

JOMC 153 Week-by-Week Guide for Spring Semester 2008

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I. Weeks 1-8: Competencies

At the end of eight weeks of classes, students should be able to demonstrate the following competencies when writing a news story based on a set of facts:

1. Select appropriate information from a set of facts to write a solid, concise summary lead;
2. Organize the story properly, accurately and completely;
3. Copyedit the story according to AP and UNC-CH style;
4. Watch for any libelous material;
5. Use proper spelling and grammar;
6. Develop interviewing techniques;
7. Use quotes and attribution appropriately; and
8. Develop basic research skills using the Internet and other resources

Class 1: Jan. 10

Lecture: Introduction to Newswriting

WEEK 1: What Is News?

Class 2: Jan. 15

Reading Due Today:

Course syllabus

Reaching Audiences, Chapter 1

NewsU.org: Cleaning Your Copy

Jan. 16

Midweek Special 1: Style Rules

Associate Professor Bill Cloud

4 p.m., Carroll 111

Required of all JOMC 153 students

Class 3: Jan. 17

Readings Due Today:

unSpun, pp. vii – 24

Skim AP Stylebook, cover to cover

Skim UNC Stylebook, cover to cover

WEEK 2: The Lead

Class 4: Jan. 22

Readings Due Today:

Reaching Audiences, pp. 113-137

Elements of Style, pp. 15-33, 66-85

Jan. 23

Midweek Special 2: Grammar Review

Assistant Professor Andy Bechtel

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 5: Jan. 24

Readings Due Today

Elements of Style, pp. 39-65

Reaching Audiences, pp. 359-367

unSpun, Chpt. 2

WEEK 3: The Interview & the Quote

Class 6: Jan. 29

Readings Due Today

Reaching Audiences, Chpt. 9

AP Stylebook Entry: "quotations in the news"

UNC Stylebook, pp 20-21

Jan. 30

Midweek Special 3: Grammar Review

Associate Professor Rhonda Gibson

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 7: Jan. 31

Readings Due Today:

unSpun, Chapt. 3

WEEK 4: The Inverted Pyramid

Class 8: Feb. 5

Spelling and Grammar Test Given in Class

Readings Due Today:

UNC Stylebook, pp. 46-47, 71-84

Reaching Audiences, pp. 19-44

AP Stylebook, 322-333

Elements of Style, pp. 1-14

Feb. 6 **Midweek Special 4: Newspapers and the Internet**
Arkansas Democrat-Gazette Publisher Walter E. Hussman Jr.
4 p.m., 111 Carroll
Required of all JOMC 153 students

Class 9: Feb. 7

Readings Due Today:

Reaching Audiences, pp. 152-165
unSpun, Chpt. 4

WEEK 5: Concise Writing

Class 10: Feb. 12

Readings Due Today

Reaching Audiences, Chpt. 4

Feb. 13 **Midweek Special 5: Libel**
Associate Professor Cathy Packer
4 p.m., Carroll 111
Required of all JOMC 153 students

Class 11: Feb. 14

Readings Due Today:

unSpun, Chpt. 5

WEEK 6: Precision Writing – Lies, Damn Lies and Statistics

Class 12: Feb. 19

Reading Due Today:

Reaching Audiences, pp. 45-53
UNC Stylebook, pp. 48-49
AP Stylebook, entries on “weather” and “weapons”

Feb. 20 **Midweek Special 6: Math for Journalists**
Assistant Professor Paul Cuadros
4 p.m., 111 Carroll
Required of all JOMC 153 students
BRING A CALCULATOR

Class 13: Feb. 21

Reading Due Today:

unSpun, Chpt. 6

WEEK 7: Legal & Ethical Issues

Class 14: Feb. 26

Competency Exam 1

Feb. 27

Midweek Special 7:

Careers and Job Search Strategies

Director of Career Services Jay Eubank

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 15: Feb. 28

Reading Due Today:

Reaching Audiences, Chpts. 10 & 11

AP Stylebook, 335-377

UNC Stylebook 22-43

unSpun, Chpt. 7

WEEK 8: Evaluating Sources -- Documents

Class 16: March 4 – LAST DAY TO DROP

DUE TODAY: HTML Tutorial from Knight Digital Media Center

Reading Due Today:

Reaching Audiences, pp. 206-220

March 5

Midweek Special 8: Online Newswriting and Reporting

Assistant Professor Ryan Thornburg

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 17: March 6

DUE TODAY: Outside Story Pitches

Reading Due Today:

unSpun, Chpt. 8

SPRING BREAK

II. Weeks 9-16: Competencies

At the end of 16 weeks of classes, students should be able to demonstrate the following competencies on short-answer and writing exams:

1. How to research, organize and write a variety of types of news stories;
2. Techniques of good writing and editing;
3. Interviewing techniques;
4. Knowledge of libel and its protections;
5. Ethics in newsgathering;
6. How to report poll stories and numbers;
7. How to cite sources and evaluate Internet sites; and
8. Familiarity with public records and documents.

WEEK 9: Evaluating Sources -- Observation

Class 18: March 18

Readings Due Today

AP Stylebook, p. 379-380

Reaching Audiences, 221-225

March 19

Midweek Special 9: Honors Program and Research

Professor Jane Brown

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 19: March 20

Reading Due Today

NewsU.org: The Language of the Image

WEEK 10: Revising and Editing

Class 20: March 25

In Class: Competency Exam 2

March 26

Midweek Special 10: The work of Charles Kuralt

Professor Donald Shaw

4 p.m., 111 Carroll

Required of all JOMC 153 students

Class 21: March 27

DUE TODAY: Outside Event Assignment

WEEK 11: Covering Speeches

Class 22: April 1

In Class: Spelling and Grammar 2

Class 23: April 3

WEEK 12: Covering Longer Speeches

Class 24: April 8

Class 25: April 10

DUE TODAY: Research and Questions for Lecture

DUE APRIL 11: Park Lecture Story

WEEK 13: Covering a News Conferences

Class 26: April 15

DUE TODAY: Profile Assignment

Class 27: April 17

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WEEK 14: Putting It All Together

Class 28: April 22

Class 29: April 24

Competency Exam 3