

SEP 30 1993

# REQUEST FOR APPROVAL TO USE W-DESIGNATION

LSC # 155  
Action approved  
11-18-93

COVER SHEET: Request for Approval to Use W-Designation

## TYPE I. PROFESSOR COMMITMENT

- Professor RANDY JESICK Phone x4411
- Writing Workshop? (If not at IUP, where? when? May 1993)
- Proposal for one W-course (see instructions below)
- Agree to forward syllabi for subsequently offered W-courses?

## TYPE II. DEPARTMENT COURSE

- Department Contact Person \_\_\_\_\_ Phone \_\_\_\_\_
- Course Number/Title \_\_\_\_\_
- Statement concerning departmental responsibility
- Proposal for this W-course (see instructions below)

## TYPE III. SPECIFIC COURSE AND SPECIFIC PROFESSOR(S)

- Professor(s) \_\_\_\_\_ Phone \_\_\_\_\_
- Course Number/Title \_\_\_\_\_
- Proposal for this W-course (see instructions below)

## SIGNATURES:

Professor(s) Randy Jesick

Department Chairperson Patricia J. Hillman

College Dean Bob [unclear] 11/29/93

Director of Liberal Studies Debrae Richardson

## COMPONENTS OF A PROPOSAL FOR A WRITING-INTENSIVE COURSE:

- I. "Writing Summary"--one or two pages explaining how writing is used in the course. First, explain any distinctive characteristics of the content or students which would help the Liberal Studies Committee understand your summary. Second, list and explain the types of writing activities; be especially careful to explain (1) what each writing activity is intended to accomplish as well as the (2) amount of writing, (3) frequency and number of assignments, and (4) whether there are opportunities for revision. If the activity is to be graded, indicate (5) evaluation standards and (6) percentage contribution to the student's final grade.
- II. Copy of the course syllabus.
- III. Two or three samples of assignment sheets, instructions, or criteria concerning writing that are given to students. Limit: 4 pages. (Single copies of longer items, if essential to the proposal, may be submitted to be passed among LSC members and returned to you.)

**Please number all pages.** Provide one copy to Liberal Studies Committee.

**Before you submit:** Have you double-checked your proposal against "The Liberal Studies Committee's Most Frequently Asked Questions"?

**LIBERAL STUDIES COURSE APPROVAL, PARTS 4-6:**

IV. On a separate sheet of paper, please answer these questions. (Do not include this sheet or copies of the questions in your proposal; submit only the answers.)

- A. If this is a multiple-section, multiple-instructor course, there should be a basic equivalency (though not necessarily uniformity) among the sections in such things as objectives, content, assignments and evaluation. Note: this should not be interpreted to mean that all professors must make the same assignments or teach the same way; departments are encouraged to develop their courses to allow flexibility which contributes to imaginative, committed teaching and capitalizes on the strengths of individual faculty.

**What are the strategies that your department will use to assure that basic equivalency exists?** Examples might be the establishment of departmental guidelines, assignment of responsibility to a coordinating committee, exchange and discussion of individual instructor syllabi, periodic meetings among instructors, etc.

- B. Liberal Studies courses must include the perspectives and contributions of ethnic and racial minorities and of women whenever appropriate to the subject matter. **By explicit reference to specific items in the syllabus and/or by an explanation here, please describe how your course will meet this criterion.**

If you would like suggestions or assistance in meeting this criterion, you may request a copy of "Including Gender and Minority Issues in Liberal Studies Courses," from the LS office.

- C. Liberal Studies courses require the reading and use by students of at least one but preferably more substantial works of fiction or nonfiction (as distinguished from textbooks, anthologies, workbooks or manuals). **By explicit reference to specific items in the syllabus and/or by an explanation here, please describe how your course will meet this criterion.**

(The only exception is for courses whose primary purpose is the development of higher level quantitative skills; such courses are encouraged to include such reading but are not expected to do so at the expense of other course objectives. **If you are exercising this exception, please justify.**)

- D. If this is an introductory course intended for a general student audience, it should be designed to reflect the reality that it may well be the only formal college instruction these students will have in that discipline, instead of being designed as the first course in a major sequence. That is, it should introduce the discipline to students rather than introduce students into the discipline. **If this is such an introductory course, how is it different from what is provided for beginning majors?**

V. Each curriculum category has its own set of specific criteria in addition to those generally applicable. The LSC provides copies of these criteria arranged in a convenient, check-list format. **Select the one or more that apply, mark them appropriately, and include them with your proposal.** These check-lists are available in the UWUCC Curriculum Handbook or from the LS Office.

VI. Please provide a course syllabus in UWUCC format. (See UWUCC Curriculum Handbook for example.)

Sept. 24, 1993

SUBJECT: Request for Approval to use W-Designation for JN 390

TO: Darlene Richardson  
Director of Liberal Studies

FROM: Randy Jesick

Journalism 390 (Public Relations II) is almost exclusively a writing course that probably should be renamed Public Relations Writing. I use no textbook, and there are no tests, only weekly current events quizzes. The only required books are the Associated Press, a grammar text and a dictionary -- all reference works required in two of the prerequisites for this course.

Aside from the results of the quizzes, the student's grade is determined from writing assignments only. Writing, both in-class and out-of-class, begins the first week and continues through the "final exam," which is a series of 10 different writing assignments completed to deadlines during the space of approximately one week.

The variety of assignments can include any and all of the following: print releases, broadcast releases, public service announcements, speeches, appeal stories, memoranda, newsletters, biographies, reports, publications copy, surveys, rewrites, hometown releases, faculty features, staff features, other-person features, first-person features, fact sheets, photo cutlines, case studies, company evaluations, letters and a project.

The feature stories average in length between 2.5 and 3 pages. The news releases, done with a variety of organizational settings, should not exceed 1.5 pages. The newsletter is considerably longer. I have attached the written instructions for the newsletter, which is one of the major grades of the course.

I have attached the grading sheet used in evaluating the writing assignments. In my estimation, writing grades make up approximately 95 percent of the student's grade.

Students in JN 390 write in the classroom at the computer to a deadline at least once a week. Students in JN 390 usually have one or two out-of-class assignments going at any one time. The total writing assignments in this course approaches 30. Students usually start with a couple graded but unrecorded assignments and then do assignments valued at 50 percent and 75 percent before reaching full value.

PUBLIC RELATIONS II  
Journalism 390  
Spring 1993

Instructor: Randy Jesick

Office: 422 Davis Hall  
Office: 357-2748  
JN Office: 357-4411  
Home: 465-5970

Office Hours: MWF 2-3; TTH 3-4

Availability: Whenever you have a question or problem, please call me at my office or my home or stop at the office.

Prerequisites: PR I, JW, BJS (all with a C or better), an interest in writing, typing ability

Required Books: AP Stylebook, "When Words Collide," a dictionary

Other Reading: Penn, Indiana Gazette, Newsweek, USA Today

Speakers: perhaps two

Copy Preparation: All writing assignments must be typed (double-spaced) and, as usual, comply with the stylebook and grammar-book rules. Please compose at the typewriter/computer, both in class and out of class. Composing longhand will be outlawed. Ask about the Lisa Miller/Joe Flint Rule.

Deadlines: All deadlines should be ignored! (Just kidding). Actually, assignments must be handed in at the beginning of class on the date due, which means you should be on time for class because 15 seconds late is still late. Late assignments will be accepted until 10 a.m. the following day (including Saturday if the deadline was on Friday) in 434 Davis, the journalism office, but the grade will be reduced by 25 percent. Please give the late assignments to the secretary and have them initialed, dated and timed. Later assignments' grades? Zero.

Errors: Please see separate grading sheet.

Attendance: Important, especially because of the variety of writing assignments. Attendance will be noted. When speakers are scheduled, it is imperative. Also see attendance handout.

Final Exam: THE WEEK -- please ask!

Grading: A = 92 percent; B = 82 percent; C = 72 percent; D = 65 percent

Course Objective: To help you become a better writer -- better in style, in content, in accuracy, in speed and in confidence.

#### THE POSSIBLE LINEUP:

PR I review  
 student-led discussions  
 copyediting  
 in-class writing  
 CE quizzes  
 releases for electronic media  
 PSAs  
 speeches  
 appeal stories  
 memorandums  
 newsletters  
 complaint letters  
 biographies  
 reports  
 publications copy  
 surveys  
 speakers  
 essays in class  
 interviewing  
 rewrites  
 releases for print  
 hometown releases  
 features  
 fact sheets

technical writing  
 photo cutlines  
 slide show/script  
 fund-raising letters  
 advocacy advertising  
 inquiries to companies  
 mailing lists  
 company evaluation

DEADLINE

Late Assignment

25\*

\*If the late assignment is not turned in by 4 p.m. the day of the original deadline day, the grade for the assignment is a zero. This includes any "larger" assignments as well as routine writing assignments. Please consult with me and read Missed Classes on the handout for further clarification.

OTHER

PSM: This means "please see me" about a point that is more easily, quickly and clearly explained in person than in writing.

ALSO: All of this information is subject to changes, additions and deletions at any time. -- RJ

GRADING SYSTEM: WRITING COURSES - s39 - JESICK

TECHNICAL

Misspelled Organization Name (yours)	50 (each time)	
Misspelled Name		30-25-20-15-10-5-5
Factual Error	25	
Misspelled Proper Noun/Capitalized Word	15	
Incorrect Number		15
It's/Its	15	
Misspelled Word		10
Stylebook, Punctuation or Grammar Error	1-3	
Format	1-3	

CONTENT

Wrong Lead		20
Weak Lead: The DD		3 (?) - 100
a. 25 words		(26-30=10; 31-35=20; 36-40=40; 41- 45=80; 46+=100;)
b. names		(L=10 each; IL=5 each)
c. S-V-O order		
d. 1-sentence	10	
e. label		15
f. announced	10	
g. attribution		
h. where/when		
i. passive		3
j. weak verb	3	
k. there/it		3
l. Y/IT		1-3
Wrong Order		3-5
Info Added/Omitted/Included	3-5	
Attribution		3-10
Transition Omitted		2-5
Opinion		5
PR Language		3-5
Economy		1-15
Miscellaneous and General Evaluation		+10-minus 5



You are the director of communications for the California Association of Business and Industry. This organization is located in Santa Barbara, California, at 1849 Sierra Madre Mountain Drive. Your telephone is 805-222-1850. The zip is 93105.

One of your ongoing activities for this organization, which consists of companies throughout the state, is a semi-monthly newsletter, dated the first and 15th of each month, that is distributed to the appropriate individuals in the member organizations. The purpose of the newsletter is to bring short items of news to the membership.

As the newsletter editor, you receive the material for each issue from news releases you receive from the companies. What you do is to condense the releases to two to four paragraphs maximum. Naturally, in each item you use the name of the company, but you also include the site of the company - the California city or town where the company or its branch is located.

Your assignment is to write an issue of the newsletter by taking some or all of the information provided -- it comes from news releases -- and writing the usual brief items. In some cases you must make a decision about what information and how much information to use. You are the writer but also the editor of this communications vehicle. You decide what goes in and what doesn't.

This assignment also includes the request that you create a name for this publication. This assignment also includes the request that you create a headline for each of the items used.

And, please ask about the format to be used for the newsletter.

Be sure to include your name and title in the heading of the newsletter.

#### INFORMATION FROM RELEASES

**STANDARD OIL OF CALIFORNIA...** George M. Keller elected chairman of the board... San Ramon... born in Kansas City, Mo.... joined Standard in '48... World War II Army Air Force veteran... chemical engineering degree from Massachusetts Institute of Technology in 1948... several positions with company before his first upper-level management position, vice-president of foreign operation, '67... vice chairman of corporation in 1974 and to chairman the 1st of this month.

**HEWLETT-PACKARD...** Palo Alto... has acquired property on California Ave. in Palo Alto... 8.5 acre sight within Stanford Industrial Park... includes 65,000 square foot building... for permanent location for their Scientific Instruments Div.... approximately 200 persons in division... division designs and manufactures chemical analysis equipment used to detect, identify and measure chemical components.

**LITTON INDUSTRIES...** announcement made by Depart. of Defense... four-year contract... \$59.5 million... Litton's Data Systems Division will produce hand-held digital communications terminals (DCT) for use by United States Marine Corp and the United States Air Force... Litton in Beverly Hills... Data Systems Division in Van Nuys... will make 1545 DCT's... weighing only four pounds, the DCT can transmit and receive letters, numbers, symbols and graphics over standard military radio or communication wires.

**UNION OIL COMPANY OF CALIFORNIA...** Los Angeles... today announced a new oil discovery in the Santa Maria Basin off the coast of Calif... Union has one third interest in the well... others are Superior Oil Company and Gulf Oil Exploration and Production Co.... well in 264 feet of water approximately 6 miles off shore near San Luis Obispo... expect about 4300 barrels of oil a day beginning January 1st.

**UNION CAMP CORPORATION**...Rancho Cordova...Union Camp employees at the Redding, CA and Yreka hardwood lumber mills have a right to be proud...both mills completed the last year without a lost-time accident...mills belong to the Building Products Division...only two manufacturing operations out of 12 in the division to achieve a perfect record last year...superintendents are Rollin H. Yale and Gordon G. Kentrick, respectively.

**BOEING COMMERCIAL AIRPLANE CO.**...deliveries could begin in 1986...name of new plane is 767-300...carry 254 passengers...El Cajon...fuel consumption per seat will be at least eight per cent less than that of the 767s now flying...source: Boeing vice president of research Robert H. Matot...can fly 4250 miles with full passenger payload without refueling.

**TOSCO CORPORATION**...a native of France...Jean Paul Legrand...joined Tosco in 1974 as manager of Paris and London offices...elected VP in 1980...BS in engineering from U. of Paris...and BA in economics from Cambridge University...he has been elected senior vice president of Tosco...will serve as head of company's regional office for Europe, Africa and Middle East...with this announcement the company's regional office moves to London...Pasadena.

**OCCIDENTAL PETROLEUM CORP.**...Los Angeles...Sandoz Ltd. is a Basel, Switzerland-based pharmaceutical, colors and chemical, food, seed and agrichemical company...Occidental has announced that they will acquire Zeecon Corporation, and Oxy subsidiary -- (the they refers to Sandoz)...Zeecon is involved in the research, development and marketing of high technology pest control agents...transaction will be closed by Jan. 1.

**HERCULES**...pectin is primarily used as a gelling agent in preserves, jellies and confectioneries...San Bernardino...major expansion of its pectin plant at Paso Robles...Paso Robles is in California...Hercules owns additional pectin plants in Denmark, Italy and Germany...in recent years, several other applications for pectin have been developed in the food, dairy, and pharmaceutical markets.

**TETRA TECH, INC.**...will continue under its present management, headed by its founder Nicholas D. Boratynski...will become July 1 a wholly owned subsidiary of Honeywell, Minneapolis, MN...a \$33 million transaction...Tetra Tech employs approximately 1 thousand people...had revenues of \$56.2 million last year...manufactures marine products used primarily in the offshore oil and utility industries...underwater products include robots, inspection and work vehicles and television cameras...Fresno.

**UNION OIL COMPANY OF CALIFORNIA**...Los Angeles...today announced a new oil discovery in the Santa Maria Basin off the coast of Calif...Union has one third interest in the well...others are Superior Oil Company and Gulf Oil Exploration and Production Co...well is 304 feet of water approximately 6 miles off shore near San Juan Obispo...expect about 1000 barrels of oil a day beginning January 1st.

**ITTLOW INDUSTRIES**...announcement made by Dept. of Defense...four year contract...\$29.2 million...ITTLOW Data Systems Division will produce bench-top digital communications terminals (DCT) for use by United States Marine Corp and the United States Air Force...ITTLOW Beverly Hills...Data Systems Division in Van Nuys...will make 1245 DCTs...weight only four pounds...the DCT can transmit and receive letters, numbers, symbols and graphics over standard military radio or common carrier lines.

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Nov. 6, 1993

SUBJECT: Additional Information on Request for Approval to use W-Designation for JN 390 (Public Relations II)

TO: Dr. Darlene Richardson  
Director, Liberal Studies

FROM: Randy Jesick  
Journalism Professor



In answer to your inquiry concerning opportunities for revision in the writing assignments I give in Public Relations II (JN 390), I offer the following.

1. As stated in my memo of Sept. 24, my writing students have the opportunity to write two or three practice assignments before I record any grades.
2. My students also, then, usually do the next two assignments at 50 percent and then 75 percent credit before reaching the full 100 percent level that is applicable for the remainder of the semester.
3. In addition, prior to the actual returning of all their papers in this course, I compile and then review, item by item, with them what I call a "comments sheet," which is a complete list of the "good things" and the mistakes of every one in the class on that particular assignment. This method, I believe, enables them to benefit from not only their own mistakes as explained in detail but also from a mistake or type of error they might not have made yet.
4. All of the writing assignments done in class (at least one a week) are written to a deadline and, therefore, there is usually and literally no time for revision. And the students realize that often in the "real world" they will be faced with deadlines that allow less than their best effort but require a completed -- and correct -- story.

5. But in my out-of-class assignments, including feature stories and a newsletter, I can see the benefits of perhaps allowing an opportunity for revision, especially on the newsletter, which is perhaps the longest and most involved, time-consuming and valuable challenge of the semester. I could meet with my students individually, reading together with each one the draft of his/her newsletter copy and discuss with him or her -- as an editor would -- areas needing improvement.

I hope this information will be beneficial and informative to the Liberal Studies Committee in regard to my request for the "W" status for JN 390. If I can provide additional information or clarification, please contact me.