Course Syllabus
COM 225 - 6 – Media Writing – Spring 2021
University of Tampa – College of Arts & Letters
Dr. Robert Winsler
rwinsler@ut.edu

Course Day/Time/Location
Meeting time: Monday & Wednesday 6:00 – 7:50 p.m.
Meeting place: Jaeb Computer Center; CC 123

Contacting Me
Please email me rwinsler@ut.edu and follow up via Blackboard. You may also schedule an appointment anytime for a digital office hours meeting or schedule in-person a week in advance.

Office Hours
My office hours are from 4:30-5:30 p.m. on Tuesdays or by appointment. I live over an hour from the university so I don't spend much time on campus or in my office outside of when I teach. My office is in the Faculty & Staff Offices: FSO 110-A across Kennedy from campus.

Course Description
This course gives students hands-on experience in the different writing styles required for many different types of media. Journalism, advertising, public relations as well as digital forms of each and social media will be practiced.

Course Objectives
By the end of this course, students will be able to differentiate between the styles and goals of writing for each media outlet. Students will also be able to:

1. Know the basics of required styles for different media styles of writing
2. Identify the resources available to answer stylistic questions that arise
3. Determine what is newsworthy content and frame narratives as reportable
4. Formulate well-crafted messages for their audiences; and
5. Become better writers through increased confidence in content output

Reading Materials
No text is required for this course. Readings and videos can be found on Blackboard.

Date	Topic of the Class	Reading Due Before Class	Due Before Class
Wk1			
20-Jan	Introduction	None	None
Wk2			
25-Jan	Categories of Media	None	None
27-Jan	History of Journalism	BB Readings	None

Wk3			
1-Feb	Newsworthiness	None	None
3-Feb	Types of Stories	BB Readings	None
Wk4			
8-Feb	Best of the Best Types	None	**RN1: Types of Stories**
10-Feb	Objectivity	BB Readings	
Wk5			
15-Feb	Journalism Ethics	None	**RN2: Objectivity**
17-Feb	Guest Speaker	BB Readings	None
Wk6			
22-Feb	AP Style		**RN3: Speaker Reaction**
24-Feb	AP Style Con't	BB Readings	
Wk7			
1-Mar	Journalism Credibility	None	**RN4: AP Style**
3-Mar	Film: All the President's Men	BB Readings	None
Wk8			
8-Mar	New Age Journalism	None	**RN5: Film Reaction**
10-Mar	NO CLASS	NO CLASS	NO CLASS
Wk9			
15-Mar	Intro to AD/PR	None	None
17-Mar	PR Writing	BB Readings	None
Wk10			
22-Mar	PR Ethics and Examples	None	**Assignment: PR Piece**
24-Mar	Advertising Writing	BB Readings	None
Wk11			
29-Mar	AD Ethics and Examples	None	**Assignment: AD Piece**
31-Mar	ADPR in a Social World	BB Readings	None
Wk12			
5-Apr	Social Media Writing	None	None
7-Apr	Social Media Ethics	None	None
Wk13			
12-Apr	Film and Picture Storytelling	None	None
14-Apr	Film & Photojourno con't	None	None

Wk14			
19-Apr	Class Recap	None	None
21-Apr	No Formal Class: Group Mtgs	None	None
Wk15			
26-Apr	Project Presentations pt. 1	None	None
28-Apr	Project Presentations pt. 2	None	None

Course Schedule – Assignments are due on the date, not the following class meeting

Group Work
You will be working with groups for the final projects. Each person will have the opportunity to anonymously hold others in the group accountable for honoring their contributions to the project.

Grading
Letter grades will be awarded on a point range as follows:

Class Participation	250 points
Reading Notes	250 points (50 each)
Assignments	200 points (100 each)
Final Project	250 points
Final Exam	50 points
Total	1,000 points

Final Grade Formula: Your grade % = (all the points you have earned) / (maximum points possible)

A	95-100%	Outstanding
A/B	90-94%	Excellent
B	85-89%	Very Good
B/C	80-84%	Good
C	75-79%	Average
C/D	70-74%	Below Average
D	60-69%	Passing
F	0-59%	Failing

Class Participation (250 points)
You are an integral part of this class. Therefore, it is expected that you complete all reading and written assignments prior to class. In this way, you enable yourself to contribute to lively, informed class discussions during each class period. I will be tracking a head count of attendance but not for a grade. An easy way to tell if you're contributing enough is the speed with which I learn your name. I will meet with everyone halfway through the semester to discuss the progress of their participation.

Reading Notes (50 points each; 250 points total)
There are five reading notes all assigned in the first half of the semester. You will have a weekend to complete each. You should refer to the rubric on Blackboard for the content guidelines. Each should be at least 200 words long.

Assignments (100 Points each; 200 points total)
There will be two assignments to teach you about ADPR writing. You may **NOT** duplicate your assignment with your final project but the assignments will be to prepare you for the group work. A rubric will be provided.

Final Projects (250 points)
Your final projects will be to put together a PR packet, write an advertising campaign or do a series of journalism pieces on a certain topic. You will be working in small groups to accomplish these tasks and each group will do a final presentation that will be worth 50 of your 250 possible points.

Final Exam (50 points)
The final exam will be one final reading note as a reaction to the project presentations. It will be due during your final exam period but may be written ahead of time.

My Commitment to You
1. Class will start on time every time.
2. Any changes to the course schedule (including class cancellations) will be communicated to you via e-mail in a timely manner. In the event that I am sick or otherwise unable to attend class, I will strive to let you know as soon as possible to limit your inconvenience.
3. I will respond to all emails within a 2-day time period (usually.)
In terms of fast-approaching assignments, questions should be addressed far in advance. Failure to address these questions in a timely manner does not equal assignment due date extensions. My failure to return emails within the 24 hours leading up to an assignment due date does not equate to extensions. In addition, if you send an email after 4pm on Friday, you may not receive a response until afternoon on Monday.
4. I will be available to you with office hours by appointment

My Expectations from You
1. You will arrive to class on time including signing in before class time begins.
You will be wearing a mask if attending in-person and keep that mask on for the duration of the class.
2. If you know in advance that you will be absent from class on the day an assignment is due, it is your responsibility to coordinate a time (ahead of the due date) to turn in that assignment. Otherwise, it is considered a late assignment and will not be not accepted.
4. You will adhere to the classroom policies for this course. (See below.)
5. You will adhere to the University of Tampa policies during your time in this course. (See below.)

Classroom Policies:

Late assignments and make-up work
There are no routine make-ups for work missed for the course. You may earn full credit for a late assignment or take a makeup exam only if you meet all of these conditions:
1. You contact me prior to the absence, whether by phone or e-mail;
2. You bring documentation on your first day back to class to verify the absence; and
3. Your documentation is official, written on official stationery or letterhead, and signed by the appropriate authority (e.g., a physician) for the date missed.
If you visit the Health Center, your documentation must indicate that you saw a physician.

If you do not have appropriate documentation and if you do not meet the above conditions, you will not be allowed to make up assignments or exams, and you will earn a zero. The lowest score on some assignments is dropped.
In the case of an excused absence, make-up examinations will be given at my discretion and convenience, and with rare exceptions, must be taken no later than the next class meeting.

Mutual respect and support
Success in your future careers depends on how well you are able to succeed in diverse group environments. To that end, a portion of the grading in this class will be based on group projects. We all bring different strengths and weaknesses to the table and one of the ways we succeed on teams is by allowing each individual's strengths to shine. Keep in mind that being in a group does not mean some individuals can "coast" while a few people do all the work. I will be speaking with each group as the term progresses to gauge participation. I expect everyone to contribute fully to the project and share an equal role in both the groundwork required for each assignment as well as the presentation itself. Individuals who are not pulling their weight on group projects will have points subtracted from their individual score at the discretion of the instructor.

Laptop/Phone/Electronic Media Use
While the ability to multitask is a great asset in the workplace, it can cause distractions in the classroom. For that reason, computers, laptops and cell phones may not be used in the classroom for any reason. The only exception will be laptops used as part of group presentations and the final project.

Email Etiquette
Email etiquette is essential when you are initiating or responding to communication with the course instructor; thus, I advise that you treat all of your emails as the professional communication that they are. *All emails sent will be subject to be read to me in person*. As previously mentioned, during the week, there is usually a 48-hour turnaround time for emails. Emails received after 4pm on Fridays may not get a response until after noon the following Monday.

Grade Grievance Policy
If you wish to appeal a grade that you have earned, please follow this procedure:
1. Wait 24 hours before speaking with me about a grade unless there was an error in calculation of the grade. I ask that you wait so that you can look back over the assignment or exam, look back at your notes and the textbook, and think about the reasons why you earned the grade. I want you to act rather than react to the grade.
2. Speak with me within one week of your receipt of the grade. Do not wait until the end of the semester to discuss a grade.

3. Submit the grade appeal in writing. Submit a typed argument indicating what your specific appeal is and what grade you believe you deserve.

Course Policies

Syllabus Subject to Change

This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, as a result of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep or wellbeing of our campus community or operations requires the University to make any syllabus or course changes or move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the University, can still be met. The University does not guarantee that this syllabus will not change, nor does it guarantee specific in-person, on-campus classes, activities, opportunities, or services or any other particular format, timing, or location of education, classes, activities, or services.

Exposure to or Diagnosis of COVID-19

What to do if you have an exposure or diagnosis of COVID-19

If you have been diagnosed with COVID off-campus, please confidentially report this to UT's local contact tracers Rapid-Trace, so they can confidentially notify anyone else who may have been exposed, provide you resources, work with you on isolation/quarantine guidelines, and arrange notification to your professors as needed. Students can contact Rapid-Trace at (813) 699-3551, or selfreport@rapid-trace.com. Rapid-Trace can be reached daily from 7 a.m.-9 p.m., with after-hours voicemail.
If you are diagnosed with COVID at the Dickey Health and Wellness Center - Rapid-Trace will contact you.

Types of Close Contact that will be traced:

There are three types of contact that Rapid Trace contact tracers will look for when a case has been identified:

- Physical contact – touching without protection
- Close contact – within 6 ft. for 15 minutes or more
- Proximate contact – More than 6 feet-but in the same room for an extended period (an hour or more). However, if students, faculty and staff were wearing masks and are 6ft or more apart then they would NOT be considered close contacts, regardless of class time or time in a room together.

Please remember that these are general guidelines, and it is important to always follow UT's Spartan Shield directives for health and safety.

If you feel you have been exposed to COVID and have not been contacted by Rapid Trace, please confidentially report the exposure to get assistance and guidance.

Title IX & Reporting Sexual Misconduct

Sexual misconduct, including, but not limited to: acts of sexual harassment, nonconsensual sexual intercourse, nonconsensual sexual contact, dating violence, domestic violence, stalking, gender-based harassment or sexual exploitation are prohibited by Title IX, the Student Code of Conduct and other University policies.

The University strives to maintain a safe and nondiscriminatory campus community, and to do so, it is important for the Spartan community to report any safety concerns, such as acts of sexual misconduct. If you experience or witness any of these University prohibited actions, the University encourages reporting these matters, so that the University is able to take prompt action to stop, prevent and remedy the effects of the harassment. University resources and grievance procedure information will be provided to individuals who may seek services or redress.

There are many options to making a Title IX/Sexual Misconduct report. You may report this information through the University's online Title IX Report form.[1] The information will be forwarded and reviewed by the Title IX Coordinator or a Title IX Deputy Coordinator, who will contact you to provide further information on University grievance procedure options and resources that are available.

You may also make a direct report by contacting the University's Title IX Coordinator:

Donna Popovich, Title IX Coordinator
Southard Family Building Suite #266
(DPopovich@ut.edu) (813)-257-3723

If you decide to discuss an incident with your course professor, it is important to note that they are considered a Responsible Employee, and are obligated to report the information you share to the University's Title IX Coordinator.[2]

If you are not ready to disclose or report this information to the University, you may disclose the information to a confidential party, such as a Victim Advocate, or a Counselor or Health Clinician at the Student Health and Wellness Center, to discuss any further options and resources available before making a decision to report.

- The Victim's Advocacy Hotline: (victimadvocacy@ut.edu) (813) 257-3900.
- Health and Counseling Center (healthcenter@ut.edu) (813) 253-6250
- Dickey Health & Wellness Center (wellness@ut.edu) (813) 257-1877

[1] https://ut-advocate.symplicity.com/titleix_report/index.php/pid419524?

[2] There is an exception to this required reporting for preventative education programs and public awareness events or forums. For more information about exempt events, please contact the Title IX Office.

For more information, see The University of Tampa's Title IX webpage[3] and the Student Code of Conduct[4] webpage.

ADA Statement

Students with disabilities: If you require accommodations because of a disability, please call (813) 257-5757 or e-mail disability.services@ut.edu for information on registering with Student Disability Services. You can also submit your request for accommodations and supporting documentation via an Accommodation Request[5]. Please feel free to discuss this with me in private for more information.
If you encounter disability-related barriers accessing the online content for this course, please contact Sharon Austin, Academic Technology Accessibility Specialist, at saustin@ut.edu. If the initial access to the content cannot be resolved, the university will provide individuals with disabilities access to, and use of, information and data by an alternative means that meets the identified needs.

Campus Closure Statement

Course interruption due to adverse conditions: In case of any adverse condition or situation which could interrupt the schedule of classes, each student is asked to access UT Homepage[6] for information about the status of the campus and class meetings. In addition, please refer to UT Blackboard[7] for announcements and other important information. You are responsible for accessing this information.

(The following are recommended to be included in your syllabus. You may reword to reflect the needs of your course or just link to the policies if you choose. Delete this note before copying to your syllabus.)

Academic Integrity Statement

The University of Tampa is committed to the development of each student to become a productive and responsible citizen who embraces the values of honesty, trust, fairness, respect, and responsibility. Upholding academic integrity and promoting an ethical standard that does not condone academic misconduct is an important demonstration of these values and underpins how we live and learn in a community of inquiry. Students are expected to act ethically in the pursuit of their education and to avoid behaviors that run counter to participation

[3] https://www.ut.edu/about-ut/university-services/human-resources/title-ix-
[4] https://www.ut.edu/campus-life/student-services/office-of-student-conduct/student-code-of-conduct
[5] https://ut-accommodate.symplicity.com/public_accommodation/

[6] http://ut.edu

[7] https://utampa.okta.com

in and demonstration of their learning. The Academic Integrity Policy[8] lists several common types of violations related to cheating, unauthorized collaboration or assistance, plagiarism, and more. While the policy lists common violations and examples, it is not an exhaustive list and instructors may identify other types of conduct that impacts their ability to evaluate what has been learned substantively enough to constitute a violation of this policy. An instructor may impose a wide range of sanctions for academic integrity violations from completing a more difficult replacement assignment to an F in the course. Particularly severe violations or multiple violations throughout a student's academic career may result in suspension or expulsion from the University.

Face Coverings/Masks

All face coverings, whether disposable or reusable, must

- be made with at least two layers of breathable material;
- fully cover the nose and mouth and secure under the chin;
- fit snugly but comfortably against the side of the face; and
- be secured with ties or ear loops, allowing one to remain hands-free.

Based on guidance from health authorities, the following are *not* acceptable face coverings: neck gaiters, open-chin triangle bandanas, and face coverings containing valves, mesh material, or holes of any kind. Unless a face shield is coupled with a face mask, it is *not* considered an acceptable masking practice on campus.

Failure to wear a mask will mean that one cannot enter a building nor attend class. Refusal to wear a mask within the classroom is considered disruptive behavior and will be handled through the classroom disruption policy. Refusal to wear a mask in other settings will be handled through Student Conduct or Human Resources if faculty or staff.

It is important to note that UT policy may vary from City and County Executive Orders. You may want to refer to local government websites as you travel the City and the County.

City of Tampa[9]

Hillsborough County[10]

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8 http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Academic-Integrity-Policy

9 https://www.tampagov.net/emergency-management/covid-19/face-covering

10 https://www.hillsboroughcounty.org/en/residents/public-safety/emergency-management/stay-safe/face-coverings-and-masks

Class Disruption Statement

Disruption policy: Every student has the right to a comfortable learning environment where the open and honest exchange of ideas may freely occur. Each student is expected to do his or her part to ensure that the classroom (and anywhere else the class may meet) remains conducive to learning. This includes respectful and courteous treatment of all in the classroom. According to the terms of the University of Tampa Disruption Policy, the professor will take immediate action when inappropriate behavior occurs. Details of the policy may be found at Disruption of the Academic Process[11].

Student Code of Conduct and COVID-19

All students whether living on or off campus are responsible for their own behavior and their personal safety. In the current COVID-19 pandemic, it is imperative that students understand their responsibility to support not only their own health and safety, but also how their personal actions contribute to the safety and welfare of others, including those within and outside the UT community. Non-compliance with the Spartan Shield Health and Safety Plan has been incorporated into the Student Code of Conduct[12] to promote accountability.

Prohibited conduct includes, but is not limited to, violating isolation and/or quarantine restrictions, not maintaining appropriate physical/social distancing or not following the required use of approved facial coverings in public campus spaces indoors, and outdoors when physical/social distancing is not possible. Behavior that violates city, county and/or state executive orders specifically related to the public health emergency in the state of Florida due to the spread of COVID-19, is also prohibited. Engaging in any behaviors that violate the Spartan Shield Health and Safety Plan may result in disciplinary action ranging from a disciplinary reprimand through expulsion from the University.

As a community, we abide by the Spartan Code and express care for ourselves and each other by sharing the obligation of compliance and holding each other accountable to the health and safety measures outlined by the University's Spartan Shield Health and Safety Plan. Violations of University policy should be

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11 http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Disruption-of-the-Academic-Process

12 https://www.ut.edu/campus-life/student-services/office-of-student-conduct/student-code-of-conduct

reported by contacting Campus Safety at (813) 257-7777 or by submitting a student conduct incident report[13].

General Disclaimer

Note: The professor reserves the right to make changes to this syllabus as necessary

[13] https://ut-advocate.symplicity.com/public_report/index.php/pid148678?