

Editing for Publications

Fall 2012
MCPM 3313 - 3 credit hours
9:30-10:45 a.m. TR
Walker Center, Room 122

Professor:

Kenna Griffin

Office: Walker Center, Room 117

Office phone: 208-5043

Facebook: www.facebook.com/ProfKRG

Email: kennagriffin@gmail.com

Office hours: Posted

Twitter: @profkrg

I have an open-door policy and am happy to discuss journalism with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. If you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure that we can provide one another our undivided attention.

Required Texts & Course Materials:

Brooks, B.S., Pinson, J.L., and Sissors, J.Z. (2009). *The Art of Editing*, ninth edition. MA: Allyn and Bacon.

Christian. Ed. (2009). *The Associated Press Stylebook and Briefing on Media Law*. MA: Perseus Publishing.

Gillman, Mary Louise. (1998). *One Word, Two Words Hyphenated*. NCRA Press.

Kovach, B. and Rosenstiel, T. (2007). *Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. NY: Three Rivers Press.

Materials posted on the course website, which is under the "Courses" tab on www.profkrg.com/.

NOTE: Others may be added during the semester.

Recommended Texts:

Clark, R.P. and Fry, D. (2003). *Coaching Writers*, second edition. MA: Bedford/St. Martin's.

Good media practitioners (and citizens) are well-informed news consumers.

You should read *The Oklahoman* and *The Campus* every day (www.mediaocu.com). I recommend that you get into the habit of reading at least one daily metropolitan newspaper and a weekly news magazine. I also recommend that you watch at least one televised newscast each day.

In addition, I recommend that you visit and participate in discussions on my media blog, www.profkrg.com. The site acts as a resource for students and an open forum for discussion of trends in our profession. You can follow the blog on Twitter @*profkrg*. I will use the class hashtag (#mcpm3313) for items I find especially relevant to this course. You also may follow my blog and other industry news on Facebook at www.facebook.com/ProfKRG.

Responsible citizens are avid news consumers. Information is the key to a democratic society. Develop the habit of daily news consumption now if you haven't already.

Course Description:

In this course you will study the behind-the-scenes aspects of the newsroom including staff structure and management, and properly editing copy, photos and design for publication. You also will learn how to apply the basic elements of Associated Press style and editing marks to writing. You will understand how to select content, prepare copy for publication, edit photographs, write headlines, choose type, and paginate pages. You will learn these aspects of journalism by participating in classroom lectures, practical editing assignments, regular readings, weekly quizzes, and comprehensive examinations. As part of this course you will be required to write and edit copy for Student Publications. Upon completion of this course, you will understand successful approaches to news editing and newsroom management.

Grading:

I will attempt to grade all class assignments and return them to you within a week of submission. You are encouraged to visit my office to discuss any questions or concerns you have about your grades on individual assignments or in the course as a whole. You are strongly discouraged from openly discussing your grades during class sessions.

Your grade for this course will consist of grades in five categories:

- Final exam - 25 %
- Midterm exam - 20 %
- Assignments - 30 %
- Quizzes - 15 %
- Attendance/participation - 10 %

Exams:

You will take two exams—a midterm and a final—in this course. The exams each will consist of 10 essay questions, each worth 10 points, for a total of 100 points per exam. Partial credit will be given where applicable.

The exams will consist of materials covered in text readings, lecture materials and handouts. You should finalize all text readings before the exams. I will address components of the exams as they are discussed in class. I also will provide a review for each exam. Please understand that I am not interested in your ability to memorize content, therefore the exams will consist mostly of applying the knowledge you've learned in the course to "real world" scenarios.

You should plan to take the exams at the scheduled time. Make-up exams will be given only in extreme emergencies (aka: death or near death). I am unlikely to approve a make-up exam. If I do, the make-up exam will be more academically rigorous than the original.

Responses:

For the purposes of this class you will create responses to course readings. Some readings are scheduled below in the course schedule. However, most topics and assigned readings (podcasts, videos, etc.) will be posted via the course website. All of the summaries are scheduled below. You will bring a reading summary (or more than one, if assigned) to each class session. The summary should be typed, stapled (if necessary) and include the following:

- One or two paragraphs summarizing the content,

- A paragraph on what surprised you or caught your attention in the readings, and
- A reflective paragraph that ties the readings back to the course and your future role as a media practitioner.

I will collect these responses at the beginning of each class session. Each response is worth 100 points. Responses are “all or nothing” credit. If you are present on time and your response is correct, you will receive full credit. If you are late or if your response is poorly written (not clear, concise or containing good grammar), incomplete or inaccurate, you will receive no credit.

Weekly Story Assignments:

For the purposes of the class you will be assigned an editorial beat. Your beat will be the basis for all of the stories you write for the course. You will not be allowed to receive credit for a story that is planned for any of OCU’s Student Publications or already has run in one of them. You are encouraged to discuss your ideas with me before you begin the writing process. A story from your beat is due every other Tuesday during the course. Because of the extended nature of the deadlines, you are encouraged to choose topics with an extended news peg. Stories should be single-spaced. Write until you are done. Rewrites are required.

Griffin’s grades:

I award writing grades based on the following standards:

- **A** - Copy is publishable with little editing.
- **B** - Copy is publishable with minor editing and revisions.
- **C** - Portions of the copy would need to be rewritten and closely edited before the story could publish.
- **D** - Copy contains major factual, structural, writing, and usage flaws. It is doubtful whether it could be published. It definitely could not be published without major work.
- **F** - Copy does not meet even minimal standards for the assignment. This grade also is received if a name is misspelled in the writing. Remember that if you don’t correctly name sources it’s pointless to have written the story at all.

NOTE: The AP Stylebook should be used for all writing assignments. You are responsible for using correct spelling, grammar and usage from the beginning of the semester.

Assignments:

You will complete a variety of assignments to apply specific components of news editing. I will provide a handout that explains each assignment. I encourage you to keep these handouts and follow them carefully.

Assignments will be done individually or in groups, as I deem appropriate.

Each assignment will be worth 100 points.

Assignments are due at the beginning of class unless I state otherwise. If you are late for class, your assignment will not be accepted.

You must print your assignments on your own time. You will not be excused from class or receive an excused tardy because of printing-related issues.

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers.

If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Quizzes:

You will be given a weekly Associated Press Stylebook and editing quiz every Thursday. These quizzes will be given at the beginning of the class session and cannot be made up. If you miss for any reason, you will be given a zero for that day's quiz. If you are late, you will be required to submit your quiz with the last on-time student, whether it is complete or not.

The quizzes are meant to ensure that you learn components of grammar and style necessary to edit publications.

Quizzes will be 10 questions worth 10 points each. No partial credit will be given.

You are not allowed to leave the classroom during a quiz without submitting it as completed. You are not allowed to talk during quizzes. You can use any materials during the quiz that you would have available to you in a professional newsroom. You are not allowed to use fellow students or myself as resources.

Attendance:

Course attendance and participation are required and will be counted as 10 percent of your final grade. You are expected to arrive to class on time and leave when class is complete. At this point in your academic career you should understand the concept of decisions and consequences. You are free to make your own decisions regarding your attendance. However, it's important that you are aware that lack of attendance in any class will result in you missing important material that will not be repeated. In addition, repeat absences will result in the lowering of your final grade. If you cannot avoid missing class, you must notify me prior to the class session. Do not assume that I know you will not be present. Communicate with me regarding every necessary absence. Notification of an absence from anyone but yourself will not be considered adequate. Do not send word of your absence via another classmate. I will give excused absences on a case-by-case basis. Remember: ***You make choices. You live with the consequences.***

Participation:

You are required to participate in class. Participation could include commenting on readings, interactive lecture, and careful and active note taking.

It is essential for you to keep pace with the assigned readings to survive this course.

Asking questions always is encouraged. Discussion of things unrelated to class is discouraged. You are not allowed to be disruptive in any way that takes class value from your classmates.

You must always attend class prepared for participation. This includes having paper, writing utensils, books, etc. during every class session.

Engagement & Note-taking:

You are allowed to use a laptop, iPad or smart phone to document and/or live tweet class notes during the course session. If you choose to live tweet the course session, please use the #mcpm3313 hashtag. Also, you should review and adhere to the classroom Twitter policies, which are linked to the course site. Tips for getting the most out of live tweeting classes/events also can be found there.

Technology:

You are not allowed to have your cell phone ringer or alert notifications on during class. Students found texting or using cell phones or computers for anything other than note taking during class will be asked to discontinue the practice or leave. Repeated issues will result in lowering of your attendance/participation grade.

Printing:

Writing assignments must be completed outside of class. All assignments must be typed and stapled. You will not be excused from class to print assignments. Do not come to class to discuss printing with me. It is up to you to determine if you should be late to class to print. If you do not have access to a computer and/or printer, you are welcome to use the mass communications computer lab at the front of our department. Malfunctions of the equipment in the computer lab will not constitute an excuse for late assignments.

Course schedule:

This schedule is tentative and subject to change. Readings should be completed before the class session where they're listed. I will move ahead in the lecture if we complete a subject early.

WEEK 1

Tuesday, Aug. 21 - Course introduction

Thursday, Aug. 23:

- Discussion: *The State of the News Industry*
- Editing Quiz 1
- Response 1 – State of the News

WEEK 2

Tuesday, Aug. 28:

- Discussion: *The Changing Editorial Job*
- Read:
 - AOE: Chapter 1, *Editing for Today's Changing Media*
 - AOE: Chapter 2, *The Editor and the Audience*
- Story 1 due
- Response 2 due

Thursday, Aug. 30:

- Discussion: *The Changing Editorial Job*
- Editing Quiz 2
- Response 3 due

WEEK 3

Tuesday, Sept. 4:

- Discussion: *Manager v. Leader*
- Read:
 - AOE: Chapter 16, *The Editor as Manager and Leader*
- Response 4 due

Thursday, Sept. 6:

- Discussion: *Manager v. Leader*
- Editing Quiz 3
- Response 5 due

WEEK 4

Tuesday, Sept. 11:

- Discussion: *Why Coach?*
- Read:
 - AOE: Chapter 15, *The Editor as Coach*
 - AOE: Chapter 4: *Macro Editing for the Big Picture*
- Story 2 due
- Response 6 due

Thursday, Sept. 13:

- Discussion: *Why Coach?*
- Editing Quiz 4
- Response 7 due

WEEK 5

Tuesday, Sept. 18:

- Discussion: *Coaching Personalities*
- Response 8 due

Thursday, Sept. 20:

- Discussion: *Coaching Personalities*
- Editing Quiz 5
- Response 9 due

WEEK 6

Tuesday, Sept. 25:

- Discussion: *Coaching the Process*
- Read:
 - AOE: Chapter 3, *The Editing Process*
- Story 3 due
- Response 10 due

Thursday, Sept. 27:

- Discussion: *Coaching the Process*
- Editing Quiz 6
- Response 11 due

WEEK 7

Tuesday, Oct. 2:

- Discussion: *Coaching the Process*
- Response 12 due

Thursday, Oct. 4:

- Discussion: *Coaching the Process*
- Editing Quiz 7
- Response 13 due

WEEK 8

Tuesday, Oct. 9:

- Midterm Exam Review

Thursday, Oct. 11 - Midterm Exam

WEEK 9

Tuesday, Oct. 16 - Fall Break. No Class.

Thursday, Oct. 18:

- Discussion: *Law and Ethics*
- Read:
 - AOE: Chapter 5, *Macro Editing for Legality, Ethics and Propriety*
- Editing Quiz 8
- Response 14 due

WEEK 10

Tuesday, Oct. 23:

- Discussion: *Micro Editing*
- Read:
 - AOE: Chapter 6, *Micro Editing for Precision in Language*
- Response 15 due

Thursday, Oct. 25:

- Discussion: *Micro Editing*
- Editing Quiz 9
- Response 15 due

WEEK 11

Tuesday, Oct. 30:

- Discussion: *Headlining Stories*
- Read:
 - AOE: Chapter 8, *Writing Headlines, Titles, Captions and Blurbs*
- Story 5 due
- Response 16 due

Thursday, Nov. 1:

- Discussion: *Headlining Stories*
- Editing Quiz 10

- Response 17 due

WEEK 12

Tuesday, Nov. 6:

- Discussion: *Capturing Images*
- Read:
 - AOE: Chapter 9, *Using Photos, Graphics and Type*
- Response 18 due

Thursday, Nov. 8:

- Discussion: *Capturing Images*
- Editing Quiz 11
- Response 19 due

WEEK 13

Tuesday, Nov. 13:

- Discussion: *Editing Pages*
- Read:
 - AOE: Chapter 10, *Editing for Newspapers*
 - AOE: Chapter 12, *Editing for Web*
 - AOE: Chapter 13: *Editing for Broadcast Media*
- Story 6 due
- Response 20 due

Thursday, Nov. 15:

- Discussion: *Editing Pages*
- Editing Quiz 12
- Response 21 due

WEEK 14

Tuesday, Nov. 20:

- Discussion: *Bringing it All Together*
- Read:
 - AOE: Chapter 7, *Holistic Editing: Integrating the Macro and the Micro*
- Discussion: *Editing Pages*
- Story 7 due
- Response 22 due

Thursday, Nov. 22:

- Editing Quiz 13
- Response 23 due

WEEK 15

Tuesday, Nov. 27:

- Story 8 due
- Response 24 due

Thursday, Nov. 29:

- Editing Quiz 14

- Response 25 due

WEEK 16

Tuesday, Dec. 4:

- Final Exam Review
- Response 26 due

Thursday, Dec. 6:

- Final Exam Review
- Editing Quiz 15
- Response 27 due

Thursday, Dec. 13 from 8 to 10 a.m. - Final exam

Mass Communications Departmental Policies

LATE WORK:

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

EXAMINATIONS:

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- **NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS.** Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. Incompletes are given for a limited period of time.

TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE:

93.0 - 100	=	A
90.0 - 92.99	=	A-
87.5 - 89.99	=	B+
82.5 - 87.49	=	B

80.0 - 82.49	=	B-	
77.5 - 79.99	=	C+	
72.5 - 77.49	=	C	
70.0 - 72.49	=	C-	
67.5 - 69.99	=	D+	
62.5 - 67.49	=	D	
60.0 - 62.49	=	D-	
Below 60.0	=	F	Not I or W

CHEATING/PLAGIARISM:

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of “0”, which is an “F”, on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT:

If you need an accommodation due to a disability under the Americans with Disabilities Act, please contact Student Health and Disability Service Office immediately at 208-5991 or 208-5090. Advance notice is required for many accommodations.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.

POLICY STATEMENT

I have read the above stated policies for the academic year 2012-13 for the Mass Communications Department.

I understand the policies and agree to abide by them.

Name

Student ID# or SSN#

Date

Course Name and Number