

# LOS MEDANOS COLLEGE

## ARTICULATION AGREEMENT

**DATE DRAFTED:** January 8, 2020

**VALID ACADEMIC YEARS:** 2019-20 & 2020-21

**LMC COURSE:** JOURN-129 Media Production: An Overview of Newsroom Skills and Practices

**HIGH SCHOOL COURSE:** Journalism

**School:** Liberty High School

**Address:** 850 2<sup>nd</sup> Street, Brentwood, CA 94513

- A. COLLEGE COURSE DESCRIPTION:** An overview of media production skills and practices for students interested in learning about careers in the news and information media, and other related fields such as advertising and public relations. The course also addresses communication law and ethics, and requires weekly laboratory work on the college newspaper, online news site, and/or magazine
- B. UNITS: 3**
- C. PRE-REQUISITES: NA**

### **D. REQUIRED CONTENT FOR ARTICULATION:**

#### **Course Content**

1. Overview of the newsroom
  - A. Newspeak: Journalism lingo
  - B. Newsroom policies and organization
  - C. Electronic, virtual and convergence newsrooms
  - D. News judgment, planning and generating ideas for content across platforms
2. Basic reporting and writing
  - A. Assignments and deadlines
  - B. Basic interview skills and research
  - C. Beat vs. general assignment reporting
  - D. News vs. opinion: Accuracy, fairness and balance
  - E. Evaluating and synthesizing information gathered
  - F. Leads, story structures and transitioning
  - G. Journalistic news style
3. Basic multimedia storytelling
  - A. Photojournalism basics
  - B. Video journalism basics
  - C. Graphic journalism basics
  - D. Captions and integrating text
4. Basic News Editing
  - A. Role and responsibility of the copyeditor
  - B. Copy flow and copyediting techniques
  - C. Grammar, spelling and AP style
  - D. Media law and ethics

## 5. Basic News Design

- A. Visual presentation of news judgment
- B. Integration of words and images
- C. Handling copy
- D. Typography and type specification
- E. Principles of modular design in print and/or online
- F. Desktop publishing and use of industry-preferred graphic tools on the computer

## 6. Planning for a career in the media

- A. Media careers and pathways
- B. Building a basic string book (publication portfolio) physical or online
  - a. A compilation of 10-12 journalism examples, including published work, physical or online
  - b. Write a portfolio self-evaluation/reflection

### **Quarter One:**

- The history of early American newspapers/media
- 1<sup>st</sup> Amendment
- Sedition/Espionage Acts
- Yellow Journalism
- Muckraking/Newsies
- Functions of the media
- Ethics of journalism
- News judgment: what is news? How do you know?
- Generating story ideas
- Gathering relevant sources
- Interviewing skills

### **Quarter Two:**

- Paraphrasing quotations
- Attribution verbs, punctuating quotations
- Writing quality leads
- Effective transitions within articles
- News writing: inverted pyramid style
- Active/passive voice
- Sexist language
- Writing effective headlines
- Feature writing

*\*The Lion's Roar Issue #1 written and produced during Quarter Two*

### **Quarter Three:**

- Sports writing: pre-game stories and sports features
- Photo composition, rule of 3rds, leading lines
- Writing effective photo captions
- Functions of photos
- Promoting a business using National Scholastic Journalism Week
- Writing editorials-must submit to the Brentwood Press
- Persuasive techniques

- Creating an editorial policy

*\*The Lion's Roar Issue #2 written and produced during Quarter Three*

#### **Quarter Four:**

- Using a dummy page for layout
- Impact of font sizes and styles
- Principles of layout and design: balance, dominance, etc.
- Creating your portfolio: personal statements, resumes, displaying your work appropriately
- Presenting your portfolio during an "interview" panel

*\*The Lion's Roar Issues #3 and #4 written and produced during Quarter Four*

#### **D. REQUIRED COMPETENCIES (PERFORMANCE OBJECTIVES) FOR ARTICULATION:**

Students will:

- 1) Describe reasons mass communication is important to modern society.
- 2) Distinguish between and use the various styles of journalistic writing.
- 3) Develop the ability to gather news by interview, observation, and research.
- 4) Learn the basics of page design and layout.
- 5) Develop an appreciation for the rights and responsibilities of a student publication.
- 6) Reinforce writing and editing skills.
- 7) Produce the school newspaper.

#### **F. METHODS FOR END OF COURSE ASSESSMENT:**

- Classroom participation and effort
- Mastery of skills and quality of work
- Completion of assignments/portfolio
- Individual and group projects, including copy editing sessions, critique of layout, and photography
- Tests and quizzes
- Punctuality and attendance

Credit by exam: Students must receive a grade of "B" or better on the final exam procedure and in the overall high school class to be eligible for college credit.

#### **E. PROCEDURES AND/OR CRITERIA FOR COURSE ARTICULATION:**

1. Complete the ROP Journalism course at Liberty High School with a grade of "B" or better.
2. Building a basic string book (publication portfolio) physical or online
3. A compilation of 10-12 journalism examples, including published work, physical or online
4. Write a portfolio self-evaluation/reflection
5. Be recommended for credit by the high school teacher.
6. Apply for admission at Los Medanos College.
7. Register for CATEMA for electronic recommendation of college credit **within the academic year in which credit was earned.**
8. Upon completion of the above, the student will receive on his/her LMC and CCCCD (California Community College District) transcript the units of credit for LMC's JOURN-129 course.
9. College transcripts will reflect the **FINAL EXAM GRADE** earned and will be notated as \*Credit by Exam.

#### **F. TEXTBOOKS OR OTHER SUPPORTING MATERIALS**

Journalism Today, McGraw-Hill, 2006

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HIGH SCHOOL COURSE: ROP Journalism

School: Liberty High School

Address: 850 2<sup>nd</sup> Street, Brentwood, CA 94513

## COLLEGE SIGNATURES

## HIGH SCHOOL/ROP/DISTRICT SIGNATURES

*Nancy Ybarra*  
Nancy Ybarra (Jan 28, 2020)

Nancy Ybarra Date  
LMC Vice President of Instruction (Interim)

*Nikki Moultrie*  
Nikki Moultrie (Jan 27, 2020)

Nikki Moultrie Date  
LMC Dean of Career Education & Social Sciences

*Cindy McGrath*  
Cindy McGrath (Jan 27, 2020)

Cindy McGrath Date  
LMC Journalism Department Co-Chair

*Heather Harper*  
Heather Harper (Apr 28, 2020)

Heather Harper Date  
Principal, Liberty High School

*Erik Faulkner*  
Erik Faulkner (Apr 28, 2020)

Erik Faulkner Date  
LUHSD Asst. Superintendent, Educational Services

*Kristina Busch*  
Kristina Busch (Apr 28, 2020)

Kristina Busch Date  
Faculty, Liberty High School












# JOURN-129 w-LHS 2019-21 FINAL


Final Audit Report

2020-04-29


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