



2021 - 2022 COURSE SYLLABUS

JOURNALISM / NEWSPAPER

(JOG448/JOG449; 10 total credits)

Mr. Gleason

Room B-12 (p.4A; also C-314)

brian-gleason@scusd.edu

916-395-5090 x506112

Google Classroom code available via SCUSD

The Kennedy Clarion: www.jfkclarion.com

KennedyClarion 

COURSE DESCRIPTION

Journalism/Newspaper offers you an opportunity to learn about the foundations of journalistic practice, to analyze the role of journalism in a free society, and to produce Kennedy High School's student-run news source, *The Clarion*, in a modern workplace environment.

The *Clarion* reaches students and the community through its website and social media accounts. In professional news outlets, reporters work hard, collaborate, and innovate to keep the public informed; likewise, you in Journalism/Newspaper must do the same to keep our school newspaper relevant and vital to Kennedy and the larger community.

The newspaper is essentially a legitimate business concern: you have a mission to keep audiences and advertisers engaged by asserting yourself, being involved, and reporting well. Some staffers will be hired to leadership positions, including Editor-in-Chief, Managing Editor, and Photo Editor.

You contribute to the larger Kennedy story by proposing and writing news articles for the main sections of News, Features, Opinions, Arts/Entertainment, and Sports. Contributions include reporting, writing, editing, taking photographs, designing, cartooning, and -- as resources allow -- basic video production and podcasting. In addition, you will help promote the paper with marketing strategies and, as needed, sell advertising to raise money.

Arguably, *The Clarion* is even more important during COVID-19: we must keep the campus *present* in the minds of all readers, and help to reintroduce Kennedy to students. We can

play a huge role in rebooting Cougar life amidst the changes brought on by the lingering pandemic.

Your work published in the *Clarion* may additionally be submitted for publication in regional news sources, due to our connection to the *Sacramento State Hornet* and the Student Educator Reporting program (Sacramento County Office of Education).

COURSE OBJECTIVES

The class comprises five ongoing strands, by which students learn about journalism and its role in free society. Students also practice the craft of journalism -- alone and in teams -- with a variety of resources under consistent deadlines.

STRAND 1	THE KENNEDY CLARION: <i>STUDENT-RUN KENNEDY NEWS SOURCE</i>	Find stories, set deadlines, gather information and quotes, write articles, work in teams, edit/revise, add visual elements, produce video/audio segments, and devise marketing strategies to promote the <i>Clarion</i> .
STRAND 2	JOURNALISM, a.k.a. "THE FOURTH ESTATE"	Learn the foundational elements and modern history of journalism, and analyze how a free press serves the public by keeping citizens informed in a democratic society.
STRAND 3	FIRST AMENDMENT, ETHICS, AND THE LAW	Study the First Amendment of the United States Constitution and our 'five freedoms' while analyzing ethical considerations and legal precedents which affect news reporting.
STRAND 4	NEWS COVERAGE & MEDIA LITERACY	Dissect elements of the vast news landscape, how it presents itself, and how it affects how readers and viewers consume information.
STRAND 5	CONNECTING TO OUR NEWS COMMUNITY	Learn from adjacent news programs, such as the <i>Sacramento State Hornet</i> , the <i>Sacramento Bee</i> , and the Sacramento County Office of Education (via the Student Educator Reporting program, formerly <i>Sac Breeze</i>).

COURSE REQUIREMENTS / GRADING

CATEGORY

20% **Daily** In-class journals and tasks
 Quizzes on strand content & current events
 Professionalism: punctuality, badges, setting & keeping
 deadlines and appointments

30% **Minor** Group work, presentations
 News-story pitches, initial story development, and setting
 reasonable but efficient deadlines.

50% **Major** Projects, research, production work
 News-story progress -- research, scheduling and shooting
 photos/video, interviewing, writing and editing. Things
 to avoid: missing deadlines, taking too long to finish a
 story, wasting time and having to redo elements due to
 technical mistakes.

CLASSROOM EXPECTATIONS

I'm looking forward to a productive, insightful, and enjoyable school year working with you. Some days can be better than others, so we learn to "do the work even on a bad day" and persevere.

EFFORT

Students must complete all in-class writing exercises and promotional efforts. In addition, they must submit writing and/or photographs for consideration for each *Clarion* post. Students must contribute a variety of writing formats within and beyond their areas of interests including news, opinion, sports, and reviews as well as photography. Work must meet publication standards, journalistic ethics, and include proper coverage and caption information.

This class requires students to manage their own time and to be a valuable team member by contributing to class discussions and team efforts. Students must be available to attend and report on school social, academic, and sporting events that occur outside the school academic schedule.

BEHAVIOR

You are expected to maximize our shared time together with enthusiasm and energy, but not disruption. Don't waste class time. Please also understand that your personal needs – while important to you – cannot overtake the class agenda. Refer to the *John F. Kennedy High School Discipline Policy Handbook* for campus-wide rules for behavior and expectations.

READINESS CHECK

Distracted	→ →	Centered
Judgmental	→ →	Curious
Panicked	→ →	Prepared
Unkind	→ →	Thoughtful

PLAGIARISM

If a student is caught plagiarizing (copying someone else's work and turning it in as your own), making up sources, or fabricating direct quotes, they will receive an "F" for the assignment. The misconduct will be reported to the Discipline Office. This also pertains if information is copied without giving proper credit (attribution) from the Internet.

ATTENDANCE & TARDIES

Take attendance seriously -- missing multiple days of class in a semester, whether excused or unexcused, can endanger earning course credit. As the bell rings, you are expected to be in your seat with necessary materials, ready to start. If you arrive late, don't break the flow – enter quietly without distraction. Absences and tardies erode your participation potential and leave you stranded on the runway while everyone else takes off.

DEVICES

Be truly present. Your mobile devices need to be kept out of reach and out of sight in the classroom, unless I specifically allow their use in a lesson.