

## NEW COURSE FORM

<b>1. General Information.</b>				
a.	Submitted by the College of: Agriculture	Today's Date:	9-17-10	
b.	Department/Division: Community and Leadership Development			
c.	Contact person name: Dr. Rick Maurer	Email: richard.maurer@uky.edu	Phone:	7-7582
d.	Requested Effective Date:	<input checked="" type="checkbox"/> Semester following approval	OR	<input type="checkbox"/> Specific Term/Year <sup>1</sup> : _____
<b>2. Designation and Description of Proposed Course.</b>				
a.	Prefix and Number: CLD 465			
b.	Full Title: Topics in Community Communications: Subtitle Required			
c.	Transcript Title (if full title is more than 40 characters): _____			
d.	To be Cross-Listed <sup>2</sup> with (Prefix and Number): _____			
e.	Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours <sup>3</sup> for each meeting pattern type.			
	3 Lecture	_____ Laboratory <sup>1</sup>	_____ Recitation	_____ Discussion
	_____ Clinical	_____ Colloquium	_____ Practicum	_____ Research
	_____ Seminar	_____ Studio	_____ Other – Please explain: _____	
f.	Identify a grading system:	<input checked="" type="checkbox"/> Letter (A, B, C, etc.)	<input type="checkbox"/> Pass/Fail	
g.	Number of credits: 3			
h.	Is this course repeatable for additional credit?			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
	If YES:	Maximum number of credit hours:	6	
	If YES:	Will this course allow multiple registrations during the same semester?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
i.	Course Description for Bulletin:	Intensive study of a specialized topic in community communications. May be repeated under different subtitles.		
j.	Prerequisites, if any: Major standing in CLD.			
k.	Will this course also be offered through Distance Learning?			YES <sup>4</sup> <input type="checkbox"/> NO <input checked="" type="checkbox"/>
l.	Supplementary teaching component, if any: <input type="checkbox"/> Community-Based Experience <input type="checkbox"/> Service Learning <input type="checkbox"/> Both			
3.	Will this course be taught off campus?			YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
<b>4. Frequency of Course Offering.</b>				
a.	Course will be offered (check all that apply): <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer			

<sup>1</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>2</sup> The chair of the cross-listing department must sign off on the Signature Routing Log.

<sup>3</sup> In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

<sup>4</sup> You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

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	If NO, explain:	This course is part of the list of "additional courses" in CLD that students will use to complete 18 hours in the program. It will be offered when a faculty member has a special topic to explore, or the department has a visiting scholar or access to other additional teaching resources.
<b>5.</b>	<b>Are facilities and personnel necessary for the proposed new course available?</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
	If NO, explain: _____	
<b>6.</b>	<b>What enrollment (per section per semester) may reasonably be expected?</b>	25
<b>7.</b>	<b>Anticipated Student Demand.</b>	
<b>a.</b>	Will this course serve students primarily within the degree program?	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
<b>b.</b>	Will it be of interest to a significant number of students outside the degree pgm?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES, explain: _____	
<b>8.</b>	<b>Check the category most applicable to this course:</b>	
	<input checked="" type="checkbox"/> Traditional – Offered in Corresponding Departments at Universities Elsewhere	
	<input type="checkbox"/> Relatively New – Now Being Widely Established	
	<input type="checkbox"/> Not Yet Found in Many (or Any) Other Universities	
<b>9.</b>	<b>Course Relationship to Program(s).</b>	
<b>a.</b>	Is this course part of a proposed new program?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES, name the proposed new program: _____	
<b>b.</b>	Will this course be a new requirement <sup>5</sup> for ANY program?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES <sup>5</sup> , list affected programs: _____	
<b>10.</b>	<b>Information to be Placed on Syllabus.</b>	
<b>a.</b>	Is the course 400G or 500?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES, the <i>differentiation for undergraduate and graduate students must be included</i> in the information required in <b>10.b</b> . You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)	
<b>b.</b>	<input checked="" type="checkbox"/> The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from <b>10.a</b> above) are attached.	

<sup>5</sup> In order to change a program, a program change form must also be submitted.

## NEW COURSE FORM

### Signature Routing Log

**General Information:**

Course Prefix and Number: CLD 465

Proposal Contact Person Name: Dr. Rick Maurer      Phone: 7-7582      Email: richard.maurer@uky.edu

**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
<i>Dept Faculty</i>	<i>8/20/10</i>	<i>Tom Hansen 7-7582</i>	<i>[Signature]</i>
<i>UCC-COA</i>	<i>10/29/10</i>	<i>Larry Crabtree 7-1835 @uky.edu</i>	<i>[Signature]</i> <i>11/27/10</i>
		/ /	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>6</sup>
Undergraduate Council	2/15/2011	Sharon Gill <small>Digitally signed by Sharon Gill DN: cn=Sharon Gill, o=Undergraduate Education, ou=Undergraduate Council, email=sgill@uky.edu, c=US Date: 2011.02.15 12:43:45 -0500</small>	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

**Comments:**

<sup>6</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

**CLD 465 – Topics in Community Communications: New Media in CLD**  
**TR 9:30 – 10:45**

Instructor: Randy Weckman

503 Garrigus

257-3937

email: rweckman@uky.edu

Office Hours: 12-2 p.m. on Wednesday, or other times with prior scheduling

**Text:** Harrower, Tim. *Inside Reporting*. McGraw Hill 2009, spiral bound edition.

*The Associated Press Stylebook, 2010.*

**Introduction:** This 3-hour skills course will teach students how to write clearly, concisely and accurately for various community media, including print, radio, television and new social media. It provides a broad-based understanding of writing and communicating to community audiences.

**Course Goal:** The goal of this course is to hone writing skills and to develop them into material that community audiences want to read, view or hear.

**Student Learning Outcomes:** By the end of the semester, a successful student in the course will be able to:

- \*organize material in a comprehensible fashion for popular audiences.
- \*write clearly, concisely and accurately for various community media platforms.
- \*transfer stories written for print media into electronic media, including radio, television and social media.
- \*write to specific audiences.

**Method of Evaluation**

Your final grade will be calculated using the following formula:

Quiz grade averages: 20 percent

Handed in assignments average: 50 percent

In-class assignments average: 30 percent

The grading scale will be 90-100–A; 80-89–B; 70 to 79–C; 60-69–D; less than 60–E.

**Remember:** assignments will be graded in part on the structure of the piece as well as grammar, punctuation, spelling and style. (For style, we will be using the Associated Press Style Manual.)

**Attendance:** Class attendance and participation are keys to learning. Class attendance is taken very seriously, as is attendance in the workplace. Although I will not take attendance, I expect you to be here for class because we have in-class discussions and activities.

**Classroom and Learning Accommodations**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym,

257-2754, email address [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)) for coordination of campus disability services available to students with disabilities.

### **Academic Honesty**

Academic dishonesty is not tolerated. All assignments and projects are to be your original work for the project assigned. You may build on a body of research or topical research area; however, you are not to reuse papers from previous courses, assignments, or other scholarly projects, or turn in the same paper for two courses you are taking simultaneously. To do so constitutes cheating. The minimum penalty is zero on an assignment for the first offense; an additional penalty of extra work, reduced letter grade, or E may be imposed. There is a minimum penalty of E for offenses subsequent to a “minor” offense. There is a minimum penalty of suspension for offenses subsequent to a major offense.

You should read the official University policy on plagiarism at the site listed below. See Part II, Section 6.3.0 of “The Student Code of Conduct” at the following website:

<http://www.uky.edu/StudentAffairs/Code/part2.html>

You should also read the paper: “Plagiarism: What is it?” at the Academic Ombud website:

<http://www.uky.edu/Ombud/Plagiarism.pdf>

There is also an online tutorial on plagiarism entitled “How to avoid plagiarism” at the Ombud website that will help you understand what plagiarism is and how you can avoid this problem.

### **Excused Absences**

Attendance at scheduled classes and participation in class activities and discussions is at the heart of learning. While I will not take attendance, I expect you to attend and participate in classes unless you have a legitimate excuse. See the following website: <http://www.uky.edu/StudentAffairs/Code/part2.htm> and specifically Section 5.2.4.2, Excuses Absences for the University’s policy on excused absences. This section notes: “Students missing work due to an excuses absence bear the responsibility of informing the instructor about their excused absence within one week following the period of the excused absence (except where prior notification is required), and of making up the missed work. The instructor shall give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in the absence occurred.”

### **Late Assignments**

I expect all assignments to be completed on time. For the purposes of this class, this means you must turn in papers by midnight of the day the assignment is due. For each 24 hour period that the assignment is late, I will deduct 5 points from your grade for that assignment. If you have an excused absence you will, of course, be able to submit an assignment late without this penalty.

### **Course Outline and Readings**

Week One: Introductions, review of syllabus.

Week Two: Harrower, Chapter 7, Law and Ethics, pages 136-152.  
Defining news.

Week Three: Harrower Chapter 1, The Story of Journalism, 6-14; Chapter 3, Newswriting Basics, 34-62. Practice writing lead paragraphs. **(This is an in-class assignment.)**

Week Four: Harrower, Chapter 4, Reporting Basics pages 66-88. Writing a community “precede” story. **This is an out-of-class assignment.**

Weeks Five- Six: AP style book. Knowing it and understanding how to use it in practice.

**Test on AP Style.** (This quiz will be given several other times during the semester so that students who do poorly can study and improve their knowledge of the material.)

Week Seven: Writing a news event story. **(Students will write a community news story from an event.)** Students will present their story to the rest of the class for critique.

Weeks Eight-Ten : Harrower Chapter 9, Broadcast News. **(Students will write and produce a community broadcast news story.** First, they will conceptualize the story, then they will practice video journalism to illustrate it.)

Weeks 11-13: Learning about Social Media.

What constitutes social media? How can writing for social media be compelling, but not blathering or trite? How do writing forms for community social media differ from writing for conventional media? How can community be built using social media?

We will look at various forms during these weeks and analyze what we see, including what works and what needs to be reworked to build a sense of community.

The **out-of-class assignment** will be to select a community social media form and write or video a compelling piece for it. This may be **an individual or team-of-two assignment.**

Weeks 14-15: Course wrap up will include a discussion of the need to hone skills continuously. Discussion also will focus on the changing nature of community media and whether newer community media forms supplement and complement older community media forms. **A short paper** about the new media forms and community will be the last assignment of this course. **This will be an out-of-class assignment.**