

**Journalism 560 – Message Development**  
**Lecture: 11:00 a.m. - 12:15 p.m. Monday and Wednesday**  
**100 Stauffer-Flint Hall**

Line No. 61139

**Instructors:**

David Guth Lab	864-0683 Wednesday	110 Stauffer-Flint 3:00 to 4:15 in p.m. 107 S-F	dguth@ku.edu
Tien Lee Lab	864-7626 Monday	208 Stauffer-Flint 3:00 to 4:15 p.m. in 107 S-F	tlee@ku.edu
Laveda Peterlin Lab	864-0607 Wednesday	113 Stauffer-Flint 1:00 p.m. to 2:15 p.m. in 101 S-F	laveda.peterlin@ku.edu
Nathan Rodriguez Lab	864-0607 Monday	263 Stauffer-Flint 3:00 p.m. to 4:15 p.m. in 101 S-F	nrod@ku.edu
Matthew Tidwell Lab	864-9218 Monday	2067 Dole 1:00 to 2:15 p.m. in 105 S-F	mtidwell@ku.edu

**Course Goals**

The course aims to strengthen your critical and creative thinking abilities. You will:

- Improve your writing skills for all media.
- Write every step of the process correctly, convincingly and compellingly.
- Connect products/services to the right audiences through concise writing.
- View media message—whether they be paid, free, “liked,” domain or viral—in a whole new way.
- Design creative and convincing strategic messages in many forms for particular audiences.
- Appreciate diversity and ethics in message creation.
- Develop a portfolio of work to be shown during internship interviews.

We hope your goal in this course will be to achieve a professional level in processing information, thinking critically and creatively, allocating resources, applying technology, and working interpersonally with others.

**Required Books and Sources**

- *Strategic Writing*, third edition, by Marsh, Guth and Short
- A Primer on AP Style by Professor Doug Ward (download for free from the Course Documents folder of this course’s Blackboard site).

## Class Policy on Attendance

Your attendance in J560 is mandatory – both for lecture and for lab. Lab assignments will be explained in lectures. **Every three absences from either lecture or lab may lower your final course grade by one letter.** Five late class arrivals will have the same effect. Consideration for an absence comes one way only. You must contact your lab instructor with a written explanation before the absence. Please remember that this class starts promptly at 11:00 a.m.

## Course Requirements and Grading

<b>ASSIGNMENT</b>	<b>POINTS</b>
Personal profile	0
SMP-Parts 1-3	25
SMP Parts 4-6	25
Cover letter	25
Resume	25
Bad news business letter	25
News release	25
Backgrounder	25
Social media news release	25
Print ad	100
Radio script	25
Radio ad (partnered)	100
TV ad (partnered)	100
Sales letter	25
Final Project (partnered)	
SMP draft	0
SMP final	50
Print ad/copy draft	50
Radio ad/script	50
TV ad/script	50
Exam	150
Grammar/Style Quiz 1	20
Grammar/Style Quiz 2	20
Grammar/Style Quiz 3	20
Grammar/Style Quiz 4	20
Grammar/Style Quiz 5	20
<b>TOTAL</b>	<b>1000</b>

## Professionalism: up to 1,000 points deducted from total points

It can be hard to separate good manners, good ethics and professionalism. In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you will fail the course, and you may be expelled from the School of Journalism.

We expect you to behave professionally in class, in groups and in production laboratories. Failing to work well with partners defines unprofessionalism. If you use a

laptop or tablet, please limit it to taking notes. Surfing the net and checking in with Facebook during class is considered unprofessional behavior and is distracting to your fellow students. Please do not get up and leave the room in the middle of class unless absolutely necessary. Any poorly mannered or disruptive behavior is unprofessional and will be factored into your “professionalism” grade.

With lab work, we expect you to check out and return equipment on time and in good condition, and you are required to cancel any unneeded equipment or lab reservations. Filing your work as instructed and on time counts under professionalism. Another part of professionalism is completing the School-wide grammar assessment online. **If, for any reason, you fall short of professional standards, your lab instructor has the right to deduct all professionalism points from your total points.**

### **Communications**

You are responsible for checking Blackboard before every lecture and lab. Your assignments and lecture slides (when available) will be posted.

### **Computers and Phones**

Your instructors are not luddites. Nor do we rage against the machine. However, our experience is that the use of tablets and computers in a large lecture class tend to be a distraction to those who use them, as well as the people around them. For that reason, **the use of tablets and computers to take notes in this class are prohibited.** And while you are at it, please turn off and put your phone away. Thank you.

### **School Laboratories**

The School provides computer and broadcast laboratories for student use. Adequate laboratory resources are available for students who complete their assignments in a timely manner. The hours for the computer lab in 105 Stauffer-Flint are posted outside the lab. Computers are available on a first-come, first-served basis. Hours for the Weir Production Laboratory are posted in the Dole Center. Students may sign up for editing time and equipment on a first-come, first-served basis on the online reservation system at <http://journalism.ku.edu/dole-center>. Sign-up instructions are on the website. Remember, all posted lab times are subject to change. Plan to work Monday through Friday.

### **Inclement Weather**

The Pentagon does not trust us with the nuclear launch codes and the University reserves the right to cancel or delay classes. KU sends text alerts when classes are cancelled. To determine whether weather conditions have altered class times, call the KU snow line: (785) 864-7669 (785-864-SNOW).

## Students with Disabilities

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact your lab instructor as soon as possible. Please be aware that the KU Office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible.

Information about services can be found at <http://www.disability.ku.edu/~disability/>. The Office of Disability Resources (DR), 22 Strong Hall, (785) 864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. **If you have a disability for which you may request accommodation in KU classes** and have not contacted DR, please do so as soon as possible. Please also contact your lab instructor privately in regard to this course.

## Grading

Strong research, compelling copy, exceptional storytelling and reporting, word flow, style and adherence to strategy can boost work. Fact errors, incomplete research, poor organization, grammar/spelling/usage errors, weak verbs, weak leads, unsound strategic judgment, poor diplomacy and word choice, or failure to follow proper style and format will lower your grade.

The grading scale for the course is as follows:

A	93 – 100	A-	90 – 92	B+	88 – 89
B	83 – 87	B-	80 – 82	C+	78 – 79
C	73 – 77	C-	70 – 72	D+	68 – 69
D	63 – 67	D-	60 – 62	F	0 - 59

**A = Outstanding.** This grade rewards professional caliber work (publishable or broadcast-ready). The writing is clear, well organized and stylish; it requires virtually no editing. Complete research leaves no significant questions unanswered. The work needs no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with focus on strategy, interesting presentation and nearly flawless writing.

**B = Good.** This grade reflects work that could be raised to professional standards without extensive editing. **You may write documents with no errors that earn a "B."** Grammatically correct writing may lack the sparkle and fine organization of "A" work. The research answers the main questions but may miss the proper emphasis or the best sources. The work needs minor revisions in such areas as reorganizing, rewriting, reformatting or providing more or better research or sources. "B" work doesn't necessarily have anything wrong, but it could be better, often with a stronger topic or

subject, a more artistic presentation, better information or improved writing. "B" work demonstrates basic broadcast or print style.

**C = Adequate.** This work indicates a problem in at least one area, such as research, analysis, grammar, diplomacy, strategy or basic writing/editing. It does not measure up to professional quality but could be saved by more extensive revision. These messages may have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work may be what a boss would call a first draft.

**D = Unacceptable.** This work falls clearly below acceptable standards, even in a classroom setting. The research and analysis may be unprofessional, and the writing could remain unclear and/or ungrammatical. The work may contain factual errors and/or omissions or may show little concept of basic strategic judgment.

**F = Failing.** This grade reflects totally unacceptable work. Whether the research fails to convey useful information or the writing fails to convey meaning, for whatever reason, "F" work conveys the impression that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, writing or production processes. Major factual errors and failure to meet deadlines also characterize failing work.

### **Academic Misconduct**

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you will fail the course, and you may be expelled from the School of Journalism.

Here is the School of Journalism's official policy statement:

#### **Policy on Plagiarism and Fabrication/Falsification**

*Adopted May 7, 2004:*

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

*The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.*

### **Plagiarism**

Knowingly presenting the work of another as one's own (for example, without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

### **Fabrication and Falsification**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here is more clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B).
- Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it were your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J101 students and presenting it as your own falls into the category of plagiarism.

- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.

We will discuss these issues further in class. If you have any questions, contact the professors or teaching assistants.

### **Original Work**

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no "recycling" of assignments or papers from other classes in the J-School or outside the J-School. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you cannot modify that and submit it to your professors.

We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

### **School of Journalism Policy on Classroom Attendance**

No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

### **Diversity**

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

**And Finally...**

Any rebroadcast or retransmission of pictures, sounds or descriptions of this class without the expressed written consent of the Commissioner of Major League Baseball is expressly prohibited.

Let's eat grandpa.  
Let's eat, grandpa.

**correct punctuation can  
save a person`s life.**



# JOUR 560 – Message Development

## Lectures, Assignments and Assigned Readings

### Spring 2016

(Subject to change)

Date	Lecture	Reading <i>SW=Strategic Writing</i> <i>AP=Primer on AP Style</i>	Lab Assignments and Due Dates
<b>January</b>			
W-20	Introduction to Message Development; Assign: Personal Profile	AP: pp. 1-2	<b>Lab week 1:</b> No labs this week
M-25	Research and Strategic Message Planners (SMPs)	SW: pp. 1-10, 119-132	<b>Lab week 2:</b> Assign: SMP Parts 1-3 Due: Personal Profile
W-27	Julie Petr, KU social sciences librarian; <b>Quiz 1 – SW Appendix A/Part 1 (pages 235-241) &amp; AP pages 1-2</b>		
<b>February</b>			
M-1	News releases	SW: 41-61	<b>Lab week 3:</b> In-lab: News release Assign: B-SMR
W-3	Media kits: Backgrounders and social media releases (B-SMR);	AP: pp. 3-5	
M-8	Super Bowl - history and discussion		<b>Lab week 4:</b> Assign: SMP Parts 4-10 Due: SMP Parts 1-3
W-10	Persuasive Writing; <b>Quiz 2 – SW Appendix A/Part 2 (pages 241-247) &amp; AP pages 3-5</b>	SW: pp.32-33	
M-15	Resume and Job Request Letters (JRL)	SW: 216-224	<b>Lab week 5:</b> In-Lab: JRL Assign: Resume & BNBL
W-17	Bad news business letters (BNBL)	SW: 208-210	
M-22	Print ad writing	SW: 133-138	<b>Lab week 6:</b> Assign: Print Ad Due: SMP Part 4-10 Due: B-SMR
W-24	Print ad design; <b>Quiz 3 – SW Appendix B (pages 248-252)</b>		
M-29	Broadcast/podcast writing	SW: 11-15	<b>Lab week 7:</b> In-lab: Radio ad script Assign: Radio spot ad
<b>March</b>			
W-2	Radio ad production	SW: 139-143	<b>Lab week 8:</b> Assign: TV ad Due: Print ads
M-7	Advertising approaches and appeals		
W-9	The grammar of video; <b>Quiz 4 – SW Appendix C (pages 253-255)</b>	SW: 144-150	
M-14	<b>Spring Break</b>		
W-16	<b>Spring Break</b>		

<b>March (continued)</b>			
M-21	Video Editing - Heather Lawrenz, J-School digital media specialist		<b>Lab week 9:</b> Due: Radio ads
W-23	Strategic Planning <b>Quiz 5 – Broadcast Style (SW 11-15)</b>		
M-28	Discuss the final project		<b>Lab week 10:</b> Assign: Final Project
W-30	<b>Exam</b>		
<b>April</b>			
M-4	Ethics and strategic communication	SW: pp. 26-29	<b>Lab week 11:</b> Due: TV ads
W-6	Diversity in Strategic Communication		
M-11	Sales letters and e-blasts	SW: pp. 177-182	<b>Lab week 12:</b> Assign: Sales letter
W-13	Crisis Communications		
M-18	Proposals and marketing plans	SW: pp. 167-173	<b>Lab week 13:</b> Due: SMP drafts Due: Sales letters
W-20	Campaigns preview		
M-25	Group consultations on final project		<b>Lab week 14:</b> No lab, consultations
W-27	Group consultations on final project		
<b>May</b>			
M-2	Students work on final project – no lecture		<b>Lab week 15:</b> Due: Final Project
W-4	Students work on final project – no lecture		

### Summary of Assignments

<b>ASSIGNMENT</b>	<b>POINTS</b>	<b>DUE</b>
Personal profile	0	Lab 2
SMP-Parts 1-3	25	Lab 4
SMP Parts 4-6	25	Lab 6
Job request letter	25	Lab 3 (written in lab)
Resume	25	Lab 4
Bad news business letter	25	Lab 5
News release	25	Lab 5 (written in lab)
Backgrounder	25	Lab 6
Social media news release	25	Lab 6
Print ad	100	Lab 8
Radio script	25	Lab 7 (written in lab)
Radio ad (partnered)	100	Lab 9
TV ad (partnered)	100	Lab 11
Sales letter	25	Lab 13
Final Project (partnered)		
SMP draft	0	Lab 13
SMP final	50	Lab 15
Print ad/copy draft	50	Lab 15
Radio ad/script	50	Lab 15
TV ad/script	50	Lab 15
Exam	150	March 30 lecture period
Five Quizzes (20 points each)	100	
<b>TOTAL</b>	<b>1,000</b>	