This paper contends that it is essential that broadcast journalism courses possess a roughly equal balance between hands-on radio, television, and electronic news gathering assignments and analytical term papers. The importance of students writing and analyzing mass communication issues and personalities cannot be overstated in a highly competitive job market. The paper contains all syllabi and production and writing assignments required of broadcast journalism majors at Southern Arkansas University. It is hoped these syllabi can serve as examples by which current and future broadcast journalism professors can update their respective syllabi for maximum instructional impact. Each course listed in the paper includes an academic course syllabus preface with grading criteria, assignments, prerequisites, and point total; a complete syllabus is also included for each course, with catalog description, textbook used, purpose/objective, topics to be emphasized, types of teaching strategies used, major student assignments, student assessment/evaluation, student readings, instructor’s bibliography, and procedure. Courses listed are: Principles of Speech, Introduction to Mass Communication, Radio Production, Broadcast Performance, Television Production, Broadcast Practicum, Electronic News Gathering, Advanced Radio Production, Broadcast News Writing, Advanced Electronic News Gathering, Broadcast Sales and Management, Senior Research Project, and Broadcast Internship. (NKA)
Kentucky Communication Association
Annual Meeting
September 19-20, 1997
Dawson Springs, Kentucky

"Fusing Classroom Theory and Practical Experience: Syllabus Construction in a Broadcast Journalism Emphasis."

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J. Reppert"

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."
My definition of an academic course syllabus has changed during my career as a broadcast journalism professor. Until 1996-97, grades in my courses had primarily been determined on a qualitative A through F scale. When I decided to revise my syllabi, including those in Principles of Speech and Introduction to Mass Communication courses, I wanted students to earn their grades on a more quantitative basis. As a result, numerical scores have replaced grades on assignments in all of my courses.

I wanted to be consistent regarding course requirements in as many courses as practicable. It was essential that broadcast journalism courses possess a roughly equal balance between hands-on radio, television and electronic news gathering assignments and analytical term papers. The importance of students writing and analyzing mass communication issues and personalities cannot be overstated in a highly competitive job market.

I have been competitively selected to participate in most professional broadcast faculty/industry seminars, including those sponsored by the International Radio & Television Society in New York, New York (1993, 1995, 1997) and the Academy of Television Arts and Sciences in Hollywood, California (1989). Interacting with these and other professionals has greatly influenced my perceptions of how Southern Arkansas University broadcast journalism majors should be prepared for entrance into the professional world.

This paper includes all syllabi and production and writing assignments required of SAU broadcast journalism majors. Hopefully they can serve as examples by which current and
future broadcast journalism professors can update their respective syllabi for maximum instructional impact.
SPCH 1113: Principles of Speech (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Speech outlines and critiques are typed and double-spaced with separate reference pages (outlines only). One missed speech without documented excuse will result in automatic failure.

Speech 1/Beg. Jul. 16/Demonstrative, 6-8 Minutes, 3 Visual Aids: 15 points
Speech 2/Beg. Jul. 23/Informative, 6-8 Minutes, 3 Visual Aids: 15 points
Speech 3/Beg. Jul. 30/Persuasive, 6-8 Minutes, 3 Visual Aids: 15 points
Speech 4/Beg. Aug. 7/Group Discussion, 25-30 Minutes: 20 points
Critical Listening Activity 1/Demonstrative Speech Critiques: 5 points
Critical Listening Activity 2/Informative Speech Critiques: 5 points
Critical Listening Activity 3/Persuasive Speech Critiques: 5 points
Critical Listening Activity 4/Group Discussion Critiques: 5 points
Attendance/Class Participation: 15 points

Summer 1997 Semester Total: 100 points
Title and Number: SPCH 1113/Principles of Speech (Reppert's section only)

Prerequisite(s): None

Catalog Description: Principles of effective speaking; emphasis on both transmission and reception of the communicative process; the speaking mechanism and delivery.


Purpose/Objective: The obvious purpose of a course in public speaking is to increase one's skills as a communicator. However, there are goals of equal importance: realizing the value and effectiveness of communication; learning to give and accept criticism; establishing confidence in one's convictions; and understanding the importance of practicing clear, concise oral communication. Positive or negative impressions are made each day by the manner in which a person speaks. This course can improve speaking skills in students' personal and professional lives.

<table>
<thead>
<tr>
<th>Topics To Be Emphasized</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impromptu Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Extemporaneous Speaking</td>
<td>6</td>
</tr>
<tr>
<td>Eye contact and vocalics</td>
<td>3</td>
</tr>
<tr>
<td>Organizing speech outlines</td>
<td>6</td>
</tr>
<tr>
<td>Visual aid construction</td>
<td>3</td>
</tr>
<tr>
<td>Delivery techniques</td>
<td>6</td>
</tr>
<tr>
<td>Critiquing oral presentations</td>
<td>3</td>
</tr>
<tr>
<td>Demonstrative Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Informative Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>3</td>
</tr>
<tr>
<td>Group Discussion techniques</td>
<td>6</td>
</tr>
<tr>
<td>Persuasive Speaking</td>
<td>3</td>
</tr>
</tbody>
</table>
Title and Number: SPCH 1113/Principles of Speech (Reppert's section only)

Check types of teaching strategies used in this course:

- [x] Lecture
- [x] Lecture/Discussion
- [x] Use of Audio-Visuals
- [x] Demonstration
- [ ] Field Trips
- [x] Resource Persons
- [x] Student Participation
- [ ] Team Teaching
- [ ] Microteaching
- [x] Other: Videotapes

Major Student Assignments: Four speeches, four speech critiques, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- [ ] True/False
- [ ] Multiple Choice
- [ ] Short Answer
- [ ] Essay
- [ ] Criterion reference
- [ ] Standardized
- [x] Demonstration
- [ ] Term Papers
- [ ] Exhibits
- [ ] Critiques
- [ ] Projects
- [x] Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ____________________________

Chair submits two copies to Dean (Sig./Date) ____________________________

Dean submits one copy to VPAA (Sig./Date) ____________________________
MCOM 1003: Intro. to Mass Communication (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 600 points that can be earned from this course. Semester grades will be determined in the following manner: 540-600/A; 480-539/B; 420-479/C; 360-419/D; and 0-359/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Sep. 19/"Dysfunctional" TV Talk Show Analysis: 20 points
Term Paper 2/Due Oct. 17/Movie Review: 20 points
Term Paper 3/Due Nov. 14/Cross-Media Web Page Comparison: 20 points
Term Paper 4/Due Dec. 12/Ethics in Mass Communication: 20 points
Media Quizzes 1-4/Topics, Individuals Making News: 15 points each/60 total
Exams 1-4/Text, Lecture, Discussion, Videotapes: 100 points each/400 total
Attendance/Class Participation: 60 points

Fall 1997 Semester Total: 600 points
SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert  Revised by: ________________  Date: __________

Title and Number: MCOM 1003/Intro. to Mass Communication

Prerequisite(s): None

Catalog Description: Development of communication media in American society, including newspapers, magazines, radio, television, and movies. Emphasis on social, political, and economic interaction of media and society.

Text: Biagi, Media/Impact (third edition), Wadsworth; Subscription to Time Magazine

Purpose/Objective: Students need to become critical analysts of American and international media, and learn the many techniques used to gain their attention and consumer dollars via print, broadcast and related outlets. By examining each segment of mass communication, besides its history and major contributors, they can obtain an overall picture of how American culture has formed. Of particular relevance is the significant impact television has had upon the world, and videotapes detailing mass communication issues and personalities help to bring that importance into focus.

Topics To Be Emphasized  Approximate Hours Of Coverage

An overview of mass communication  3
Interactive communication  3
Newspapers  3
Magazines  3
Books  3
Radio  3
Recording industry  3
Television  6
Movies  3
Advertising  3
Public relations  3
Ownership, legal and regulatory issues, media ethics  6
Researching data in cyberspace  6
Title and Number: MCOM 1003/Intro. to Mass Communication

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes

Major Student Assignments: Four term papers, four media quizzes, four exams, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: _____

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ________________________________

Chair submits two copies to Dean (Sig./Date) ________________________________

Dean submits one copy to VPAA (Sig./Date) ________________________________
BJ 2003: Radio Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

- Term Paper 1/Due Sep. 16/Radio Station Format Analysis: 10 points
- Term Paper 2/Due Oct. 14/Biography: 10 points
- Term Paper 3/Due Nov. 11/Web Page Radio Comparison: 10 points
- Term Paper 4/Due Dec. 9/Radio Station Promotion Assessment: 10 points
- Lab Assignments 1-10/Weekly Productions with Scripts: 4 points each/40 total
- Final Project/90-Minute Board Shift (in Pairs) with Script: 10 points
- Attendance/Class Participation: 10 points

Fall 1997 Semester Total: 100 points
Title and Number: BJ 2003/Radio Production

Prerequisite(s): None

Catalog Description: History and theory of the medium, in addition to hands-on experience. Assignments include operating a control board, hosting music formats, newscasts, interviews, commercials, and public service announcements. Also analyze FCC rules and regulations.

Text: Subscription to Broadcasting & Cable Magazine

Purpose/Objective: To give students substantial experience in production and theory, using the Electronic Classroom and Studios A/B as training facilities. The radio industry currently is experiencing both change and growth, and students are kept current in such areas as production, programming, sales, news reporting, syndication, promotion and management. Study of these topics, besides in-depth production experiences, gives students an invaluable edge if they decide to enter the medium as a career.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of the medium</td>
<td>3</td>
</tr>
<tr>
<td>Federal Communications Commission</td>
<td>3</td>
</tr>
<tr>
<td>Modern radio production techniques</td>
<td>6</td>
</tr>
<tr>
<td>Programming, sales and promotion</td>
<td>3</td>
</tr>
<tr>
<td>Writing radio broadcast scripts</td>
<td>3</td>
</tr>
<tr>
<td>Traffic and billing</td>
<td>3</td>
</tr>
<tr>
<td>Current issues facing the medium</td>
<td>3</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>6</td>
</tr>
<tr>
<td>Preparing lab assignments</td>
<td>9</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>6</td>
</tr>
<tr>
<td>Discuss, research term papers</td>
<td>3</td>
</tr>
</tbody>
</table>
Title and Number: BJ 2003/Radio Production

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
X Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes/Audio Cassettes

Major Student Assignments: Four term papers, 10 lab assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ____________________________

Chair submits two copies to Dean (Sig./Date) ____________________________

Dean submits one copy to VPAA (Sig./Date) ____________________________
BJ 2033: Broadcast Performance (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. The term paper will be five pages in length, typed, double-spaced, with a separate reference page. A missed term paper will result in automatic failure.

- Lab Assignment 1/Radio Commercials and PSAs: 10 points
- Lab Assignment 2/Radio Newscast with Script: 10 points
- Lab Assignment 3/Radio Interview: 10 points
- Lab Assignment 4/TV Newscast with Script: 10 points
- Lab Assignment 5/TV Interview: 10 points
- Daily Audio Cassette Readings: 10 points
- Term Paper/Local TV News Performance Analysis: 10 points
- Web Page Broadcast Research Assignment: 10 points
- Special Event Remote Broadcast: 10 points
- Attendance/Class Participation: 10 points

Summer 1998 Semester Total: 100 points
Title and Number: BJ 2033/Broadcast Performance

Prerequisite(s): None

Catalog Description: Training techniques designed to enhance on-air performance. Optimum pitch, rate, voice and diction exercises, followed by assigning of tasks performed by professionals in the broadcast industry (both radio and television).


Purpose/Objective: To allow students to realize their collective potential as articulate communicators. Though some in the course may not become broadcast announcers, they will leave it with enhanced skills in verbal and nonverbal communication. Extensive critiques of radio and television announcing assignments allow students to see how others perceive their performances. Watching and listening to current professionals in the field gives students a barometer by which to gauge their improvement. As a result, they realize a greater appreciation for the art of announcing.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice and diction</td>
</tr>
<tr>
<td>English usage</td>
</tr>
<tr>
<td>Pronunciation, enunciation exercises</td>
</tr>
<tr>
<td>Optimum pitch training</td>
</tr>
<tr>
<td>Interpreting commercials and public service announcements</td>
</tr>
<tr>
<td>Interviewing techniques</td>
</tr>
<tr>
<td>International pronunciation</td>
</tr>
<tr>
<td>Music announcing</td>
</tr>
<tr>
<td>Radio, TV news announcing</td>
</tr>
<tr>
<td>Special event and sports announcing</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
</tr>
<tr>
<td>Preparing final project</td>
</tr>
</tbody>
</table>
Title and Number: BJ 2033/Broadcast Performance

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audio Cassettes

Major Student Assignments: Five lab assignments, daily audio cassette readings, one term paper, Web page research assignment, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ________________________________

Chair submits two copies to Dean (Sig./Date) ________________________________

Dean submits one copy to VPAA (Sig./Date) ________________________________
BJ 2103: Television Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

- Term Paper 1/Due Feb. 10/Local TV News Directing Styles: 10 points
- Term Paper 2/Due Mar. 10/TV Program Directing Critique: 10 points
- Term Paper 3/Due Apr. 7/TV Web Page Analysis: 10 points
- Term Paper 4/Due May 5/TV Sports Production Comparison: 10 points

Lab Assignment 1/Demonstrative Group Production: 10 points
Lab Assignment 2/Interview Program: 10 points
Lab Assignment 3/Group News Program: 10 points
Lab Assignment 4/Group Final 10-15 Minute Project: 10 points

Individual Semester Lab Performance: 10 points
Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points
Title and Number: BJ 2103/Television Production
Prerequisite(s): MCOM 1003/Intro. to Mass Communication

Catalog Description: Extensive practice in studio operation, including cameras, lighting, graphics, and control room techniques. Students produce, direct, videotape, and critique newscasts, interviews, and special events.

Text: Subscription to Electronic Media Magazine

Purpose/Objective: To instruct students in the fundamentals of studio television production, and as a result produce competent programming. Students have many opportunities to be in the 'hot seat' of live studio productions, as they are rotated to give them both experience and flexibility to do a number of tasks. Understanding the theory underlying television fully to appreciate the process of production is also essential for them. Students discover that quality television productions are the result of a coordinated effort of writers, producers, on-air talent and production crew.

Topics To Be Emphasized

Approximate Hours Of Coverage

<table>
<thead>
<tr>
<th>Topic</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>The process of television production</td>
<td>4</td>
</tr>
<tr>
<td>Camera operation, mechanics and aesthetics</td>
<td>4</td>
</tr>
<tr>
<td>Lighting and audio as applied in the SAU TV studio</td>
<td>4</td>
</tr>
<tr>
<td>Technical considerations</td>
<td>4</td>
</tr>
<tr>
<td>Functions of the production crew</td>
<td>4</td>
</tr>
<tr>
<td>Writing television broadcast scripts</td>
<td>4</td>
</tr>
<tr>
<td>Functions of the director and floor director</td>
<td>4</td>
</tr>
<tr>
<td>Operating a character generator</td>
<td>4</td>
</tr>
<tr>
<td>Set design and staging for the cameras</td>
<td>4</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>4</td>
</tr>
<tr>
<td>Discuss, research term papers</td>
<td>4</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>4</td>
</tr>
</tbody>
</table>
Title and number: BJ 2103/Television Production

Check types of teaching strategies used in this course:

- [X] Lecture
- [X] Lecture/Discussion
- [X] Use of Audio-Visually
- [X] Demonstration
- [ ] Field Trips

Major Student Assignments: Four term papers, four lab assignments, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- [ ] True/False
- [ ] Multiple Choice
- [ ] Short Answer
- [ ] Essay
- [ ] Criterion reference
- [ ] Standardized
- [X] Demonstration
- [X] Term Papers
- [X] Exhibits
- [X] Critiques
- [X] Projects
- [X] Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ________________________________

Chair submits two copies to Dean (Sig./Date) ________________________________

Dean submits one copy to VPAA (Sig./Date) ________________________________
BJ 2113: Broadcast Practicum (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Missing two supervised, previously scheduled professional radio or television work days without documented excuse will result in automatic failure.

Individual Semester Lab Performance in Professional Setting: 50 points

Compilation Broadcast Scripts, Videotapes or Audio Cassettes: 50 points

Fall 1997 Semester Total: 100 points
Title and Number: BJ 2113/Broadcast Practicum

Prerequisite(s): None

Catalog Description: Designed to give the students hands-on experience in a commercial broadcast station. Students will be placed in cooperating stations where they will work under and be evaluated by professional staff.

Text: None

Purpose/Objective: Allowing students who cannot immediately pursue full-time internships the opportunity to work in local or institutional settings that use their radio or television writing and production skills. Copies of their broadcast scripts, demo videotapes or audio cassettes can then be used when applying for entry-level positions in the mass communication field.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio and television writing, production experience</td>
<td>40</td>
</tr>
<tr>
<td>Regular critiques of student performance</td>
<td>8</td>
</tr>
</tbody>
</table>
Title and number: BJ 2113/Broadcast Practicum

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audio Cassettes

Major Student Assignments: Various radio and television projects involving assignments such as production and script writing.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date)

Chair submits two copies to Dean (Sig./Date)

Dean submits one copy to VPAA (Sig./Date)
BJ 3013: Electronic News Gathering (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Feb. 12/Local TV Edited News Packages: 10 points
Term Paper 2/Due Mar. 12/Newsmagazine Editing Styles: 10 points
Term Paper 3/Due Apr. 9/Web Page ENG Script Analysis: 10 points
Term Paper 4/Due May 7/Edited Tabloid "Pseudo-News" Packages: 10 points
Lab Assignment 1/Video Assemble Editing Project: 10 points
Lab Assignment 2/Video Insert Editing Project: 10 points
Lab Assignment 3/Original 30-Second Edited PSA with Script: 10 points
Lab Assignment 4/Original 60-second Edited Commercial with Script: 10 points
Lab Assignment 5/Original 90-second Edited News Story with Script: 10 points
Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points
SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert  Revised by: _______________ Date: __________

Title and Number: BJ 3013/Electronic News Gathering

Prerequisite(s): BJ 2103/Television Production, PJ 2003/Basic News Writing

Catalog Description: Operate camcorders and VHS format videotape editing system. Mechanics and aesthetics of each are stressed. Assignments include news stories, commercials, and public service announcements. Timing and scripting are also discussed.


Purpose/Objective: Enabling students to produce professional quality television projects through usage of field production and editing equipment, resulting in enhanced proficiency of video techniques. Other factors to be considered including video editing skills, setting proper audio levels, lighting, timing, scripting and quality of videography. Through practice work and graded assignments, besides students critiquing their own work and that of professionals in the field, they learn that electronic news gathering and editing skills are important if they wish to pursue careers in commercial or corporate television.

### Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanics and aesthetics of editing videotape</td>
<td>4</td>
</tr>
<tr>
<td>Audio, natural sound in ENG and editing</td>
<td>4</td>
</tr>
<tr>
<td>Technical considerations of camcorders and editing equipment</td>
<td>4</td>
</tr>
<tr>
<td>VHS videographic procedures</td>
<td>4</td>
</tr>
<tr>
<td>Writing ENG broadcast scripts</td>
<td>4</td>
</tr>
<tr>
<td>Lighting for field production</td>
<td>4</td>
</tr>
<tr>
<td>Producing, writing, editing public service announcements</td>
<td>4</td>
</tr>
<tr>
<td>Producing, writing, editing commercials</td>
<td>4</td>
</tr>
<tr>
<td>Producing, writing, editing news stories</td>
<td>4</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>4</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>4</td>
</tr>
<tr>
<td>Discuss, research term papers</td>
<td>4</td>
</tr>
</tbody>
</table>
Title and number: BJ 3013/Electronic News Gathering

Check types of teaching strategies used in this course:

X Lecture  X Resource Persons
X Lecture/Discussion  X Student Participation
X Use of Audio-Visuals  ____ Team Teaching
X Demonstration  ____ Microteaching
  Field Trips  X Other: Videotapes

Major Student Assignments: Four term papers, five lab assignments, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False  X Demonstration
_____ Multiple Choice  X Term Papers
_____ Short Answer  X Exhibits
_____ Essay  X Critiques
_____ Criterion reference  X Projects
_____ Standardized  X Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ________________________________

Chair submits two copies to Dean (Sig./Date) ________________________________

Dean submits one copy to VPAA (Sig./Date) ________________________________
BJ 3023: Advanced Radio Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Local Radio Sales: 10 points
Term Paper 2/Regional, National Program Syndication: 10 points
Term Paper 3/Demographic Format Analysis: 10 points
Term Paper 4/Station Promotion Techniques: 10 points
Video Field Trip to Radio Station: 10 points
Weekly Recording Assignments in Studios A/B: 20 points
Final Project/Radio Audition Tape with Script: 10 points
Individual Semester Lab Performance: 10 points
Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points
Title and Number: BJ 3023/Advanced Radio Production

Prerequisite(s): BJ 2003/Radio Production

Catalog Description: Extensive practice in audio production techniques. Study of sound waves, studio electronics, and multi-track recording equipment in broadcast laboratory.

Text: Subscription to Broadcasting & Cable Magazine

Purpose/Objective: As the radio industry continues to evolve with new audio equipment and procedures, students must be kept current with these technologies to be competitive in the job market. Extensive training in the Electronic Classroom and Studios A/B assist in preparing students for tasks they may do in entry-level positions at radio stations. The combination of theory and hands-on experience gives students a well-balanced perspective of the medium.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional audio control boards</td>
<td>4</td>
</tr>
<tr>
<td>Audio techniques as applied in SAU studios A/B</td>
<td>8</td>
</tr>
<tr>
<td>Microphone technique and placement</td>
<td>4</td>
</tr>
<tr>
<td>Studio design and sound quality</td>
<td>4</td>
</tr>
<tr>
<td>Console inputs and outputs</td>
<td>4</td>
</tr>
<tr>
<td>Patching, signals and balance</td>
<td>4</td>
</tr>
<tr>
<td>Producing, writing, recording audio projects</td>
<td>8</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>4</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>4</td>
</tr>
<tr>
<td>Discuss, research term papers</td>
<td>4</td>
</tr>
</tbody>
</table>

Date: ______

Prepared by: James E. Reppert Revised by: ___________________
Title and number: BJ 3023/Advanced Radio Production

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audio Cassettes

Major Student Assignments: Four term papers, video field trip to radio station, weekly recording assignments, final project, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ____________________________

Chair submits two copies to Dean (Sig./Date) ____________________________

Dean submits one copy to VPAA (Sig./Date) ____________________________
BJ 3103: Broadcast News Writing  (Academic Course Syllabus Preface)

**Grading Criteria:** There is a total of 500 points that can be earned from this course. Semester grades will be determined in the following manner: 450-500/A; 400-449/B; 350-399/C; 300-349/D; and 0-299/F.

**Assignments:** The following tasks are required. Unless otherwise noted, all broadcast script exercises will be typed and double-spaced, with all capital letters on 65-space lines. Three missed writing assignments will result in automatic failure.

- Writing Assignments 1-35/Radio, TV News Stories: 10 points each/350 total
- Final Project/10-Minute Radio Newscast Script: 100 points
- Attendance/Class Participation: 50 points

**Spring 1999 Semester Total:** 500 points
Title and Number: BJ 3103/Broadcast News Writing

Prerequisite(s): PJ 2003/Basic News Writing

Catalog Description: Writing assignments include leads, hard news, features, spot news, investigative reports, and editorials. Also stressed are news sources, accuracy, ethics, and broadcast law.

Text: Shook/Lattimore/Redmond, The Broadcast News Process (fifth edition), Morton

Purpose/Objective: Those seriously interested in broadcast journalism as a career must consider the importance of accurate, well-written news in a field stressing immediacy and intense competition. Understanding news gathering fundamentals and being able to work on tight deadlines are not for everyone, and the field is not as glorious as it may appear on the surface. Realizing that practice hones professional reporting skills, many assignments similar to what students will face in the job market are emphasized. Students leave the course with a better grasp as to what is news, besides reporting the facts in a tight, conversational writing style.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing in present tense</td>
<td>6</td>
</tr>
<tr>
<td>Broadcast leads</td>
<td>3</td>
</tr>
<tr>
<td>News selection, elements of news</td>
<td>6</td>
</tr>
<tr>
<td>Reporting on a deadline, source attribution</td>
<td>3</td>
</tr>
<tr>
<td>Editing, freshening, updating news copy</td>
<td>3</td>
</tr>
<tr>
<td>Hard, feature news</td>
<td>3</td>
</tr>
<tr>
<td>Editorials, press releases</td>
<td>3</td>
</tr>
<tr>
<td>Commercials, weather</td>
<td>3</td>
</tr>
<tr>
<td>Preparing lab assignments</td>
<td>9</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>3</td>
</tr>
<tr>
<td>Ethics of broadcast news reporting</td>
<td>3</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>3</td>
</tr>
</tbody>
</table>
Title and number: BJ 3103/Broadcast News Writing

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audio Cassettes

Major Student Assignments: Thirty-five writing assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: ______

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ________________________________

Chair submits two copies to Dean (Sig./Date) ________________________________

Dean submits one copy to VPAA (Sig./Date) ________________________________

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Natural Sound, Audio in Local TV News: 10 points
Term Paper 2/Videography, Lighting in Network, Cable TV News: 10 points
Term Paper 3/Mechanics of TV News Script Writing: 10 points
Term Paper 4/Local vs. Network, Cable TV Edited Sports: 10 points
Weekly Videography/Editing Assignments: 30 points
Final Project/Video Audition Tape with Script: 10 points
Individual Semester Lab Performance: 10 points
Attendance/Class Participation: 10 points

Fall 1997 Semester Total: 100 points
Title and Number: BJ 4003/Adv. Electronic News Gathering

Prerequisite(s): BJ 3013/Electronic News Gathering

Catalog Description: Consists of shooting, writing, editing, and producing television news reports. Storyboarding, voiceovers, scripting, and writing copy to complement visuals. Operate camcorders and Super-VHS format videotape editing system.


Purpose/Objective: This intensive, hands-on experience runs the gamut of news gathering and editing procedures students can expect to encounter upon graduation in entry-level television positions. Industrial Super-VHS video equipment used in the course allows for both portability and professionalism of reportage. A study of local, cable, industrial and commercial news operations helps to underscore the importance of producing high quality news reports. Solid audition tapes highlighting competent writing skills enable students to be prepared for success in the highly competitive television news job market.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Differences between VHS and Super-VHS formats</td>
<td>4</td>
</tr>
<tr>
<td>Super-VHS videographic procedures</td>
<td>4</td>
</tr>
<tr>
<td>Videotape editing on the Super-VHS system</td>
<td>8</td>
</tr>
<tr>
<td>Utilizing audio tracks in edited projects</td>
<td>4</td>
</tr>
<tr>
<td>Writing Advanced ENG broadcast scripts</td>
<td>4</td>
</tr>
<tr>
<td>Location production, audio, lighting considerations</td>
<td>4</td>
</tr>
<tr>
<td>Producing, writing, editing projects</td>
<td>12</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>4</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>4</td>
</tr>
</tbody>
</table>
Title and number: BJ 4003/Adv. Electronic News Gathering

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes

Major Student Assignments: Four term papers, videography/editing assignments, final project, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ____________________________

Chair submits two copies to Dean (Sig./Date) ____________________________

Dean submits one copy to VPAA (Sig./Date) ____________________________
BJ 4103: Broadcast Sales and Management (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

- Term Paper 1/Characteristics of Account Executives: 10 points
- Term Paper 2/Radio, Television Sales Comparison: 10 points
- Term Paper 3/Web Page Management Inventory: 10 points
- Term Paper 4/Executives, Demographics and Ratings: 10 points
- Lab Assignments 1-10/Sales and Management Projects: 4 points each/40 total
- Final Project/Radio or TV Sales and Management Portfolio: 10 points
- Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points
Prepared by: James E. Reppert Revised by: _______________ Date: ____________

Title and Number: BJ 4103/Broadcast Sales and Management

Prerequisite(s): None

Catalog Description: Role of station management. Regulations, sales tools, rate cards, audience rating, demographics, and personnel management.

Purpose/Objective: Broadcasting is as much a business enterprise as it is an entertainment medium. Besides hands-on or journalistic responsibilities, students must understand and appreciate the important role radio and television sales and management techniques play in the overall operation of media properties. This course gives students the writing, research and interpersonal communication skills necessary for them to serve competently in entry-level sales and management positions.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The business of broadcasting</td>
<td>3</td>
</tr>
<tr>
<td>Rate cards</td>
<td>6</td>
</tr>
<tr>
<td>Radio, television account executives</td>
<td>6</td>
</tr>
<tr>
<td>Radio, television management techniques</td>
<td>6</td>
</tr>
<tr>
<td>Sales, traffic and billing</td>
<td>3</td>
</tr>
<tr>
<td>Business management</td>
<td>3</td>
</tr>
<tr>
<td>Researching data in cyberspace</td>
<td>6</td>
</tr>
<tr>
<td>Preparing lab assignments</td>
<td>6</td>
</tr>
<tr>
<td>Preparing final project</td>
<td>3</td>
</tr>
<tr>
<td>Discuss, research term papers</td>
<td>6</td>
</tr>
</tbody>
</table>
Title and Number: BJ 4103/Broadcast Sales and Management

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four term papers, 10 lab assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
_____ Other: ___________

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) _____________________________

Chair submits two copies to Dean (Sig./Date) _____________________________

Dean submits one copy to VPAA (Sig./Date) _____________________________
BJ 4903: Senior Research Project (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper chapter will be five pages in length, typed, double-spaced, with a separate reference page. One missed term paper chapter will result in automatic failure.

- Term Paper Chapter 1: 20 points
- Term Paper Chapter 2: 20 points
- Term Paper Chapter 3: 20 points
- Term Paper Chapter 4: 20 points
- Oral Defense of Completed Term Paper: 20 points

Fall 1997 Semester Total: 100 points
Title and Number: BJ 4903/Senior Research Project

Prerequisite(s): Senior standing and 30 hours of broadcast journalism emphasis requirements

Catalog Description: A major research paper in the student's area of expertise which adds a significant knowledge to the discipline. Must also defend the paper orally.


Purpose/Objective: Students write a paper which combines quantitative and qualitative research skills in an area of broadcast journalism/mass communication which ties in with their career goals.

Topics To Be Emphasized

<table>
<thead>
<tr>
<th>Topic</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic selection/significance</td>
<td>8</td>
</tr>
<tr>
<td>Work with advisor on format/research data base</td>
<td>8</td>
</tr>
<tr>
<td>Execution of term paper in four chapters</td>
<td>20</td>
</tr>
<tr>
<td>Regular critiques of paper and research</td>
<td>8</td>
</tr>
<tr>
<td>Oral defense of paper</td>
<td>4</td>
</tr>
</tbody>
</table>
Title and number: BJ 4903/Senior Research Project

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: ________

Major Student Assignments: Term paper on a major theme consisting of four chapters, with progress reports at regular intervals.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: ________

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) ____________________________

Chair submits two copies to Dean (Sig./Date) ____________________________

Dean submits one copy to VPAA (Sig./Date) ____________________________
BJ 4913: Broadcast Internship (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Missing two supervised, previously scheduled professional radio or television work days without documented excuse will result in automatic failure.

Professional Evaluation of Student Intern Performance: 50 points

Compilation Broadcast Scripts, Videotapes or Audio Cassettes: 50 points

Fall 1997 Semester Total: 100 points
Title and Number: BJ 4913/Broadcast Internship

Prerequisite(s): Completion of 12 upper class hours in broadcast journalism, senior standing, and a minimum grade-point average of 2.50

Catalog Description: Structured professional experience in a commercial broadcasting operation under professional supervision.

Text: None

Purpose/Objective: Allowing students the opportunity to obtain real-world experience at stations or entities that use their radio or television writing and production skills. Copies of their broadcast scripts, demo videotapes or audio cassettes can then be used when applying for entry-level positions in broadcast journalism.

<table>
<thead>
<tr>
<th>Topics To Be Emphasized</th>
<th>Approximate Hours Of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio and television writing, production experience</td>
<td>40</td>
</tr>
<tr>
<td>Professional/faculty critiques of intern duties</td>
<td>8</td>
</tr>
</tbody>
</table>
Title and number: BJ 4913/Broadcast Internship

Check types of teaching strategies used in this course:

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audio Cassettes

Major Student Assignments: Various radio and television writing and production projects as deemed appropriate by their respective internship supervisors.

Student Assessment/Evaluation (Tests and Number of Tests):

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:
Submit three copies to departmental chair

Department Chair (Sig./Date) ______________________________

Chair submits two copies to Dean (Sig./Date) ______________________________

Dean submits one copy to VPAA (Sig./Date) ______________________________
I. DOCUMENT IDENTIFICATION:

Title: "Fusing Classroom Theory and Practical Experience: Syllabus Construction in a Broadcast Journalism Emphasis."

Author(s): James E. Reppert

Corporate Source: Paper presented at the annual meeting of the Kentucky Communication Association

Publication Date: Sept. 19-20, 1997

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Position: Assistant Professor of Mass Comm.

Organization: Southern Arkansas University

Address: SAU Box 9229

Magnolia, AR 71753-5000

Telephone Number: (870) 235-4258

Date: July 26, 1997

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<td>Quantity Price:</td>
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