

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number JMC 223 or Degree Plan(s) _____

State the requested change and reason. A memo may be attached if more space is necessary.

Change course title (1), description (2), number (6) and prerequisites (8) for JMC 223 Convergence Reporting I. Course content (4) has been updated to unify the early writing curriculum for all JMC majors. Approximately half of the original course content and schedule remains intact; the other half incorporates new material. The requested changes will better reflect these updates in the catalog.

See the attached memo with specific details.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A	I				I	I
2.	Description (not affecting content)	A	A	A	I				I	I
3.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	A
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	A
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	A
11.	Cross list with another department: U or G level	A	A	A	A				A	A
12.	Department of record	A	A	A	A				A	A
13.	Open or close a course	A	A	A	A				A	A
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--	A				A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
9.	Major – Discontinue (proposed by the Provost)	See below.										
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
17.	Degree – Discontinue (proposed by the Provost)	See below.										
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--

		COUNCIL ³								Board of Trustees
Provost-Proposed Change		Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	
1.	Major/Graduate Program — Discontinue (proposed by the Provost)	A	R	R		A		A	A	I
2.	Minor — Discontinue (proposed by the Provost)	A	R	R		A		--	A	--
3.	Degree — Discontinue (proposed by the Provost)	A	R	R		A		A	A	I

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COUNCIL ³									
	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A
2.	Admission requirements	--	--	--		A		A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A
5.	Other academic policy changes	--	--	--		A		A	-- A

¹ Councils may request additional information about “Information” items. These items are approved as “Consent Agenda.”

² The Dean and Department should respond to the Provost’s recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

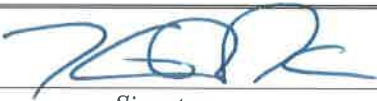
⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU’s University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and “not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession” (SACS 2.7.3). Departments may request exceptions to the first three criteria.

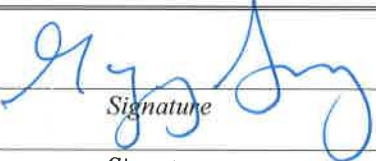
⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 3-8-17

Curriculum/Catalog Changes Signature Page

	Department/School Chair(s)
Signature	1-15-19
Signature	Approval date

	College Academic Council(s)
Signature	3-1-19
Signature	Approval date

	Dean(s)
Signature	3/17/19
Signature	Approval date

Teacher Education Council	
Chair's signature	Approval date

General Education Council	
Chair's signature	Approval date

Undergraduate Academic Council	
Chair's signature	Approval date

Graduate Council	
Chair's signature	Approval date

Provost	
Signature	Approval date

Faculty	
Chair of faculty senate	Approval date

President	
Signature	Approval date

JMC 223 - Supporting documentation to accompany Approval Chart

January 15, 2019

(1) Course Title: ~~Convergence Reporting~~ Media Writing

(2) Course Description:

~~A study of the nature of news; the reporter's three-fold role of reporting, researching and writing; and basic news forms for print, Web, broadcast.~~

The understanding and practice of writing content applicable to a range of mass media formats, audiences and purposes. The primacy focus is on how to gather information and accurately transform it into appropriately styled messages for actual audiences.

(4) Course Content:

- ~~1. Introduce students to the basics of news and the news industry and expose them to career opportunities.~~
 - ~~2. Learn to collect information from a variety of sources in a complex world.~~
 - ~~3. Write an accurate, clear, precise and concise message to a broad audience.~~
 - ~~4. Understand news principles and news judgment.~~
 - ~~5. Demonstrate an ability to conduct research and interviews, to exercise critical thinking in selecting and organizing information and to write concise copy that communicates quickly and clearly.~~
1. Create the materials needed to begin a media-related career, including a professional résumé, cover letter and online portfolio site.
 2. Collect accurate information through face-to-face interviews with potential news sources.
 3. Write publishable news stories using appropriate styles for several specific media.
 4. Write news releases using professional public relations standards.
 5. Use social media tools for the clear dissemination of information and the civil expression of differing opinions.

(6) Course Number: ~~223~~ 224

(8) Prerequisites: JMC 100 and ~~JMC 201~~ JMC 165

JMC 224: Media Writing, Fall 2019

Time/place: Meets MWF at 10 a.m. each full semester, Don Morris Room 314
Lab: Mondays 3-4:50 p.m. beginning the third week of the semester

Instructor: Dr. Doug Mendenhall
Office: Don Morris Center Room 314
Cell: 325-280-7460
Email: doug.mendenhall@acu.edu
Office hours: MWF 1:30-4 p.m., TTH 8-11 a.m.

Lab instructor: To be named

Course description

The understanding and practice of writing content applicable to a range of mass media formats, audiences and purposes. The primacy focus is on how to gather information and accurately transform it into appropriately styled messages for actual audiences.

Lecture hours: 3 Lab hours: 1 Credit hours: 3

Media Writing is required of all majors within the JMC Department, providing 3 hours of required professional practice credit. Prerequisites are Media Issues (JMC 100) and Media Maker (JMC 165). In addition, non-majors need permission of the instructor.

Required materials

- *Writing & Reporting for the Media*, John R. Bender, Lucinda D. Davenport, Michael W. Drager, and Fred Fedler; Oxford University Press, 11th edition.
- Associated Press Stylebook mobile app, approximately \$26 from App store.

Statements of our mission

JMC Department: Our mission is to engage students in critical and creative thinking in the classroom, in the laboratory and through mentoring relationships, leading them to become exceptional, ethical and agile communicators in a rapidly changing media environment, embracing technology, valuing diversity and embodying Christ-centered service.

College of Arts and Sciences: The College of Arts and Sciences at Abilene Christian University educates students for worldwide Christian service and leadership through programs of study and other learning experiences that blend a liberal arts education with professional and career education.

Abilene Christian University: The Mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world.

Course goals

The overriding goal of this required course is to provide all majors in the department with a strong, hands-on foundation of research, interview and writing skills pertinent to a media-related career. By the conclusion of the course, the student should have actually:

Specific goal

Created the materials needed to begin a media-related career, including a professional résumé, cover letter and online portfolio site.

Assessment

Class project

Collected accurate information through face-to-face interviews with potential news sources.

Weekly writing assignments

Written publishable news stories using appropriate styles for several specific media

Weekly writing assignments
Exams

Written news releases using professional public relations standards.

Class exercises
Exams

Used social media tools for the clear dissemination of information and the civil expression of differing opinions.

Class exercises

Christian perspective

Christian communicators accept the responsibilities of accurate, thorough, ethical and attractive content that are incumbent upon every communicator. In addition, Christians have the opportunity to represent Christ in their careers and to argue for media's good attributes among Christians who focus only on negative media effects. The written word is a powerful tool, and the ability to use it wisely is stewardship of a God-given talent.

Multicultural elements

A Christian honors the differences God created in each of us. Media practitioners who recognize and accept differences in the way people communicate will be particularly effective. Jesus modeled understanding, empathy and insight across cultures as he interacted with people of conflicting values 2,000 years ago. Today Christian media practitioners encounter diverse cultures and competitive ideas stemming from racial, ethnic, national, religious, gender, economic and social differences.

Racial and sexual harassment statement

Racial and sexual harassment is a violation of the code of conduct as described in Section 2-02 of the ACU Student Guide and will not be tolerated during class or class-related activities. Harassment is any action, including a joke or suggestion that creates an intimidating, hostile or degrading environment and would have such an effect on a reasonable person of the alleged victim's status. Violations of this section will be referred to Campus Life.

Disability statement

Appropriate accommodations will be provided for students with documented disabilities. Students seeking reasonable accommodations for any recognized disability must submit

requests in writing to the instructor by the end of the second week of the semester. This documentation must come in writing from ACU's Alpha Academic Services, which can be contacted at Ext. 2667. The ability to consistently meet deadlines is an essential requirement of most media and media related professions. Thus, in JMC courses where meeting deadlines is an inherent element of instruction, extended time for some types of testing or other assignments may not always be an option.

Attendance

The university attendance policy will be enforced. As a general rule, you should attend every class. A student with five or more absences will be penalized one letter grade at the end of the semester. A student who misses nine or more classes for any reason may be dropped. Please review the JMC Attendance and Grade Policies (<http://www.acu.edu/jmc>). You are responsible for anything missed when you are gone. This includes assignment deadlines. The only *possible* exceptions would be well-documented emergencies, such as your hospitalization.

Academic integrity

Your work should be your own. Your creative energy and ability is God's gift, and misrepresenting your work dishonors God, yourself, your instructor, and all media professionals. Your career stands on your reputation in media professions, and we will act on that principle in this class. Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Examples of unacceptable behavior include:

- Presenting another person's writing as your own.
- Cheating on assignments, quizzes or tests by copying answers.
- Unauthorized collaboration between students on assignments, quizzes or tests.
- Using material that you wrote previously, either for another class or independently, and submitting it for a class assignment.

This list is not exhaustive but is meant to remind students of common temptations in the context of this course. Academic dishonesty is grounds for an F in this course. Additionally, the department chair, the dean of the College of Arts and Sciences, and the dean of Student Life will be notified. If you have any question about whether a practice is acceptable for a given assignment, you should ask ahead of time. Ignorance is not an excuse.

Review the full university policy, including how to appeal a decision, at <http://www.acu.edu/legacy/academics/provost/policies/academic-integrity.html>.

The JMC Department's Academic Integrity statement is available at <http://www.acu.edu/legacy/academics/cas/jmc/resources/policies/integrity.html>.

Tests, assignments and grading

This course is shaped by the philosophy of learning by doing in real-world situations. Thus, perfect scores on exams will still result in a failing grade for the course unless hands-on assignments are completed.

The course grade is based on the following components:

2 Canvas exams over course materials	40%
Creation of résumé/cover letter/website	10%
5 news writing assignments for campus media	25%
3 social media writing assignments	15%
2 public relations writing assignments	10%

The grading scale for the course is the one commonly used in JMC courses":

A = 92-100 B = 83-91 C = 74-82 D = 65-73 F = below 65

Lab resources

The lab experience is intended to immerse the student in the essential habits of creating and polishing. Each student is required to sign up for and attend a specific lab session for one-on-one mentoring by a designated instructor before turning in each of the seven, graded news writing and PR writing assignments listed above. Failure to obtain the lab instructor's approval of a first draft will be taken as an indication that the story is not ready for submission, which will result in a lower grade for the assignment.

Lab sessions will be scheduled for Mondays 3-4:50 p.m. beginning the third week of class. Attendance is mandatory; students are expected to remain until dismissed by instructor.

Participation

While no percentage of the semester grade is listed as "participation," students should keep in mind that Media Writing is primarily a skills course. The majority of the grade is comprised of hands-on tasks completed under conditions and constraints meant to mimic the real world of media-related professions. Above all, this course is about doing, then learning to do better.

Course schedule

Day	Date	Class discussion	Due by start of class
Mon	8-26	Introduction to the course	
Wed	8-28	Attributes of a modern media audience	
Fri	8-30	Attributes of a modern definition of news	
Mon	9-2	Creating a résumé for your media career	
Wed	9-4	Writing a cover letter for your dream internship	Optimal Résumé
Fri	9-6	Creating an online career portfolio	Cover letter
Mon	9-9	Twitter for media professionals (News)	
Wed	9-11	Twitter for media professionals (PR)	
Fri	9-13	Live tweeting a campus event	Career portfolio
Mon	9-16	Interviewing skills	Live tweet chronology
Wed	9-18	Interviewing skills	
Fri	9-20	My Music interviewing groups	

Mon	9-23	Writing a basic news lead	
Wed	9-25	Writing a basic news lead	
Fri	9-27	Alternatives to the basic news lead	Historical leads exercise
Mon	9-30	Structure of a news story	
Wed	10-2	Your first news assignment: What now?	
Fri	10-4	Writing with AP Style	News story 1 plan of action
Mon	10-7	Writing with Optimist Style	
Wed	10-9	In-class writing lab	First draft of news story 1
Fri	10-11	Quotes and attribution	
Mon	10-14	Writing for radio with Heather Claborn	
Wed	10-16	News assignment 2 (Group A to KACU)	
Fri	10-18	Attend JMC Homecoming alumni panel	News story 2 plan of action
Mon	10-21	Instagram for media professionals	
Wed	10-23	Exam One	First draft of news story 2
Fri	10-25	Fall break	
Mon	10-28	In-class Instagram lab	
Wed	10-30	News assignment 3 (Group B to KACU)	
Fri	11-1	Media math	News story 3 plan of action
Mon	11-4	Media math	
Wed	11-6	News assignment 4 (Group C to KACU)	First draft of news story 3
Fri	11-8	Be your own best editor	News story 4 plan of action
Mon	11-11	Writing compelling titles and headlines	
Wed	11-13	News assignment 5 (Group D to KACU)	First draft of news story 4
Fri	11-15	Writing for television with Nathan Gibbs	News story 5 plan of action
Mon	11-18	Writing for public relations	
Wed	11-20	Writing for PR with Emerald Cassidy	First draft of news story 5
Fri	11-22	Writing for advertising with Joyce Haley	First draft of first PR release
Mon	11-24	Pre-Thanksgiving flex time	
Wed	11-26	Thanksgiving	
Fri	11-28	Thanksgiving	
Mon	12-2	Thoughtful persuasive writing	
Wed	12-4	In-class social media exercise	First draft of second PR release
Fri	12-6	In-class portfolio update: Top samples	