



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**NEWS REPORTING  
MCM2412 3 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the freshman or sophomore year.

**Catalog Description:**

**MCM 2412 - NEWS REPORTING (3 hrs)**

This course emphasizes the fundamental principles of gathering and writing news. Special emphasis is placed on accuracy and style. As part of the course requirements, class members may gather and prepare copy for the college's student newspaper, The Cowley Press, in addition to regular class requirements.

**Prerequisites:**

None

**Controlling Purpose:**

To acquire the necessary skills needed by beginning reporters for multiple media, including print, broadcast and Internet.

**Learner Outcomes:**

Upon completion of this course, the student will develop a basic knowledge of reporting and writing news in a variety of situations. An emphasis will be placed on clear, accurate reporting and the skills involved. The student also will develop a basic understanding of ethics in journalism and the ideal role of news reporting in a democratic society.

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been

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achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1: THE BASICS</b>						
Outcomes: Student will demonstrate a basic knowledge of the components of a news story.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Develop stories that are factually accurate.
						Use attribution effectively.
						Develop stories that are objective, balanced and fair.
						Write stories that demonstrate proper word choice and English language usage.

<b>UNIT 2: WRITING THE STORY</b>						
Outcomes: Student will demonstrate a basic knowledge of how to write a news story.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Define what is news.
						Write using the inverted pyramid style.
						Develop lead paragraphs that pull readers into the story.
						Develop well-written news and feature stories using a narrative format.

**UNIT 3: REPORTING PRINCIPLES**

Outcomes: Student will demonstrate the ability to dig for information, make sound observations, use background research, cultivate sources, and utilize interview principles.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify human and physical sources available to the reporter.
						Utilize a variety of interview techniques.
						Incorporate multiple sources into news stories to ensure balance and accuracy.
						Write stories for print that conform to Associated Press style.
						Write stories that reflect an understanding of rules for proper grammar, spelling, punctuation and sentence structure.
						Write specifically for non-print media, especially broadcast (radio/television) and Internet.

**UNIT 4: COVERING THE BEAT**

Outcomes: Student will demonstrate the ability to cover a variety of beats.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						How to write clear and accurate accident/disaster stories.
						How to write stories involving the police department.
						Basic court reporting techniques.
						How to write about sports and how sports coverage can differ from regular news coverage.

## UNIT 5: ETHICS

Outcomes: Student will demonstrate a basic knowledge of reporters and the law.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify grounds for libel suits.
						Understand the First Amendment to the Constitution and limits on a reporter's First Amendment rights.
						Identify the news reporter's ideal function in a democratic society.
						Identify prominent libel cases in which media have won and lost.

### **Projects Required:**

### **Textbook:**

Contact Bookstore for current textbook.

### **Materials/Equipment Required:**

Computer and Internet access

Word (Microsoft)

### **Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

### **Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

### **Maximum class size:**

F2F based on classroom occupancy

Online 15

### **Course Time Frame:**

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit

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allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.