

**Journalism 560 – Message Development**  
**Lecture: 11 a.m. – 12:15 p.m. Monday and Wednesday**  
**100 Stauffer-Flint**

Line No. 47909

**Instructors**

Andy Hyland Lab	ahyland@ku.edu Wednesday	3 – 4:15 p.m. 303 Stauffer-Flint
Yuchen Liu Lab	yuchenliu@ku.edu Monday	3 – 4:15 p.m. 303 Stauffer-Flint
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Charles Marsh Lab	marsh@ku.edu Wednesday	1 – 2:15 p.m. 303 Stauffer-Flint

\*\* Please see your lab Blackboard website for instructor office locations and office hours.

**Course Goals**

The course aims to strengthen your critical- and creative-thinking abilities. You will:

- Improve your writing skills for a variety of media.
- Write every step of the process correctly, convincingly and compellingly.
- Connect products/services to the right audiences through concise writing.
- Understand the differences among four approaches to media: paid, earned, shared and owned (PESO)
- Design creative and convincing strategic messages in many forms for particular audiences.
- Appreciate diversity and ethics in message creation.
- Develop a portfolio of work to be shown during internship or job interviews.

We hope your goal in this course will be to achieve a professional level in processing information, thinking critically and creatively, allocating resources, applying technology, creating effective communication tactics and working effectively with others.

### Required Books and Sources

- *Strategic Writing*, fourth edition, by Marsh, Guth and Short
- “A Primer on AP Style” by Professor Doug Ward (download for free from the Course Documents folder of this course’s Blackboard site). *There is also a style guide in Appendix C of your textbook.*

### Course Materials

Course materials prepared by the instructors, as well as content of all lectures presented by the instructors, are the instructors’ property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructors usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructors give explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

### Class Policy on Attendance

Your attendance in J560 is mandatory – both for lecture and for lab. Lab assignments will be explained in lectures. **Every three absences from either lecture or lab may lower your final course grade by one letter.** Five late class arrivals will have the same effect. If advance written notice of an absence is not possible, please contact your lab instructor with a written explanation within 24 hours of the absence. Please remember that this class starts promptly at 9:30 a.m.

### Course Requirements and Grading

<u>ASSIGNMENT</u>	<u>POINTS</u>
SMP	50
Product demonstration video	100
News release	25
Business correspondence	25
Announcer continuity script	25
Social media calendar	50
Print & digital ad	75
Audio ad (partnered)	100
Video ad (partnered)	100
Final Project (partnered)	200
Midterm Exam	150
Grammar/Style Quiz 1	20
Grammar/Style Quiz 2	20
Grammar/Style Quiz 3	20
Grammar/Style Quiz 4	20
Grammar/Style Quiz 5	20
<b>TOTAL</b>	<b>1000</b>

**Professionalism: up to 1,000 points deducted from total points**

It can be hard to separate good manners, good ethics and professionalism. In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you probably will be fired. In this class, if you choose to violate the standards for academic integrity, you will fail the course, and you may be expelled from the School of Journalism and Mass Communications.

We expect you to behave professionally in class, in groups and in production laboratories. Failing to work well with partners is one aspect of unprofessionalism. Please do not get up and leave the room in the middle of class unless absolutely necessary. Any poorly mannered or disruptive behavior is unprofessional and will be factored into your professionalism grade.

With lab work, we expect you to check out and return equipment on time and in good condition, and you are required to cancel any unneeded equipment or lab reservations. Filing your work as instructed and on time counts under professionalism. **If, for any reason, you fall short of professional standards, your lab instructor has the right to deduct all professionalism points from your total points.**

### **Communications**

You are responsible for checking Blackboard before every lecture and lab. Your assignments and lecture slides (when available) will be posted.

### **Computers and Phones**

Recent research has shown that students retain information better when taking handwritten notes. Our experience is that the use of tablets and computers in a large lecture class tends to be a distraction to those who use them, as well as to the people around them. For that reason, **please do not use tablets and computers to take notes in this class.** And while you're at it, please turn off and put your phone away. Thank you.

### **School Laboratories**

The School provides computer and broadcast laboratories for student use. However, because of the current remodeling processes, we'll need to be flexible about computer access in Stauffer-Flint Hall this semester. If computer access becomes a problem for you this semester, please see your lab professor as soon as possible.

### **Inclement Weather**

In the event of inclement weather, the decision to cancel classes is made by KU officials. A delayed start or class cancellation on the Lawrence campus will be announced after 6 a.m. Check [alerts.ku.edu](http://alerts.ku.edu) or the [KU homepage](http://kuhomepage); check [twitter.com/KUNews](https://twitter.com/KUNews); call KU's Inclement Weather Policy Line, 864-SNOW, or KU Info, 864-3506; or listen to local broadcast media.

### **Students with Individual Needs**

If you have any learning disability that may affect your performance in this course, please see your lab instructor during the first week of class.

Student Access Services, 22 Strong Hall, 785-864-4064 ([achieve@ku.edu](mailto:achieve@ku.edu)), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Information about services can be found at <http://access.ku.edu>. See also <http://access.ku.edu/providing-exam-accommodations-1>. Please also contact your lab instructor privately in regard to this course.

### **Grading**

Strong research, compelling copy, exceptional storytelling and reporting, word flow, style and adherence to strategy can boost work. Fact errors, incomplete research, poor organization, grammar/spelling/usage errors, weak verbs, weak leads, unsound strategic judgment, poor diplomacy and word choice or failure to follow proper style and format will lower your grade.

The grading scale for the course is as follows:

A	92 – 100	A-	90 – 91	B+	88 – 89
B	83 – 87	B-	80 – 82	C+	78 – 79
C	73 – 77	C-	70 – 72	D+	68 – 69
D	63 – 67	D-	60 – 62	F	0 – 59

**A = Outstanding.** This grade rewards professional caliber work (publishable or broadcast-ready). The writing is clear, well organized and stylish; it requires virtually no editing. Complete research leaves no significant questions unanswered. The work needs no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with focus on strategy, interesting presentation and nearly flawless writing.

**B = Good.** This grade reflects work that could be raised to professional standards without extensive editing. **You may write documents with no errors that earn a "B."** Grammatically correct writing may lack the sparkle and fine organization of "A" work. The research answers the main questions but may miss the proper emphasis or the best sources. The work may need minor revisions in such areas as reorganizing, rewriting, reformatting or providing more or better research or sources. "B" work doesn't necessarily have anything wrong, but it could be better, often with a stronger topic or subject, a more artistic presentation, better information or improved writing. "B" work demonstrates basic broadcast or print style.

**C = Adequate.** This work indicates a problem in at least one area, such as research, analysis, grammar, diplomacy, strategy or basic writing/editing. It does not measure up to professional quality but could be saved by more extensive revision. These messages may

have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work may be what a boss would call a first draft.

**D = Unacceptable.** This work falls clearly below acceptable standards, even in a classroom setting. The research and analysis may be unprofessional, and the writing may be unclear and/or ungrammatical. The work may contain factual errors and/or omissions or may show little concept of basic strategic judgment.

**F = Failing.** This grade reflects totally unacceptable work. Whether the research fails to convey useful information or the writing fails to convey meaning, for whatever reason “F” work conveys the impression that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, writing or production processes. Major factual errors or failure to meet deadlines also characterize failing work.

### **Academic Misconduct**

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you probably will be fired. In this class, if you choose to violate the standards for academic integrity, you will fail the course, and you may be expelled from the School of Journalism and Mass Communications.

Here is the School of Journalism’s official policy statement:

### **Policy on Plagiarism and Fabrication/Falsification**

*Adopted May 7, 2004:*

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

*The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.*

### **Plagiarism**

Knowingly presenting the work of another as one's own (for example, without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

### **Fabrication and Falsification**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here is more clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B).
- Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it were your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past work of previous J560 students and presenting it as your own falls into the category of plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

We will discuss these issues further in class. If you have any questions, contact the professors or teaching assistants.

### **Original Work**

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination and to expand your skills. Therefore, all the work

you do in this class must be original. That means no “recycling” of assignments or papers from other classes in the J-School or outside the J-School. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crises, you cannot modify that and submit it to your professors.

We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

### **School of Journalism Policy on Classroom Attendance**

No student may add a journalism class after the 20th day of a semester (Monday, Sept. 23). Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

### **Diversity**

Diversity in strategic communication means more than understanding the characteristics of diverse audiences; it means building diverse staffs and appreciating that communicators and their audiences co-create messages and relationships. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

### **Concealed Weapons Policy**

Individuals who choose to carry concealed handguns **are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy.** Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.

**-END-**

## Jour 560 Schedule, Spring 2020

- Information in this schedule may change. If so, your instructors will provide as much notice as possible.
- In Jour 560/Message Development, we focus on four kinds of media and ways of communicating: Paid, earned, shared and owned (PESO or POSE).
- SW = *Strategic Writing* textbook

Date	Topic	Reading (Before Class)	Lab	Assignment(s)	Due Date(s)
<b>WEEK 1</b>					
<b>Jan. 22</b>					
W – 1/22	Introduction to Message Development	<ul style="list-style-type: none"> <li>• Review AP Style Primer on Blackboard</li> <li>• SW: 7-13</li> </ul>	No labs this week	*** A chance to get ahead: Begin reviewing Strategic Message Planners: SW: 14-18, 166-181	
<b>WEEK 2</b>					
<b>Jan. 27 &amp; 29</b>					
M – 1/27	Strategic message planners (SMPs) and creative briefs	<ul style="list-style-type: none"> <li>• SW: 166-181</li> </ul>	<u>Lab week 2</u> Orientation and discussion of SMPs and creative briefs	SMP	Friday, Feb. 21
W – 1/29	Writing tips for success in StratCom careers (and in J560)	<ul style="list-style-type: none"> <li>• Review AP Style</li> <li>• SW: 14-18</li> <li>• SW: 315-336</li> </ul>			
<b>WEEK 3</b>					
<b>Feb. 3 &amp; 5</b>					
M – 2/3	Video storytelling and the grammar of video.	<ul style="list-style-type: none"> <li>• SW: 28-33; 196-202; 214-217</li> </ul>	<u>Lab week 3</u> Adobe Premiere Video Editing tutorial with Heather Lawrenz of JSchoolTech.	1. Online Quiz 1: Covers comma rules - (SW: Appendix A/PM1-PM32), lecture notes & recent readings. Open-book, online.  2. Short product- or process- demonstration video	1. Sunday, Feb. 9, by midnight
W – 2/5	Audience analysis and segmentation				2. Friday, Feb. 28
					<b>More &gt;&gt;&gt;</b>

Date	Topic	Reading (Before Class)	Lab	Assignment(s)	Due Date(s)
<b>WEEK 4</b>					
<b>Feb. 10 &amp; 12</b>					
M – 2/10	<b>Shared media:</b> Online and social media	SW: 19-27, 63-86; 163-165; 225-226; 273-274	<b>Lab week 4</b> Successful video scripts	Social media calendar	Friday, March 6
W – 2/12	<b>Owned media:</b> Intro to content marketing	SW: 223-224; 227-228; 138-146			
<b>WEEK 5</b>					
<b>Feb. 17 &amp; 19</b>					
M – 2/17	<b>Earned media:</b> News releases and digital newsrooms	SW: 87-102; 118-137	<b>Lab week 5</b> <ul style="list-style-type: none"> <li>• Work on news release leads and basics</li> <li>• Review different kinds of approaches to ads (e.g. testimonials, demonstration, spokesperson, etc.)</li> </ul>	1. Online Quiz 2: Covers non-comma punctuation rules (the rest of SW Appendix A: PM33-63), lecture notes & recent readings. s. Open-book, online.  2. News release	1. Sunday, Feb. 23, by midnight  2. Friday, March 20
W – 2/19	<b>Paid media:</b> Advertising approaches, appeals and persuasion	SW: 50-52, 159-165			
<b>WEEK 6</b>					
<b>Feb. 24 &amp; 26</b>					
M – 2/24	Print and digital ad writing	SW: 182-188; 203-207	<b>Lab week 6</b> Review of ad writing and design basics	1. Online Quiz 3: Covers basic grammar (SW Appendix B), lecture notes & recent readings. Open-book, online.  2. Print promo piece (ad, poster, handout or flier) and digital ad	1. Sunday, March 1, by midnight  2. Friday, March 27
W – 2/26	Print design; digital ad design	SW: 34-39			
					<b>More &gt;&gt;&gt;</b>

Date	Topic	Reading (Before Class)	Lab	Assignment(s)	Due Date(s)
<b>WEEK 7</b>					
<b>March 2 &amp; 4</b>					
M – 3/2	Creative exercise	SW: 15 (Step 2), 161-162	<b>Lab week 7</b> <ul style="list-style-type: none"> <li>• Adobe Spark review</li> <li>• More on creativity</li> <li>• Work on social media calendar</li> </ul>		
W – 3/4	Tutorial on Adobe Spark				
<b>WEEK 8</b>					
<b>March 9 &amp; 11</b>					
M – 3/9	SPRING BREAK				
W – 3/11	SPRING BREAK				
<b>WEEK 9</b>					
<b>March 16 &amp; 18</b>					
M – 3/16	Broadcast/podcast writing (style)	SW: 28-31	<b>Lab week 9</b> <ul style="list-style-type: none"> <li>• Broadcast writing review</li> <li>• Form groups</li> <li>• Work on audio assignments</li> </ul>	1. Announcer continuity script (individual)	1. Monday, March 23 by noon
W – 3/18	Audio production (script preparation and more)	SW: 189-195; 214-217			
				2. Audio PSA: script and production (group)	2. Friday, April 10
				3. Video PSA: script and production (group)	3. Friday, April 17
<b>WEEK 10</b>					
<b>March 23 &amp; 25</b>					
M – 3/23	Strategic planning	SW: 64-65 (planning grid)	<b>Lab week 10</b> Work on PSAs	Online Quiz 4: Covers print style (SW Appendix C), highlights from AP style primer, lecture notes and recent readings.	Sunday, March 29, by midnight
W – 3/25	Diversity in strategic communication	SW: 47-49			
					<b>More &gt;&gt;&gt;</b>

Date	Topic	Reading (Before Class)	Lab	Assignment(s)	Due Date(s)
<b>WEEK 11</b>					
<b>March 30 &amp; April 1</b>					
M – 3/30	Business correspondence	SW: 275-291	<u>Lab week 11</u> <ul style="list-style-type: none"> <li>• Work on business correspondence</li> <li>• Review scripts for PSAs</li> <li>• Schedule final-project team meetings with instructor</li> </ul>	1. Quiz 5: Covers broadcast style (SW pp. 29-30), lecture notes & recent readings. Open-book, online.  2. Business correspondence	1. Sunday, April 5, by midnight  2. Friday, April 3
W – 4/1	Ethics in strategic communication	SW: 42-46			
<b>WEEK 12</b>					
<b>April 6 &amp; 8</b>					
M – 4/6	Campaigns preview and samples of student work from this semester		<u>Lab week 12</u> <ul style="list-style-type: none"> <li>• Work on PSAs</li> <li>• Work on final project</li> </ul>	1. Final group project  2. SMP draft for final project	1. Week 16  2. Week 13 lab
<b>W – 4/8</b>	<b>Exam</b>	Previous quizzes			
<b>WEEK 13</b>					
<b>April 13 &amp; 15</b>					
M – 4/13	No class – group consultations and work on final project		<u>Lab week 13</u> <ul style="list-style-type: none"> <li>• Work on PSAs</li> <li>• Work on final project</li> </ul>		
W – 4/15	No class – group consultations and work on final project				
					<b>More &gt;&gt;&gt;</b>

Date	Topic	Reading (Before Class)	Lab	Assignment(s)	Due Date(s)
<b>WEEK 14</b>	<b>April 20 &amp; 22</b>				
M – 4/20	No class – group consultations and work on final project		<u>Lab week 14</u> No labs this week – work on final project		
W – 4/22	No class – group consultations and work on final project				
<b>WEEK 15</b>	<b>April 27 &amp; 29</b>				
M – 4/27	No class – group consultations and work on final project		<u>Lab week 15</u> No labs this week – work on final project		
W – 4/29	No class – group consultations and work on final project				
<b>WEEK 16</b>	<b>May 4 &amp; 6</b>				
M – 5/4	No class – group consultations and work on final project		<u>Lab week 16</u> To be announced		
W – 5/6	No class – group consultations and work on final project				
					<b>END</b>
					<b>END</b>