

_____SOUTH SEATTLE COMMUNITY COLLEGE_____

Academic Programs

COURSE OUTLINE

Revision: Betsy Berger, May 2008

DEPARTMENT: Academic Programs
CURRICULUM: Humanities/Journalism
COURSE TITLE: News Writing
COURSE NUMBER: JRN 104
TYPE OF COURSE: Academic Transfer
Special Requirement Met: None
AREA(S) OF KNOWLEDGE: Language and Speech
COURSE LENGTH: 1 quarter
CREDIT HOURS: 2 - 4
LECTURE HOURS: 22 - 44
LAB HOURS: 0
CLASS SIZE: 25
PREREQUISITES: None

COURSE DESCRIPTION:

Preparation and publication of a college newspaper. May be repeated for additional credit, for a maximum of three times or six credits.

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STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication – Read and listen actively to learn and communicate. Speak and write effectively for personal, academic and career purposes.
2. Human Relations – Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values.
3. Critical Thinking and Problem Solving – Think critically in evaluating information, solving problems and making decisions.
4. Technology – Select and use appropriate technological tools for personal, academic and career tasks.
5. Personal Responsibility – Be motivated and able to continue learning and adapt to change. Value one's own skills, abilities, ideas and art. Take pride in one's work. Be aware of civic and environmental issues.
6. Information Literacy – Access and evaluate information from a variety of sources and contexts, including technology. Use information to achieve personal, academic, and career goals, as well as to participate in a democratic society.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Have an overview of the operations of *The Sentinel* campus newspaper and its relationship with its campus readership and larger West Seattle community.
2. Maintain updated, efficiently-labeled photo files
3. Maintain the public service announcements (PSA) files as backup for white space in the newspaper
4. Maintain the canned news files
5. Maintain the newspaper morgue
6. Support computer operations for the reporters, editors and layout staff members
7. Maintain the business side of the newspaper from arranging advertising, taking classified ads and inputting those, working with national ad placement agencies, filling out questionnaires on the student newspaper, keeping records or bookkeeping, invoicing and sending out tear sheets, depositing checks into *The Sentinel* account and so on.
8. Work with web master in getting stories on-line.
9. Improve communications in *The Sentinel* office among the various elements which must work together through phone lists, meetings, memos, office-hour scheduling, and so on.

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10. Work with the Public Information Office (PIO) to improve communications and news coverage on campus.
11. Keep the filler file well-stocked with edited stories for possible future use in the newspaper.
12. Support *The South Seattle Sentinel* contests (photo and essay writing)
13. Work as a liaison with the publisher
14. Support distribution.

TOPICAL OUTLINE:

APPROX. HOURS: 22 - 44

I.	The Sentinel and the West Seattle community and campus	1 – 2
II.	Photo files	1 – 2
III.	Public Service Announcements	1 - 2
IV.	Canned News Files	1 - 2
V.	Newspaper Morgue	1 - 2
VI.	Computer Operations, Paid Student Staff Positions at the Sentinel	1 – 2
VII.	Business and Advertising Procedures	1 – 2
VIII.	On-line: The Sentinel and Web Master work	1 – 2
IX.	Internal Communications in an Office Environment	1 – 2
X.	Public Information Office (PIO)	1 – 2
XI.	Filler File	1 – 2
XII.	The Sentinel Contest (photo and essay writing)	1 – 2
XIII.	Visit the publisher and work with the customer service rep	1 – 2
XIV.	Distribution and campus drop sites	1 – 2

REVISED BY: Betsy Berger
DATE: May 2008