Dear student,

Welcome to the ever-changing world of journalism and to the inky, award-winning pages of The Brookhaven Courier. I hope you enjoy becoming a part of the rich history of Brookhaven College’s 40-year-old student newspaper. It is my goal to make sure you get as much out of this course as I did when I first started my career in journalism here at Brookhaven. I completely understand that juggling your assignments for the newspaper with course work from your other classes can seem a bit overwhelming at times. But if you communicate with me, your other professors and the newspaper editors, staff and advisers, I’m sure you will find the work manageable and, ultimately, very rewarding.

Since first publishing from "The Basement" of the L Building in 1978 (now the darkroom in L116), our modest newspaper quickly established itself as a reputable repository of all the campus and Dallas County Community College District news that was fit to print. And after leaving Brookhaven, many former staffers have had bylines in local publications such as Dallas Morning News, FD Luxe, Dallas Observer, D Magazine, Dallas Voice, Dallas CBS Radio and Denton Record Chronicle, as well as numerous other national publications from NPR to Billboard to the CBS Sunday Morning Show.

The goal of this course is to prepare students for a career in today's media by improving each student’s awareness of the functioning of a small publication, while highlighting the importance of accepting responsibility for completing deadline-sensitive, newspaper-related tasks. Please, if you run into a problem with an assignment, don’t ever hesitate to stop by the newsroom, Bldg. U, Room U241, or my office, L113, during my posted office hours.

That’s all on-the-record,
Daniel Rodrigue

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I. **Course Number and Title:** COMM 2305, Editing and Layout [This is a Texas Common Course Number.]

II. **Catalog Description:** Prerequisite: None. “Editing and layout processes, with emphasis on accuracy and fairness, including the principles and techniques of design. (3 Lec.)”

III. **Class Meeting Time:** 9 – 10:20 a.m. on Mondays & Wednesdays in L109.

IV. **Student Learning Outcomes:** This class familiarizes students with news editing as it applies to the mass media. Learning will be facilitated through a combination of lectures, discussions, readings, exercises and class activities, including practical experience in editing stories for the campus newspaper. Successful completion of this course will allow students to:

- Find and correct mistakes in grammar and punctuation
- Apply Associated Press Style
- Check word usage
- Edit stories for accuracy and structure
- Be familiar with media law and ethics
- Understand the uses of typography
- Write effective headlines and captions
- Understand principles of effective page design

V. **Required Course Materials:**

B. *The Associated Press Stylebook* (most recent edition, new or used) – hard copy or phone app
C. Webster’s *New World Dictionary* – hard copy or phone app

VI. **Optional Supplementary Text:**

A. *Creative Editing* (5th ed., 2008) by Bowles and Borden
VII. **Course Policies:**

A. **Attendance:** Don’t be late to class. According to the DCCCD catalog, “Students are expected to regularly attend all classes in which they are enrolled. Students have the responsibility to attend class and to consult with the instructor when an absence occurs.”

B. **Cyber civility:** Think before you tweet, post or share. “Cyber civility” is critical.

C. **Participation:** Take notes. Turn your cellphones and laptops OFF before each class session begins.

D. **Plagiarism:** Plagiarism of any form cannot and will not be tolerated. ALL assignments must be original work. Plagiarized work will receive a zero. No exceptions or excuses. (At many j-schools, students caught plagiarizing are immediately expelled.) Students who are uncertain what constitutes plagiarism should speak with the instructor or newspaper adviser.

E. The instructor has the right to add to, delete from, or otherwise revise the syllabus and/or course calendar.

VIII. **Course Evaluation:** The course grade will be determined based on the following:

- 50 percent: Page layouts (average of six page layout grades)
- 20 percent: Tests (average of four test grades)
- 20 percent: Exercises (average of 10 highest of 12 exercise grades)
- 10 percent: Find and Fixes (average of 14 Find and Fixes)
- Additional points may be added at the end of the semester based on attendance and punctuality.

**Extra Credit:** Students can earn extra credit to replace their lowest story grade by reading Brookhaven’s Open Book selection or by attending one of the Open Book Events and writing a critical response essay of 600-1,000 words.

Other factors that may affect the course grade include attitude and participation. The instructor has the right to give various extra-credit points to students who take on extra stories, assignments or duties for The Courier. Any exceptions to the grading policy require student documentation and instructor approval. Documentation does not guarantee approval.

**Grading Scale:**

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 0-59

IV. **Course Expectations:**

a. **Page layouts:** Page layouts will be the practical application of the techniques learned from your assigned reading and the class lectures. Students will complete each of the six required layouts in our student newsroom, U241.

b. **Tests:** Tests may cover any information included in the textbook chapters and from the lectures. Dates and chapters covered are shown on the Course Calendar.

c. **Exercises:** Class exercises (and Find and Fixes) will be checked at the beginning of class on the due dates. These exercises must be presented during the first 10 minutes of class to receive credit – so, naturally, if you are more than 10 minutes late, then you will not receive credit. Because you are graded on the basis of 10 exercises, you may miss two of the 12 exercises without jeopardizing your exercise grade (or, if you do them all, your two lowest grades will be dropped). Exercises are assigned based on the honor system – I expect you to complete each exercise and turn them in without looking at the answers.

d. **Find and Fixes:** For each Find and Fix, you will need to find three errors in a publication(s), fix those errors and bring a printed copy of the page(s) you fixed. Errors can be spelling, grammar, usage, poor headline or deck, poor picture choice, poor page layout, poor design elements, inconsistency in stories or any other mistake in the editing and layout process. You must be able to not only identify the error, but also tell the class why it is wrong and how it should be corrected. You may choose any North Texas-based publication’s print or online content for these assignments (no random websites or blogs).

e. **BONUS POINTS AVAILABLE for participation in Dr. Neal’s critiques (2 points per critique attended):** At noon every Wednesday following press weeks, we will have a staff meeting during which Dr. Neal will critique the recent issue. More information regarding where you can find the marked up “Critiqued Edition” will be made available during class.

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**Spring 2019 Important Dates**

Certification date: Feb. 4 | Drop/withdrawal date: April 17 | Final exams: May 13-16 | Holidays (NO CLASS): Feb. 28-March 1, March 11-15, April 19

**Institutional Policies**

Institutional Policies relating to this course can be accessed from the following link:

https://www.Brookhavencollege.edu/syllabusaddendum
**Course Calendar**

The assigned reading for each class date must be completed **before** you come to class. Failure to do so will result in you missing information crucial to class discussions and assignments.

<table>
<thead>
<tr>
<th>WK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNED READING</th>
<th>DUE</th>
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</thead>
</table>
| 1  | W – 1/23 | 1. Course objectives, expectations + overview  
2. Don’t panic – don’t drop!  
3. Always ask for NAMES | Syllabus | 1. Take good notes in class  
2. Ask questions in class (any syllabus questions?)  
☐ Join the Media Writing & News Reporting Facebook group |
| 2  | M – 1/28 | | | |
| 3  | W – 1/30 | 1. Forget That Survey  
2. Story sheets + story ideas  
3. Sourcery  
4. NEWSROOM TOUR | Harrower: Introduction (pgs. 1-16) | ☐ Class Exercise (CE) #1: Ice Breaker  
☐ Interviews  
☐ Favorite candy/nutrition bar  
☐ Two of each: favorite print publications & websites |
| 4  | M – 2/4 | Copy editing basics: grammar, usage, punctuation, spelling, AP style, editing symbols | 1. The following handouts, located under the "Files" tab in the Media Writing & News Reporting Facebook group:  
66 Newswriting Tips, Newswriting Basics and Two Minutes to Improving Your Writing  
2. AP Stylebook Punctuation Guide  
3. AP Stylebook Editing Marks | Find and Fix #1 |
| 5  | W – 2/6 | The Fundamentals | Harrower: Ch. 1 | CE #1: Copy editing symbols |
| 6  | M – 2/11 | Story Design | Harrower: Ch. 2 | Page Layout #1 – due by midnight  
Find and Fix #2 |
| 7  | W – 2/13 | Rewriting news leads | Handout: Beyond The Basic News Lead | CE #2: AP style |
| 8  | M – 2/18 | | | |
| 9  | W – 2/20 | Review for Test #1 | | Test #1 opens – AP style, copy editing,  
Harrower: Ch. 1-2 |
| 10 | M – 2/25 | Page Design | Harrower: Ch. 3 | Page Layout #2 – due by midnight  
Find and Fix #4 |
Find and Fix #5 |
| 12 | M – 3/4 | Photos & Art | Harrower: Ch. 4 | |
| 13 | W – 3/6 | Photos & Art, cont. | Harrower: Ch. 4 | CE #4: Headline writing  
Test #1 DEADLINE |
| 14 | 3/11-3/15 | SPRING BREAK | SPRING BREAK | SPRING BREAK |
| 15 | M – 3/18 | Review for Test #2 | | |
| 16 | W – 3/20 | Nuts & Bolts | Harrower: Ch. 5 | CE #7: Pgs. 71-72  
Test #2 opens – Harrower: Ch. 3-4 |
| 19 | M – 4/1 | | | Page Layout #4 – due by midnight  
Find and Fix #9  
Test #2 DEADLINE |
| 20 | W – 4/3 | Guest? | | CE #7: Pgs. 71-72  
Test #2 DEADLINE |
| 21 | M – 4/8 | Individual conferences & Movie Day | | |
| 22 | W – 4/10 | Graphics & Sidebars | Harrower: Ch. 6 | CE #8: Pg. 106  
Test #3 opens – Harrower: Ch. 5-6  
Find and Fix #11 |
| 24 | W – 4/17 | Review for Test #3 | | Test #3 opens – Harrower: Ch. 5-6  
CE #9: Pg. 107  
Find and Fix #11 |
| 25 | M – 4/22 | Special Effects | Harrower: Ch. 7 | Test #3 DEADLINE  
Find and Fix #12 |
| 26 | W – 4/24 | Special Effects, cont. | | |
| 27 | M – 4/29 | The "intern" talk and Special Guest | | Page Layout #6 – due by midnight  
Find and Fix #13 |
| 28 | W – 5/1 | Redesigns & Breakfast Burrito Day | Harrower: Ch. 8 | CE #11: Pg. 143  
Test #3 DEADLINE |
| 29 | M – 5/6 | Review for Test #4 | | Test #4 opens – Harrower: Ch. 7-8  
Find and Fix #14 |
| 30 | W – 5/8 | Movie Day | | CE #12: Pg. 144  
Test #4 DEADLINE: Monday, May 13 |
News Consumption Disclaimer

Journalism and PR students and Courier staff should closely follow current events by reading a variety of news publications in print and online, especially local print publications such as The Dallas Morning News, Dallas Observer and The Brookhaven Courier. Students should also find time to watch local news broadcast and news radio stations.

Spring 2019 Courier Publication Schedule

<table>
<thead>
<tr>
<th>Advertising/Copy Deadline</th>
<th>Publication Date</th>
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<tbody>
<tr>
<td>January 24</td>
<td>February 4</td>
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<td>February 7</td>
<td>February 18</td>
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<td>February 21</td>
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<td>March 28</td>
<td>April 8</td>
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<td>April 11</td>
<td>April 22</td>
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<td>April 25</td>
<td>May 6</td>
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Name__________________________________________

Email__________________________________________

Phone__________________________________________

Due Date________________________________________

Q: Why are you interested in journalism or PR?

Q: Is this your first news writing/journalism course? Did you write for a school newspaper before?

Q: What are your interests/hobbies outside of school?

(The fine print: By signing this form you’re agreeing that you have read the above portion of the syllabi relating to the “Course Policies,” as well as the grading process, plagiarism policy and the penalty for missing a deadline.)

Student's Signature:________________________________ Date:____________