C327 (Section 5943), Writing for Mass Media
The Horizon Experience
Fall 2012

4:15 – 5:30 p.m. Monday/Wednesday, CV209
Professor/ Faculty Adviser: Ron Allman
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Office Hours: M–R 3 p.m. – 4 p.m. and by appointment

Course Objectives: This course will teach you the skills and give you the knowledge necessary to produce a weekly news product. By being a member of this class, you become part of The Horizon Experience. Class members produce all content of The Horizon newspaper: stories, photos and graphics. You may also choose to participate in The Horizon's online newscast — The Horizon Newscast. The course is designed to give you practical experience in journalism and to develop and improve your journalism skills, especially in the area of media writing. You are encouraged to explore new areas of journalism during this semester.

Students with Special Needs: If you require any special assistance in meeting the class requirements due to a certified disability, please see me after class or during office hours within the first two weeks of the semester. Special accommodations or alternative-format materials will be made available. Students with disabilities may want to contact the Office of Services for Students with Disabilities.

Required Texts: You are required to buy and use "The Associated Press Stylebook 2011," ISBN# 9780917360558. You may wish to also purchase an online subscription to the AP Stylebook Online at www.apstylebook.com or the AP Stylebook app for the iPhone/iPad/iPod Touch. You will need a copy of the AP Stylebook for in-class quizzes.

Reading Assignments: You are encouraged to read a daily newspaper and to keep up with current events through other media, such as television news, radio news, online newspapers and weekly news magazines. There will be current-event questions on the weekly quizzes. You are also required to read and critique each issue of The Horizon before the in-class critique.

Attendance, Punctuality and Deadlines: Attendance at all class meetings is mandatory. You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken, and absences will count against your weekly grade. Being late twice will be considered an absence. A total of three absences will result in a grade of "F." Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence.

All assignments are due before class on the assigned due date, usually Monday. Meeting deadlines is an important part of being a journalist and all deadlines will be strictly enforced. Start all assignments as soon as possible. Problems such as equipment failure,

uncooperative or unavailable sources, and poor time-management skills are not valid reasons for missing a deadline. The best way to avoid potential problems is to start early.

Class Interruptions (Laptops, Cellular Phones, Pagers, Et Cetera): Laptops will not be used during class time. You can check Facebook after class. Cellular phones and pagers will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent. Texting is considered a class interruption.

Grading: Students will be given a weekly grade for the work done on an issue of The Horizon newspaper or The Horizon Newscast. This grade will be based on the work done by the reporting group, or "pod," the student is assigned to. There will be 12 issues of the newspaper and 12 online newscasts; students will receive 12 weekly grades. These grades will be averaged to produce a final grade for the semester. Before the weekly critique, there will be a weekly quiz covering AP Style, grammar and current events. The grade on this quiz is part of the weekly grade. You are required to read and critique each issue of The Horizon before the weekly critique. There will be a quiz each week we publish a newspaper.

Journalism majors taking this course for the second time will be required to turn in a portfolio of their work. This portfolio will be part of the final grade average. Failure to turn in a portfolio will lower your final grade by one letter grade.

Students are also required to turn in other assignments for The Horizon that may not be directly related to the production of the newspaper or newscast. These assignments may include the following: end-of-the-semester evaluation letter, newspaper distribution and any other tasks deemed necessary by the adviser and the editorial staff. Failure to turn in these assignments will result in a lower final grade.

I reserve the option of raising or lowering a student's grade based on attendance, attitude, class cooperation, participation, courtesy or improvement in the course.

This class is time consuming. Arrange your schedules accordingly. All of the assignments for the class will be done outside of class.

There will be a quiz before every critique.

There is a zero-tolerance policy on deadlines.

Horizon Class Schedule

Aug. 27	Course introduction, story 1 assigned, staff info. Sheet assigned
Aug. 29	Story 2 assigned, info. sheet due
Sept. 3	No Class
Sept. 5	Story/photos 1 due

Sept. 10	Issue 1 published, story/photos 2 due, story 3 assigned, style quiz
Sept. 12	Issue 1 critique, in-class instruction
Sept. 17	Issue 2 published, story 4 assigned, story/photos 3 due, style quiz
Sept. 19	Issue 2 critique, in-class instruction
Sept. 24	Issue 3 published, story 5 assigned, story/photos 4 due, style quiz
Sept. 26	Issue 3 critique, in-class instruction
Oct. 1	Issue 4 published, story 6 assigned, story/photos 5 due, style quiz
Oct. 3	Issue 4 critique, in-class instruction
Oct. 8	Issue 5 published, story 7 assigned, story/photos 6 due, style quiz
Oct. 10	Issue 5 critique, in-class instruction
Oct. 15	Issue 6 published, story 8 assigned, story/photos 7 due, style quiz
Oct. 17	Issue 6 critique, in-class instruction
Oct. 22	Issue 7 published, story 9 assigned, story/photos 8 due, style quiz
Oct. 24	Issue 7 critique, in-class instruction
Oct. 29	Issue 8 published, story 10 assigned, story/photos 9 due, style quiz
Oct. 31	Issue 8 critique, in-class instruction
Nov. 5	Issue 9 published, story 11 assigned, story 10 due/photos, style quiz
Nov. 7	Issue 9 critique, in-class instruction
Nov. 12	Issue 10 published, story 12 assigned, story 11 due/photos, style quiz
Nov. 14	Issue 10 critique, in-class instruction
Nov. 19	No Class
Nov. 21	No Class
Nov. 26	Issue 11 published, story/photos 12 due, style quiz
Nov. 28	Issue 11 critique, in-class instruction
Dec. 3	Issue 12 published, Issue 12 critique, style quiz
Dec. 5	Annual Horizon gathering
Dec. 8	End-of-the-semester evaluation letters and portfolios due

Stories and photos will be submitted via e-mailed to rallman@ius.edu and your pod editor in Microsoft Word format before deadline. Stories should be approximately of 800 words long, double-spaced. Use the AP Stylebook for grammar and style. Cutlines should appear after the story. Cutlines for wild art should be submitted like a story. All photos must have cutlines, and all prominent people must be identified.

Horizon Information Sheet
PRINT PLEASE

Name _____

School E-mail Address _____

Alternate E-mail Address _____

Cell Phone Number _____

Home Phone Number _____

The Horizon Story Rubric

Name:

Date:

Issue:

Pod/Editor(s):

Category	5	4	3	2	1	0	Total
Deadline	Turned in Monday	Turned in Tuesday	Turned in Wednesday	Turned in Thursday	Turned in Friday	Turned in later	
Story	800 words Excellent AP More than two sources	700 words Good AP Two sources	600 words Average AP —	500 words Fair AP —	400 words Poor AP One source	Less than 300 No AP No sources	
Photo/Graphics	At least five/looks excellent	At least four/looks good	At least three/looks average	At least two/looks fair	At least one/looks poor	None	
Captions	At least five/written excellently	At least four/ written well	At least three/ written average	At least two/ written fair	At least one/ written poorly	None	
Edits	Turned in on time	—	—	—	—	Turned in late	

Final Score: /25

Grading System

Stories/Packages

Out of 300 points (12 stories multiplied by 25 points)

AP Quizzes

Out of 120 points (12 AP quizzes multiplied by 10 points)

Selling an Ad

Out of 50 points (once you sell an ad you will have 50/50 for the rest of the semester)

Attendance

Out of 30 points (attendance will be averaged at the end of the semester)

Total: 500 points

(Note: Extra credit is available for helping to pass out newspapers and editing on Friday nights- Five extra points for each and can only receive extra credit one time for each)

Grading Scale

- Once you miss two story deadlines, you cannot receive any additional story ideas until they turn in those two stories
- Have to sell an advertisement that is at least 2 columns by 2 inches

A+	98-100%	490-500 points
A	93-97%	465-489 points
A-	90-92%	450-464 points
B+	88-89%	440-449 points
B	83-87%	415-439 points
B-	80-82%	400-414 points
C+	78-79%	390-399 points
C	73-77%	365-389 points
C-	70-72%	350-364 points
D+	68-69%	340-349 points
D	63-67%	315-339 points
D-	60-62%	300-314 points
F	0-59%	0001-299 points

The Horizon Style Guide

a lot: two words

among: not "amongst," used when there are more than two

academic titles: Faculty should be identified by rank and department. This identification should be after the name: *Ron Allman, associate professor of journalism, is the adviser*. Do not use "Dr." except for in quotes.

Academic Success Center: No longer the "University Division"

administration offices: Refer to specific offices by building and room: *Student Affairs is located in University Center South, room 155.* Refer to the area where most of the administration offices are as the "administration offices area" – do not capitalize.

Athletics: Only capitalize when referring to the department. Lower case generalizations.

bold text: Do not use bold text.

breezeway: Do not capitalize. State location of the breezeway: *The meeting will take place in the breezeway in front of the administration offices.*

building names: Buildings on the IU Southeast campus will be referred to outside of direct quotes as follows:

• Activities Building (not "gym")
• Children's Center
• Crestview Hall
• Forest Lodge
• Grove Lodge
• Hausfeldt Building
• Hillside Hall
• Knobview Hall
• IUS Library (not "New Library," "Library Building" or any other variations; capitalized only when "library" follows "IUS," lowercase in all other references)
• Life Sciences Building
• Meadow Lodge
• McCullough Plaza (not "Clock area")
• Ogle Center
• Orchard Lodge
• Service Building
• Physical Sciences Building
• University Center North
• University Center South (not "old Library" or "old Library Building")

• University Grounds coffee shop
• Woodland Lodge

To refer to a room, state the building's name followed by a comma, the word "room" then the number: Crestview Hall, room 117.

chancellor: Do not capitalize "chancellor" unless it is used before a name: *Chancellor Sandra Patterson-Randles.* Do not use "chancellor" on second reference – use only the last name.

Clarksville: Stands alone when referring to Clarksville, Ind.

coach: Do not capitalize. Do not use as a courtesy title: *Farris*, not *Coach Farris* or *coach Farris* on second reference unless in quoted material, then it's *coach Farris*.

community adviser: Do not use as a title before a name. Do not use "CA" unless in a direct quote.

courtesy photos: Avoid using or submitting photos taken by a source. Take your own photos.

Corydon: Stands alone when referring to Cordon, Ind.

commas: The Horizon does not use serial commas: *I like apples, oranges and pears.*

cutlines: Cutlines are not indented if they are one line. Multiple-line cutlines are indented. The first sentence of a cutline is in present tense. All other sentences are in past tense.

days and dates: When using the days of the week, the exact date must also be given: *He went on Monday, Oct. 13.* Do not use "today," "yesterday" or "tomorrow." Use exact dates since we do not know when readers will be reading The Horizon. Only use the year if not referring to this year.

departments and programs:

Advertising Program
Allied Health Program
Education Leadership Program
Elementary Education Program
Expository Writing Program
Honors Program
Informatics Program
International Programs (note the "s")
International Studies Program
Nursing Program (in the School of Nursing)
RN-BSN Mobility Program

Secondary Education Program
Special Education Program
Transition to Teaching Program
Volunteer Programs (note the "s")
Women and Gender Studies Program
Department of Biology
Department of Chemistry
Department of Communications
Department of Computer Science
Department of Criminal Justice
Department of English
Department of Fine Arts
Department of French
Department of German
Department of History
Department of Japanese
Department of Journalism
Department of Mathematics
Department of Modern Languages
Department of Music
Department of Philosophy
Department of Physics
Department of Political Science
Department of Psychology
Department of Sociology
Department of Spanish
Department of Theater
Physical Plant

Dining and Conference Services: Not "Food Services"

dorms: Use *residence halls*, not *dorms* or *lodges*.

Dr.: Follow AP Style. The title "Dr." should only be used with those of the medical profession or in direct quotes when referring to the academic title.

e-mail: an exception to AP Style.

figures: In general, numbers one through nine are spelled out. The numbers 10 and greater use the figure. An exception is numbers at the beginning of a sentence are usually spelled out. Money terms usually use the figure: *5 cents, $2, $1.50, $100,000*. Hours and temperatures usually use the figure: *5 degrees, 10 a.m., 1:15 p.m.* Percents use figures: *23 percent*. Consult the AP Stylebook for correct usage.

First-Year Seminar: *FYS* acceptable on second reference and in headlines. Note the hyphen between "First" and "Year."

Floyds Knobs: Stands alone when referring to Floyds Knobs, Ind.

Grenadiers

Gus Grenadier: *Suds* is acceptable in humor pieces.

The Horizon: "The" is capitalized.

Information Technology: This office is under Administration and Finance as well as the Chancellor's Office. Its head is the chief information officer of Information Technology. Do not capitalize "chief information officer" unless it is used before a name*: Chief Information Officer of Information Technology Tom Sawyer.* Avoid using long titles such as this before a name. Information Technology includes Technical Services, Support Services and Communication and Special Projects. Each unit has a director.

Institute for Learning and Teaching Excellence: *ILTE* is acceptable on second reference and in headlines.

Internet

italics: Do not use italics.

IU: Do not use periods. Do not use as a noun referring to IU Bloomington. Only use "IU" as an adjective: *IU faculty*.

IU dance team: No longer called the "Red Edition."

IUS: "IUS" is used only as an adjective: *IUS campus, IUS professors*. The campus is referred to as *IU Southeast* except in direct quotes. *Indiana University Southeast* is acceptable, but not preferred. There are no periods. Do not make "IUS" possessive — use *IU Southeast's*. IUS may be used in a headline.

IUS Police: Not *University Police*. Lower case police alone. Use *IUS Police Department* when referring to the police office in the University Center South.

Jeffersonville: Stands alone when referring to Jeffersonville, Ind.

Kentucky Intercollegiate Athletic Conference: *KIAC* is acceptable on second reference and in headlines.

libero: A libero is a defensive specialist on a volleyball team. Do not use both "libero" and "defensive specialist" – it is redundant. A libero usually wears a different colored uniform.

Life Sciences

Louisville: Stands alone when referring to Louisville, Ky.

Multicultural Student Union: Do not hyphenate. *MSU* is acceptable on second reference but not in headlines.

National Association of Intercollegiate Athletics: *NAIA* is acceptable on second reference and in headlines.

New Albany: Stands alone when referring to New Albany, Ind.

Office of Equity and Diversity

over vs. more than: "Over" is a spatial relationship: *The plane flew over the house*. "More than" should be used when referring to a greater or higher number of items, money: *We have more than 200 used cars in stock.*

parking lots: Refer to the lots by name — Evergreen West Parking Lot, Evergreen East Parking Lot, Woodside Parking Lot, Central Parking Lot, Dogwood Lot, Hickory Lot, Hawthorne Parking Lot, Sycamore Parking Lot, Magnolia Parking Lot

phone numbers: Use figures and hyphens: 812-941-2253. Call the number as part of the editing process.

Physical Sciences

room names/areas: Named rooms at IU Southeast will be referred to as follows:

• Adult Student Center
• The Commons (where you eat food)
• Food Court (where you buy food)
• Frisbee Field or "the area known as Frisbee Field"
• Game Room
• The Horizon newsroom
• IUS Bookstore (capitalized only when "bookstore" follows "IUS," lowercase in all other references)
• IUS Lake (not "IUS Pond")
• Koetter Sports Softball Complex
• Koetter Sports Baseball Complex
• resident halls — use the name of the building (see above). Only use "lodges" in quoted material. Use "dorms" as a generic term for resident halls.
• Student Involvement Center
• University Grounds coffee shop

room numbers: Rooms will be referred to by building name followed by a comma and the word "room" before the cardinal number: *Crestview Hall, room 207, is too small*.

said: Use "said" in all attribution. "According to" is only acceptable when referring to inanimate objects: *There are no refunds according to the sign. According to the police documents, the man was shot.* "Said" is a verb and should follow the source in an attribution except with a person's title is long: *"We need help," Ron Allman, Horizon adviser, said.* Avoid "said that" since the "that" is not needed.

School of Arts and Letters

School of Business

School of Education

School of Natural Science

School of Nursing

School of Social Sciences

spacing: Do not double space between sentences. Do not double space between paragraphs. Use a tab at the beginning of a new paragraph.

student identification: All students should be identified by major and class standing: *Claire Munn, journalism junior, ran in the race.*

toward: not *towards*

third floor reading gallery: Do not capitalize when referring to the meeting area on the third floor of the IUS Library. They need to name this area someday.

UCard

university: Lowercase the word unless used as part of a full name: *Indiana University, the university.*

University Communications: This is the university's public relations department. It has a director and is part of both Alumni and Community Relations and the Chancellor's Office. Currently, the director is also a special assistant to the chancellor: *Jenny Johnson Wolf, director of University Communications and special assistant to the chancellor.*

University of Louisville: Not *U of L* except in direct quotes, then there are spaces between "U," "of" and "L."

Until: Do not use *til, till* or *'til*

Veterans Program

vice chancellor of Academic Affairs: Do not capitalize “vice chancellor” unless it is used before a name: *Vice Chancellor of Academic Affairs Gilbert Atnip.* Avoid using long titles such as this before a name. Note: Atnip chooses to use "Gilbert" as his first name.

vice chancellor of Administrative Affairs and Finances: Do not capitalize “vice chancellor” unless it is used before a name: *Vice Chancellor of Administrative Affairs and Finances Dana Wavle.* Avoid using long titles such as this before a name.

vice chancellor of Alumni and Community Relations: Do not capitalize “vice chancellor” unless it is used before a name: *Interim Vice Chancellor of Alumni and Community Relations Jerry Wayne.* Avoid using long titles such as this before a name. Note: Wayne is currently the interim vice chancellor.

vice chancellor of Student Affairs: Do not capitalize “vice chancellor” unless it is used before a name: *Vice Chancellor of Student Affairs Ruth Garvey-Nix.* Avoid using long titles such as this before a name.

Web page

Web, World Wide Web

website

Writing Help Center: In Knobview Hall. Refer to the library area as the *Writing Help Desk*.

Writing Help Desk: In the IUS Library