Wednesday 2-3:30 p.m. by appointment (virtually). I will find other times to meet if these hours don't work. Email me to schedule.

Office Hours Zoom:

<https://osu.zoom.us/j/94162584331?pwd=bE1RQ2k2RFo1S2krcE1Ya3lieFBnUT09>

Meeting ID: 941 6258 4331

Password: 906047

COURSE DESCRIPTION

Learning to write accurately, concisely and on deadline takes practice. The more you do it, the better and faster you become. This is a high-intensity course designed to prepare you for the deadlines and forms of writing required in a professional environment. Opportunities for writing a variety of types of copy for print, broadcast media, web and public relations will be incorporated into the assignments. This course also will give you an appreciation for the importance of being a strong editor and giving constructive feedback to other writers.

This is a hybrid class. After the first intro week, each Tuesday class period will be a skills writing lab where students work independently to complete assignments that apply course concepts (NOTE: There is one Tuesday in the calendar below where we need to meet as a group on a Tuesday, so please mark that on your calendar). Each Thursday class period will be a group meeting in class. As a hybrid class, some the lecturing will be provided via lecture slides on Carmen and assigned readings to complete before class. You will complete assigned readings, watch lecture slides and take brief reading quizzes BEFORE coming to class so we can use our class time for additional instruction, writing, editing and group discussions on current news and writing.

COURSE OBJECTIVES

- Learn fundamental concepts of news gathering and news writing and understand how these translate into other professional areas of communication

- Strengthen ability to write factually, concisely and effectively, and to help others do the same through strong editing
- Develop proficiency in Associate Press Stylebook rules and application
- Develop publish-worthy writing portfolio material
- Improve ability to effectively manage time, balance multiple tasks and meet deadlines
- Prepare for writing and copyediting tests required by most employers
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

COURSE TEXTS

- Writing for Strategic Communication Industries, Jasmine Roberts,
<https://ohiostate.pressbooks.pub/stratcommwriting/> (This is a no-cost online textbook)
- The Associated Press Stylebook 2020-22. The Associated Press.
- Recommended: The Columbus Dispatch, The Lantern, The Skimm (sign up for free email updates, follow on Twitter)

HYBRID COURSE EXPECTATIONS

This course will have in-person and online components, but students should plan to be attending class or completing Skills Lab Assignments during all scheduled class periods.

- Do not schedule work or other commitments during class periods.
- Have access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes. You have access to course expectations and deadlines in advance, and the Carmen team and I are available to help with technical issues PRIOR to due dates. Refer to <https://resourcecenter.odee.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.
- Be active in Carmen, which means accessing our course online multiple times per week as I don't see you live every class period and may post updates or announcements. The module for each week will provide assigned readings, needed materials and assignments for that week (i.e., Skills Lab Assignments and reminders for upcoming readings/quizzes/assignments).
- You must complete all assigned readings BEFORE coming to class each week. This will help ensure you don't lose points and are ready to begin applying concepts during our limited time together in class. Reading Quizzes are due by the start of class, as noted on the syllabus. DO NOT collaborate with classmates on quizzes.
- Bring a computer to any in-person classes so you can access online materials.

COURSE EVALUATION

| | |
|------------------------|---|
| Reading Quizzes | 50 points (10 quizzes at 5 points each) |
| Skills Lab Assignments | 100 points (we have 12 labs work 5 or 10 points each) |
| Writing Assignments | 150 points |

- News story
- Feature
- Media Kit

| | |
|------------------|-----------|
| AP Style Quizzes | 50 points |
|------------------|-----------|

- Best five of six
- 10 points each

| | |
|------------------------------|-------------------|
| Exam | 50 points |
| Total Possible Points | 400 points |

COURSE GRADING SCALE

| | | | | | |
|----|---------|----|--------|----|---------------|
| A | 93-100% | B- | 80-82% | D+ | 67-69% |
| A- | 90-92% | C+ | 77-79% | D | 60-66% |
| B+ | 87-89% | C | 73-76% | F | Less than 60% |
| B | 83-86% | C- | 70-72% | | |

COURSE ASSIGNMENTS

All assignments should follow AP style guidelines. Save early and save often. **If you are absent the day an assignment is given, ask a classmate or come see me during my office hours for the assignment. There is no flexibility on set deadlines, as this course focuses on deadline-based writing. Treat provided deadlines as “last-chance” deadlines. Work and plan ahead whenever possible and don’t submit last minute if you can avoid it.**

Reading Quizzes (50 points)

Students must review readings and any assigned lecture slides before coming to class so we can spend more of our in-class time applying the material by writing and editing. These 5-point reading quizzes are due by the start of class most Thursdays, as noted on the syllabus. DO NOT collaborate with classmates on reading quizzes. These are timed quizzes (you have seven minutes for five questions), so do the reading before starting the quiz because you will not have time to look up answers as you go. Due dates are on the syllabus and students are responsible for completing reading assignments by the due dates. There are no makeups for missed deadlines. **READING QUIZZES WILL OPEN SUNDAY EVENINGS AND ARE DUE BY START OF CLASS THURSDAY.**

Most reading quizzes are five multiple choice questions on Carmen. Two quizzes have a different format. See info below:

- **Reading Quiz #9: Media Framing & Ethics (OPEN ALL SEMESTER)**
You earn these 5 points with successful completion of an online training on media ethics. Visit <https://pagecentertraining.psu.edu/> and choose JUST Module 11: Media Framing and Ethics. Go through the lessons and score at least 80% on the quiz to receive your certificate of completion. Upload this certificate to Reading Quiz #9 at any point during the semester before the quiz due date. It’s an all or nothing five points.
- **Reading Quiz #10: Grammar (OPEN AFTER WEEK 1 FOR REMAINDER OF SEMESTER)**
This quiz follows the usual format, with five multiple choice questions, but you may complete it at any point during the semester. It must be submitted by the final scheduled day of class. Some students come in with strong grammar knowledge, and others need time to improve. Take the quiz when you feel you are ready. Use the provided study materials on Carmen to determine when you feel ready.

Writing Skills Lab Assignments (100 points)

Our class structure includes a weekly Writing Skills Lab because the best way to become a better writer is to write, and write often. Skills Lab Assignments are designed to help you learn and practice the writing and editing techniques needed for longer Writing Assignments. I give you one class period weekly to complete and submit an assigned Skills Lab Assignment. There are 12 labs worth 5-10 points each. Skills Lab Assignments are separate from assigned readings and homework that are intended to be done outside of scheduled class times. These assignments will open Sunday evenings and are due by the end of the class period to allow me to review and address areas where students are struggling during the next in-person.

A key learning objective in this class is meeting deadlines, so these assignments can be completed early (unless it specifically notes it is a timed writing assignment), but they cannot be submitted late or made up. If you miss a deadline, feel free to still submit so that I can review. You just won't receive points for the assignment. When you're working for or with media, deadlines are everything. If a story is due at 4 p.m., then 4:01 p.m. is late. Provided deadlines are last-chance deadlines, so plan accordingly.

Writing Assignments (150 points)

In this course you learn to write in a new way that is very different from academic writing. Writing must be concise, accurate and conform to newswriting and AP style – and it must be done quickly. This style of writing often involves finding sources and writing solid content on a short deadline. When a source doesn't return your call, or when an event ends at 10 p.m. and your story must be filed by midnight, it takes quick-thinking and problem solving to get the job done. On the flip side, articles with longer deadlines come with the expectation of more sources, greater planning and research, and additional content. You will complete a news article, a feature article and a media kit. The goal is for your finished work to get published in *The Lantern* or other media outlet (this adds a writing sample to your portfolio, and the smallest published writing clip carries more weight with employers than the very best thing you ever do "just for class.") ALL CLASS ASSIGNMENTS THAT INCLUDE SOURCES MUST INCLUDE A CONTACT LIST WITH PHONE NUMBERS AND EMAILS FOR YOUR SOURCES. I WILL CONTACT SOME OF THESE SOURCES THROUGHOUT THE SEMESTER.

AP Style Quizzes

For many careers involving writing or editing, a solid understanding of how to use the Associated Press Stylebook and AP style rules is fundamental. This class includes six AP style quizzes you will complete during Skills Lab time, with the top five scores counted. A studyguide is available on Carmen and we will review concepts during the previous class periods for weeks when there is an upcoming AP style quiz. Quizzes will be open only during Skills Lab time. I understand that things happen, so that is why I allow one dropped quiz. If you miss a quiz, that will be your dropped quiz. **Students MAY use their AP stylebook for the quizzes, but these are timed quizzes and you will not have enough time to look up every answer.** I strongly encourage you to study each quiz's assigned content using the studyguide, your AP stylebook and notes from class and use the stylebook during the quiz only to double-check yourself. We will review quizzes as a class the following class period as time allows.

Exam

The final exam will evaluate your understanding of the course material. The exam is multiple choice and includes materials covered in lecture materials as well as assigned readings. Proctorio is the online exam proctoring tool integrated into Carmen. Use of Proctorio is **required** for the exam in this course. Students are required to have a

webcam (USB or internal) with a microphone and a strong and stable internet connection. You will need to use a Chrome browser. Visit the [Student Guide to Proctorio](#) to get started before taking the exam. If you prefer to take the exam in the university testing center, just let me know at least a week before the exam so that I can register you and allow you to schedule a time. You must take the exam on the same day as the rest of the class.

COURSE POLICIES

Attendance & Participation

In an internship or job, attendance is expected and missing a day of work can cost you income and damage your personal brand. The attendance policy for this class is to allow one excused (i.e., documented) absence. Because **Communication 2321 is a hybrid class that only meets synchronously once a week and often involves in-class peer editing, if a student misses more than one class during a regular 15-week semester, the final course grade will be lowered one letter grade for each unexcused/undocumented absence beyond one.** If you need to quarantine due to sickness or exposure to sickness, you may join the live class Zoom.

If you are absent a day an assignment is discussed or assigned, it is your responsibility to get details from me or a classmate. **I do not accept late work.** If you will be absent the day an assignment is discussed or due, contact me in advance for assignment details and turn it in early in class or in my office. Under no circumstances are assignments accepted via email unless explicitly stated otherwise.

Deadlines

When writing for the media, missing a deadline equals blank space to fill in a newspaper (and an angry editor), a lost radio or television spot (and some big bucks) or an unhappy client unwilling to pay you or use you again for public relations representation. Assignments in this course also must be completed on time because Carmen often will assign them to other students for review after the submission deadline. **There is no flexibility on set deadlines. You are always welcome to submit late work for feedback from me, but you will not receive points for late work.**

Extra Credit: There are 5 extra credit points available in this class. Occasionally I will award extra credit beyond these points to students for in-class activities as discussed in class. Extra credit will be applied to the final grade point total. *Submit all extra credit on Carmen by the final day of class (not counting finals week).*

- **Activities (4 points):** Participate in an on-campus professional development activity during the semester (i.e., PRSSA or BASCA meeting or other events as approved by the course instructor) and submit responses to the questions in the Extra Credit assignment on Carmen as well as proof of attendance. If you have me for multiple classes, you may not count the same event for both classes. You may attend multiple events and submit a different event for each class.
- **SEI class response rate (1 point):** If the class hits an 80% response rate on SEIs, I will give the entire class a point.

COVID-19 and Illness Policies

University COVID policies

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>).

Masks and social distancing

The university requires that everyone on campus wears masks indoors (for more information, see

<https://safeandhealthy.osu.edu/>). Wearing a mask that covers your mouth and nose is important because it can help slow the spread of COVID-19. There are several reasons to do this, even if you are vaccinated. Even if you are vaccinated, there have been some cases of “breakthrough” infection, where a vaccinated person becomes ill. These cases are much less severe than cases among unvaccinated individuals, but you still don’t want to go through it if you don’t have to.

Social distancing may also help slow the spread of COVID. Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Illness or absence

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, students should not attend class if they are feeling sick. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. You do not need to provide a physician’s document of illness, but you should advise me via email as soon as you are safely able to do so.

Recordings of class sessions

I intend to live-stream and record in-person class sessions on Zoom, where students can join during the class period or access the recording after the class periods. **These recordings are not a substitute for the in-person learning experience. Instead, they are a tool to help those who are forced to miss class on account of illness to catch up.** As such, recordings may fail to capture in-class activities, they may be incomplete in other ways, or they be entirely missing (e.g., in the event of a problem with the recording technology).

Other related resources

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen:

- I will post course information, readings and notes on Carmen. Your grades also will be posted on Carmen. You have one week after grades have been posted to inquire about a missing grade or a grade you believe to be incorrect.
- Carmen, Ohio State’s Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu).
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**

- [Carmen accessibility](#)

Carmen Zoom:

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom.
- [Carmen Zoom](#) help guide

Turnitin

- Ohio State students are accountable for the integrity of the work they submit. You should be familiar with the guidelines provided by the [Committee on Academic Misconduct](#) and [Section A of OSU's Code of Student Conduct](#) to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following the Code of Student Conduct as appropriate. Note that submitted final papers become part of the Ohio State database.
 - Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
 - Phone: 614-688-HELP (4357)
 - Email: 8help@osu.edu
 - TDD: 614-688-8743

Proctorio:

- Proctorio, an online proctoring tool, will be used during this course to administer the final exam. Proctorio offers you flexibility to take your exam at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you must be **over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
- Proctorio offers free [24/7 student support](#) through web chat or email.

Office Hours & Email

I will hold office hours via Zoom ([Carmen Zoom](#) help guide). Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. I am also happy to give you feedback on your work *at least 48 hours before* the assignment is due during office hours. Email should be used to schedule an appointment outside of office hours or for *short* questions clarifying class assignments or specific items from lectures.

Course Communication

I will notify you of any reminders, schedule changes, other updates, etc. by email, so check your email frequently. Email is a professional obligation. The best way to contact me is through email at sterenberg.2@osu.edu. For email, please include COMM 3334 in the subject line to ensure your email receives high priority in my inbox.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and

dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>. **If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the policy or what constitutes academic misconduct in this course, please contact me.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator at titleix@osu.edu

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

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. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

| Who can I talk to? Where can I go for help with emotional distress? | Who can I talk to? Where can I go for help with emotional distress? |
|---|--|
| Counseling and Consultation Service 614-292-5766 1030 Lincoln Tower, 1800 Cannon Dr. Younkin Success Center, 1640 Neil Ave. | Student Wellness Center 614-292-4527 RPAC, 337 Annie & John Glenn Ave. |
| "Let's Talk" Thursday evenings, 6-8 p.m. Multicultural Center, Ohio Union | Sexual Assault Response Network of Central Ohio 614-267-7020 |
| Psychology Services Center 614-292-2345 105 Psychology Building, 185 Neil Ave. | Buckeye Peer Access Line (PAL) 8 P.M. – Midnight (only) 614-514-3333 |
| Stress Trauma & Resilience 614-293-STAR Harding Hospital, 1670 Upham Dr. | Suicide Prevention Lifeline 614-221-5445 or 800-273-8255 Text 4hope to 741741 Or call 911 for immediate assistance |

School of Communication Cares School of Communication Cares

Accessibility accommodations for students with disabilities
Requesting accommodations
Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Tentative Course Schedule (DISCLAIMER: I reserve the right to alter the scheduled topics as the semester progresses. These changes will be announced via Carmen announcements or email.)

Required readings/lectures for each week are available on Carmen in that week's Module.

Note:

- **Reading Quiz #9** is a Media Framing & Ethics certification that can be completed at any point during the semester. Upload the certificate of completion to earn your 5 points.
- **Reading Quiz #10** is on grammar and can be completed at any point during the semester after Week 1. It must be completed by the last day of class for credit.

| Week | Dates | Tuesday <i>Writing Skills Lab</i> (completed on your own before or during class time. Must be submitted by end of class.) | Thursday <i>In class (or live on Zoom if you're sick/quarantined but still able to participate real-time)</i> | Independent Homework: to do BEFORE start of THIS Thursday's live class |
|------|------------|---|--|---|
| 1 | 1/11, 1/13 | Intro to course PR vs. Media Writing | Media Relations & Writing Basics | READ: Chapter 1, Chapter 2 |
| 2 | 1/18, 1/20 | <i>Writing Skills Lab 1</i> SUBMIT: Writing Lab Assignment | Style and the AP Stylebook News Values | READ: Chapter 4 WATCH: AP Style Lecture; What is News/News Value Lecture COMPLETE: Reading Quiz #1 SUBMIT: Writing Lab Assignment |
| 3 | 1/25, 1/27 | <i>Writing Skills Lab 2</i> SUBMIT: Writing Lab Assignment | Inverted Pyramid Writing Interviewing/Gathering facts | READ: none WATCH: Interviewing Lecture COMPLETE: Reading Quiz #2 SUBMIT: News Story Idea Form |
| 4 | 2/1, 2/3 | <i>Writing Skills Lab 3</i> SUBMIT: AP Style Quiz #1 Writing Lab Assignment | Headlines Newswriting – Leads & Body | READ: Chapter 5 (only sections 5.27, 5.28, 5.29) WATCH: Leads Lecture, Newswriting – Body Lecture COMPLETE: Reading Quiz #3 |
| 5 | 2/8, 2/10 | <i>Writing Skills Lab 4</i> SUBMIT: AP Style Quiz #2 Writing Lab Assignment | Editing and rewriting | READ: none WATCH: none SUBMIT: News Story Draft SUBMIT: Writing Lab Assignment |
| 6 | 2/15, 2/17 | <i>Writing Skills Lab 5</i> SUBMIT: AP Style Quiz #3 | Headlines Newswriting Advanced | READ: none WATCH: Headlines Lecture, Advanced Newswriting Lecture COMPLETE: Reading Quiz #4 |

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|----|-------------------|--|---|--|
| | | Writing Lab Assignment | | SUBMIT: News Story Final (by 5 p.m. Friday) |
| 7 | 2/22, 2/24 | <i>Writing Skills Lab 6</i> SUBMIT: AP Style Quiz #4 Writing Lab Assignment | Pitching/ Working With Reporters | READ: Chapter 8 (all sections) WATCH: Pitching Reporters Lecture COMPLETE: Reading Quiz #5 SUBMIT: Feature Story Idea |
| 8 | **3/1, 3/3 | Feature Leads Feature Writing NOTE: In-person class will be Tuesday this week | Feature Writing Workshops | DUE BEFORE TUESDAY CLASS THIS WEEK READ: Chapter 6 (all sections) WATCH: Feature Writing Lecture COMPLETE: Reading Quiz #6 MAKE PROGRESS: Gather info, schedule interviews for Feature Story |
| 9 | 3/8, 3/10 | <i>Writing Skills Lab 7</i> SUBMIT: Writing Lab Assignment | Deadline Writing | READ: none WATCH: none SUBMIT: Feature Story |
| 10 | 3/15, 3/17 | SPRING BREAK | | |
| 11 | 3/22, 3/24 | <i>Writing Skills Lab 8</i> SUBMIT: AP Style Quiz #5 Writing Lab Assignment | Public Relations & PR writing News Releases & Press Kit Materials | READ: Chapter 9 (all sections) WATCH: PR Writing Lecture, Press Kit Materials Lecture COMPLETE: Reading Quiz #7 |
| 12 | 3/29, 3/31 | <i>Skills Writing Lab 9</i> SUBMIT: AP Style Quiz #6 Writing Lab Assignment | Writing for Broadcast Guest Speaker (tentative) | READ: None WATCH: Broadcast Lecture MAKE PROGRESS: Be gathering information and conducting interview for your media kits |
| 13 | 4/5, 4/7 | <i>Writing Skills Lab 10</i> SUBMIT: Writing Lab Assignment | Writing for the Web | READ: none WATCH: Writing for the Web Lecture COMPLETE: Reading Quiz #8 |
| 14 | 4/12, 4/14 | <i>Writing Skills Lab 11</i> SUBMIT: Writing Lab Assignment | Media Kit Workshops Media Law & Ethics | Reading Quiz #9 (OPEN ALL SEMESTER, but closes start of this class) SUBMIT: Media Kit (due by 5 p.m. Friday) |
| 15 | 4/19, 4/21 | <i>Writing Skills Lab 12</i> SUBMIT: Writing Lab Assignment | Bringing it All Together Exam Review | Reading Quiz #10 (OPEN ALL SEMESTER, but closes start of this class) |
| | 4/27 | Final Exam | ONLINE | |