Teacher Name: April Sniffen  
Course Name: Journalism I  
Course #: 10063009N

Textbook(s)/Materials Used:  
Journalism Today  
Orlando Sentinel, on-line  
The Newspaper Designer’s Handbook, Fifth Edition

Course Objective:  
The purpose of this course is to enable students to develop fundamental skills in the production of print or electronic journalistic media.

Major Units:  
History and ethics of journalism  
Production skills for varied media  
Writing processes for writing news, features, sports and opinion stories  
Organization and management techniques  
Technology for research, production and dissemination  
Analysis of journalistic media  
Careers in journalism  
Photojournalism  
Advertising  
Newspaper layout, design and management  
Associated Press writing style

Methods of Assessment/Grading Policy:  
See DeLand High School Grading Guidelines

Academic Dishonesty Policy:  
Cheating and plagiarism will not be tolerated. Cheating on a test, paper or project will result in a 0 for the assignment and a referral. Sharing and/or copying on homework or class work assignments will result in a 0 for all students involved.

Policies and Procedures

Classroom Rules:  
1. Follow all directions promptly.  
2. Move only when instructed.  
3. Speak only with permission.  
4. Be seated and ready to work when the final bell rings.  
5. Comply with all rules in the student handbook.

Entering the classroom:  
Students should enter the room and be seated in their assigned seats in a timely manner.
Exiting the classroom:

Students must stay in their assigned seats until the bell rings. The bell does not dismiss you, I do. Lining up at the door is not permitted.

Restroom Privileges:

*If using the restroom is necessary, please ask permission at an appropriate time (i.e. independent work, group work) NOT during lectures or class discussions. The length of time you are out of the room will be noted. School policy states that no one is to leave the room for the first and last 10 minutes of each period. No one will be permitted to go to any of the offices unless that office requests him/her.*

Absences:

You are required to make up all work that you may miss during an absence, regardless of why you were out of the room. School counselor meetings, in-school suspensions and out of school suspensions do not excuse you from class assignments or homework. Assignments should be completed promptly to receive full credit.

**If you miss a test or quiz, please schedule a retake time with me before or after school or during your lunch period. You should plan to make up a missed test or quiz in a timely manner, usually within one week of missing the test or quiz.**

Group Work:

We may frequently do group activities. When working in groups, all group members are expected to contribute to the learning process. Everyone’s opinion and input are valuable. Please accept others’ contributions and participate yourself.

Independent Work:

*To ensure each student’s progress, independent work is necessary. Please work quietly on the assignment you are given. If permitted, questions may be directed quietly to a classmate. Please do not work on assignments for other classes in our class. If you finish your work early, please work quietly on another assignment for our class or read independently.*

Substitute Teachers and Visitors:

*Please treat all substitutes and visitors with respect.*

Inappropriate Behavior

*Any student who chooses not to follow classroom policies or procedures and has disturbed the learning process will become subject to the following consequences:*

- **First Offense:** Warning
- **Second Offense:** Parent phone call
- **Third Offense:** Referral
- **Fourth Offense:** Parent conference

*Please note that these consequences are used for minor disturbances. Depending on the severity of the offense, some consequences may be skipped. Please refer to your handbook for a complete list of school-adopted consequences.*
Availability:

*Student success is very important to me. If you are having trouble with the material, ask me for help. I am available before and after school. Please make arrangements to meet with me so I know to expect you.*
DeLand High School
Course Syllabus
2022/2023

Teacher Name: April Sniffen
Course Name: Advanced Journalism/Growler
Course #’s: 1006310N, 1006320N, 1006330N

Required Supply: 1 ream of 8 ½ x 11 white copy or computer paper
Textbooks Used:
Journalism Today
The Associated Press Stylebook and Libel Manual
The Newspaper Designer’s Handbook--4th & 5th editions

Other Materials Used:
Local newspapers, magazines and yearbooks

Course Objective:
Students will write stories, design layouts and produce the student newspaper, The Growler, at least once monthly. Students will also be expected to complete assignments other than assigned articles to further knowledge and understanding of newspaper and print media.

Major Units/Topics/Themes:
1. The financial structure of newspapers and magazines, raising revenue. Students must sell display advertisements.
2. Basic page format and design, layout and use of graphics
3. DeskTop Publishing and use of compatible programs
4. Various writing forms used in publications
5. Staff structure
6. Careers and educational options in journalism
7. Issues and current topics related to journalism
8. Photo-journalism

Maestro Project:
Each student will complete at least one Maestro project per nine weeks. The Maestro Project consists of groups of one, two or three students who conduct research on an assigned topic. Students are responsible for organizing and writing stories, taking photographs, designing a spread and producing a final layout in publication software. Finished Maestro Projects may be chosen for publication in The Growler.
Portfolio:
Students are required to keep a portfolio of printed, as well as unprinted, articles, including on-line articles. This includes all copies of edited articles, original and all revised copies (advisor and copy-editor copies). The articles MUST be cut out of the newspaper and dated with the date they appeared in the newspaper. Students must also keep a copy of the Maestro projects in their portfolio. Your portfolio must be organized, including a cover page and a table of contents page. You may get as creative as you like with your finished product.

PAGE EDITORS: YOU MUST ALSO INCLUDE TEAR SHEETS OF YOUR PAGES.
PHOTOGRAPHERS: YOU MUST INCLUDE TEAR SHEETS OF YOUR PHOTOGRAPHS.
BUSINESS MANAGER(S): YOU MUST INCLUDE TEAR SHEETS OF YOUR ADS.

Method of Assessment/Requirements

1. **AD SALES: Ad sales are required.** Students must sell at least one ad per issue of The Growler. Credit can be earned for attempted sales. It is imperative that students fill out and have advertisers sign the “Student Record of Businesses asked to Purchase Advertisements for The Growler” to receive credit. Attempted ad sales earn 80%. The “record” sheet is due the day ads are due in order to earn credit for attempting an ad sale. If the “record” sheet is not turned in on the ad deadline day, the student will earn a 0. If you turn in a contract for a sold ad one day late, you will only earn 80 points.
   
   If your ad attempt is found fraudulent (you signed it or had a friend sign it for you, etc.) you will earn a zero!
   
   ***You may NOT earn credit for ad attempts to family members or friends’ parents, etc.***

2. Meeting Deadlines:
   
   **Deadline #1:** Students will earn 25 points for the Brainstorm/Assign stories day. This is a participation grade. Prior to the Brainstorm day, students must provide story ideas in writing to earn all 25 points. (Formative)
   
   **Deadline #2:** Students will earn 50 points for turning in their article questions on the due day. Questions must be answered in the content of the article. Exceptions to deadline must be approved by advisor and page editors. (Formative)
   
   **Deadline #3:** Students will earn 50 points for turning in their article on the critique day. Leads will be checked. If your story is not turned in on the critique day, then you earn a 0. The story must be completely written. No partial articles will be accepted and will earn a 0 for the deadline grade. Exceptions to deadline must be approved by advisor and page editors. (Formative)
   
   **Deadline #4—Deadline Day Rubric:** The day articles are due, students will be held accountable to the rubric associated with the format of publication. Points will range between 100-150.
   
   ****If you have not met the deadline, you will lose 5 points per day for the first two days. After the second day, you will earn zero points for the whole deadline and the remaining deadline grades.
   
   **Deadline #5:** Students will earn 100 points for turning in revised copies of their article the day after corrected articles are due. Revised copies must include one copy of the corrected article and all copyedited articles from the advisor and the copy editor staff. If you do not turn in all copies, you will not earn full credit. There will be 15 points deducted for each day a deadline is missed, up to 2 days, after that the student will receive a 0. Students must still turn in the corrected article. Students can also lose points if they have not made all corrections advised by advisor and copy editor. (Formative)
   
   **Grade #6:** MEETING PAGE DEADLINES FOR PAGE EDITORS: Page editors will earn 100 points for having their page COMPLETED by the deadline date. This is an all or nothing grade. (Formative)
**Grade #7:** MEETING PHOTOGRAPHY/ART DEADLINES FOR PHOTOGRAPHERS AND ARTISTS: Photographers and artists will earn 100 points for having their pictures in on time. This is an all or nothing grade. If you sign up to produce a photo or art and you do not fulfill your obligation, you will earn a 0. (Formative)

**Grade #8:** There will be multiple assignments ranging between 10 and 100 points. They must be completed as assigned. (Formative and Summative)

3. **MAESTRO PROJECTS:** Maestro Projects will be graded using a rubric based on the task at hand; students will receive the rubric before the deadline so projects can be planned accordingly. This project will be broken down into two-three formative assignments and the finished product will be summative.

4. **PORTFOLIOS:** Portfolios will be graded using a rubric based on a 60-100 point scale. (Summative)

5. Grades are determined by using the Formative/Summative evaluation—which have been outlined at the end of each Deadline and project.

****If you are going to be absent on the deadline date you MUST submit your article via e-mail to Mrs. Sniffen.

****Due to the nature of the course, assigned point values may need to be adjusted throughout the year. Students will be made aware of changes before they go in effect.