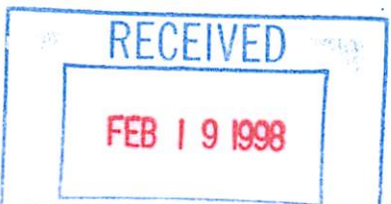


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 97-52Z
Submission Date: _____
Action-Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person B. Gail Wilson (BGWILSON) Phone X3210
Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Broadcast Newswriting
Suggested 20 character title

New Course* _____
Course Number and Full Title

Course Revision CM 403 Broadcast Newswriting
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change CM 403 Writing for Broadcasting
Old Number and/or Full Old Title
CM 403 Broadcast Newswriting
New Number and/or Full New Title

Course or Catalog Description Change CM 403 Broadcast Newswriting
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

B. Gail Wilson 12/15/97 Frank P. Ost 12/15/97
Department Curriculum Committee Department Chair

[Signature] 2/18/98 [Signature] 2/18/98
College Curriculum Committee College Dean

[Signature] 2/18/98
Provost (where applicable)

+ Director of Liberal Studies (where applicable)

Part II. Description of Curriculum change

1. Syllabus of Record (attached)
2. Summary of proposed revision

This revision includes a catalog description change, title change and prerequisite change

Old Title & Catalog Description:

CM 403 Writing for Broadcasting 3c-0l-3sh

Prerequisites: CM 101, permission of instructor

The course acquaints students with the various techniques in writing scripts for radio and television and makes them aware of the visual impact of television and the audio impact of radio. Students are made aware of the limitations of television and radio as well as their unique features.

New Title & Catalog Description

CM 403 Broadcast Newswriting 3c-0l-3sh

Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor

The 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.

Justification/rationale for the change

The current course description is somewhat vague and does not adequately represent the course content. The new course description is more specific, gives students a more realistic view of the course and a better idea of what will be required of them. The title change also more accurately represents the course content. The change in title and course description do not represent significant changes in the course content.

The prerequisite change is made because as a writing intensive course, previously approved by the Liberal Studies Committee, students need certain competencies in writing and research to be successful in this course. The importance of accuracy and the need to have adequate documentation of sources in stories are key elements in news writing.

4. Old Syllabus or Record (attached)

Part III. Letters of Support

See letter from Liberal Studies Committee included with the Program Revision documentation.

Part II. Description of Curriculum Change

1. New Syllabus of Record

I. Catalog Description

CM 403 - Broadcast Newswriting

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor

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 skills in this area of broadcast writing.

II. Course Objectives

Upon completion of the course, the student will be able to:

- ◆ Write news copy for radio and television, using the correct formats and standards established by professional broadcasters;
- ◆ Discuss the importance of accuracy and objectivity in broadcast journalism;
- ◆ Discuss the legal and ethical concerns associated with broadcast journalism and the electronic media, in general;
- ◆ Apply appropriate research skills to news writing, understanding the importance of accurate and sufficient attribution in a news story;
- ◆ Understand the importance of audience demographics and how they are used in news writing and production;
- ◆ 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
- ◆ Incorporate good writing skills into all assignments in this course.

III. Course Outline

Week #1 (3 class hours)

- introduction and course requirements
- writing for the ear and eye
- understanding the audience
- news copy preparation

Week #2 (3 class hours)

- news writing style
- writing to be understood

109 113

- Week #3 (3 class hours)
- understanding what is newsworthy
 - what is a lead
 - writing leads for radio
- Week #4 (3 class hours)
- writing radio news stories
 - researching stories
- Week #5 (2 class hours)
- writing radio news stories
- Week #5 (1 class hour)
- Test #1**
- Week #6 (3 class hours)
- news sources
 - gathering news and researching stories
 - reporter's responsibilities
- Week #7 (3 class hours)
- using audio with news stories
 - writing stories with audio
- Week #8 (3 class hours)
- putting together a newscast
- Week #9 (3 class hours)
- interviewing
 - covering news stories
- Week #10 (1 class hour)
- radio news critiques due
 - review and discussion of critiques
- Week #10 (1 class hour)
- Test #2**
- Week #10 (1 class hour)
- writing news for television
- Week #11 (3 class hours)
- using visuals with television news stories
 - writing television news stories

- Week #12 (3 class hours)
- television news reporting
 - television newscasts and organization
- Week #13 (3 class hours)
- public affairs programming
 - inside a television news room
- Week #14 (3 class hours)
- media law and ethics

Final Exam as scheduled

IV. Evaluation Methods

Students will be required to research and write approximately 35 news stories for radio and television throughout the semester. Students will also write two critical reviews of television and radio newscasts. Other assignments will include one newscast producing assignment and a final project to write a produce a complete newscast. Specific grading criteria for each writing assignment will be given to the students, in writing, when the assignment is given. Students will also be required to take two tests and one final exam.

Assignments:

News stories and writing exercises:	35X15 points each	=	525	(52.5% of total)
Critical Analysis of newscasts:	2X20 points each	=	40	(4% of total)
News producing assignment:	1X35 points	=	35	(3.5% of total)
Final Project	1X100 points	=	100	(10% of total)
Tests	3X100 points each	=	300	(30% of total)
Total Points Possible		=	1000	

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

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

V. Required Textbooks, supplemental books and readings

Required Textbook: Papper, Robert A. (1995). Broadcast News Writing Stylebook

Required supplemental book: class packet available from local copy center

VI. Special resource requirements

None

VII. Bibliography

- Cohler, D. K. (1990) Broadcast Newswriting. Prentice-Hall, Englewood Cliffs, NJ.
- Fink, C. (1992) Introduction to Professional Newswriting. Longman, White Plains, NY.
- Garvey, Daniel and William Rivers (1992) Newswriting for the Electronic Media. Wadsworth, Belmont, CA.
- Goald, Robert (1994) Behind the Scenes at the Local News. Butterworth-Hienemann, Newton, MA.
- Goedkoop, R. (1988) Inside Local Television News. Sheffield Publishing, Salem, WI.
- Hall, Mark (1991) Broadcast Journalism. Kampmann & Company, New York.
- Hausman, Carl (1992) Crafting the News for the Electronic Media. Wadsworth, Belmont, CA.
- MacDonald, R. (1994) A Broadcast News Manual of Style. Longman, White Plains, NY
- Mayeux, Peter (1996) Broadcast New Writing and Reporting. Brown & Benchmark, NY
- Metz, W. (1991) Newswriting from Lead to "30". Prentice Hall, Englewood Cliffs, NJ.
- Shook, Frederick. (1994) Television Newswriting. Longman, White Plains, NY
- Stephens, M. (1993) Broadcast News. Harcourt Brace Jovanovich, Fort Worth, TX.
- UPI Stylebook, 4th Edition (1995) NTC Publishing, Chicago.
- Walters, R. (1994) Broadcast Writing: Principles and Practice. McGraw- Hill, New York.
- White, T. (1993) Broadcast News Writing and Reporting. St. Martin's Press, New York

COURSE SYLLABUS
Writing for Broadcast, CM 403

Instructor: Ms. B. Gail Wilson
Phone: 357-3210
Office: STF 123
Office hours: M-W 2:15-3:15 p.m., T-TH 8-9:30 a.m.

Text: Introduction to Broadcast Journalism
Author: Mark Hall

Course Description: This is a practical course designed to give the student the necessary information and practice to become a competent writer of broadcast news and persuasive writing (broadcast advertising and promotion). Students will learn the basic scripting forms used in broadcast writing and how to use them. Students will practice good techniques and approaches to news and commercial writing. Students will become aware of the responsibilities of a writer, legal and ethical.

Course Objectives: Upon completion of this course you should be able to:

1. Write news copy for radio and television, using the correct formats and standards established by professional broadcasters.
2. Understand the importance of accuracy and objectivity in broadcast journalism.
3. Understand the legal and ethical concerns associated with broadcast journalism and the electronic media in general.
4. Write persuasive announcements for radio and television, using accepted copy standards and objectives.
5. Understand the purposes of public service announcements and broadcast promotion.
6. Incorporate good writing skills into all assignments in this course and others.

Assignments:

1. News stories and announcements will be assigned and are to be written outside class. These assignments are to be typed in the appropriate format. Hand-written assignments will not be accepted. Each of these assignments are worth a possible 15 points.
2. Other writing assignments will be completed during the class period, within certain time limits. In-class assignments can not be made up. If you are absent from class on the day of an in-class writing assignment you will not be able to make up or substitute another writing assignment. In-class writing assignments are worth a possible 10 points.

3. Students will be assigned to critique radio and television newscasts. Stations will be assigned to each student. These assignments are worth a possible 20 points.
4. A final project (criteria for this assignment will be discussed in class) will be produced and handed in on the last day of regular class. The final project is worth 100 points.

Assignment Criteria:

All assignments are to be produced and prepared in a manner that is professionally acceptable. All assignments must be typed. Hand-written assignments are not acceptable. All assignments are to be typed in the appropriate format and with the appropriate heading. Assignments not properly prepared will be returned to the student for revision. If an assignment is not prepared in a way that is appropriate for a potential employer, then it is not acceptable for this course and will not be graded.

Accuracy in news writing is crucial. News stories with factual errors are not acceptable and will receive a "0" grade.

All assignments are to be turned in during the student's assigned class period. Assignments will not be accepted at any other time. Late assignments will not be accepted without a doctor's excuse or proof of family emergency.

The exact number of written assignments to be completed during the semester will vary depending on the progress of the class. Students can expect to complete 25 to 30 short written assignments, in and out of class.

Chapter readings are listed on the class schedule and are to be completed before class.

Grading Criteria:

All written assignments will be graded on the basis of technical accuracy, proper use of grammar and punctuation, writing style appropriate for the medium, sentence structure and neatness. The writer needs to emphasize objectivity and keep the audience in mind when writing.

Grading scale:

90-100	A
80-89	B
70-79	C
60-69	D
59-below	F

Tests:

Tests covering class discussions and textbook material are listed on the class schedule. Each test is worth 100 points. All tests are essay tests.

Current events quizzes will be given on a random and unannounced basis. These short-answer quizzes will cover stories reported on local or national television and radio news, in area newspapers or national news magazines. The quiz may cover local, regional, state, national or international news events. There will be ten quizzes throughout the semester and each quiz is worth a possible ten points.