**Journalism JOMC 456**

**EVERYTHING CAN AND PROBABLY WILL CHANGE AS THE SEMESTER PROGRESSES**

Spring 2014

Room 58, Carroll Hall

Mondays and Wednesdays, 3 p.m. to 4:50 p.m.

Magazine Writing and Editing

This class is designed to teach students the editorial aspects of producing a magazine – writing, editing and all that goes into those activities. We will deal with a traditional print magazine format, an iPad magazine and editorial content for a magazine-like website.

You will work with Professor Oliver’s magazine design class, developing ideas for an original print magazine that will fill a particular niche in the market. You will prepare prospectuses and mission statements and plan articles for publication, using the latest story forms. Once our class and the design class agree on a magazine, we will work together to produce a finished magazine.

We will also work closely with the design class to produce an iPad magazine, using all the latest techniques, story forms and graphics. For both the print magazine and the iPad magazine, you will write and edit the articles and prepare headlines, cutlines, tables of contents and blurbs.

As time permits, we will also produce editorial content for Professor Dana McMahan’s Roote North Carolina website about organic and natural food production in North Carolina.

**The Plan**: The two classes will operate much like a magazine staff. There will be a lot of lab time built into our schedule. You will be part of a team, and your participation in the team will be an important part of your grade. You will also have out-of-class assignments.

You will learn what’s involved in putting together a magazine, from start to finish. You will learn the importance of meeting deadlines. The next steps, and everyone else on the team, depend upon your doing your part well and on time.

**Preparation**: Unless you have special permission, you must have completed “Feature Writing” (JOMC 256). It’s helpful if you’ve completed “Reporting” (JOMC 253) and “News Editing” (JOMC 157).

**Instructor**: Linda C. Brinson, adjunct instructor. Phone: 336-816-8503; 336-427-4940. E-mail: [lbrinson@email.unc.edu](mailto:lbrinson@email.unc.edu) or [lindacbrinson@gmail.com](mailto:lindacbrinson@gmail.com) (preferred)

Office hours: By appointment. I teach only this class and live out of town, so you’re most likely to see me before or after class. Feel free to call, text or e-mail.

**Text**: Required: **The Associated Press Stylebook and Briefing on Media Law** (a recent edition).

Reading magazines, online and in print, is a good way to see what other publications do, and what me might do – and do better. There may be additional readings as the semester progresses.

**Course Description**:

This is a project-based class. You will have a good bit of time to work with your team during class time, but you will also need to work outside of class on reporting, writing, revising, etc. Computer labs can be used outside of class hours, and you may work on your laptop. It is the responsibility of each team to organize its time to meet the deadlines, and each team member must meet his/her individual deadlines.

Attendance and participation are crucial, and unexcused absences **will affect your grade. More than two unexcused absences will result in reducing your grade by a letter. For an absence to be excused, you must produce proof of a medical necessity or gain permission in advance.**

I expect that you will adhere at all times to the guidelines in the university’s Honor System. All work must be your own and up to the high standards of integrity the university demands.

**NOTE:** This syllabus is a guideline that IS LIKELY TO CHANGE as the semester develops. The schedule may be altered, and assignments may be added as necessary.

***ATTENDANCE POLICY***

More than two unexcused absences will result in reducing your grade by a letter. Every five late arrivals will result in a 5 percent reduction in your final grade.

**GRADING**

You will be graded on your writing, editing, proofing, participation and team effort. Attendance also is important. Sometimes we need to be here just in case someone needs to ask us a question. Even if you think your articles are finished, if you’re not here to answer a question from an editor or help a designer with a cutline, you are not doing your job. Checking proofs is just as important as writing and editing. The business plan is essential for contest entries. It is important to approach every part of the class with professionalism and the goal of excellence.

**These are the main grading criteria:**

1. **Deadlines for writing and editing must be met.**
2. **Quality of writing and editing.**
3. **Grammar, syntax and adherence to AP style.**
4. **Creativity and effectiveness.**
5. **Team participation and attendance.**

**Students will choose or be assigned to a team working with the print magazine or the iPad magazine. There will also be crossover, with each student writing at least one article for the alternative magazine form. Student editors will be selected to direct these teams. A student editor also will be chosen to coordinate articles for Professor McMahan’s class project.**

**\* Professor Oliver will discuss with us more about types of articles for the iPad magazine, including alternative story forms. Creativity is at a premium!**

**\* Here are the main article types for the print magazine:**

**1. FoB (front of book article):** A collection of short items, intended to help readers settle into a magazine, often representing a recurring department in the magazine. Meant to be read quickly. Can be based on secondary sources, such as press releases and websites (rewritten and attributed properly). Length: Could be as little as 300 words if the page depends heavily on art. A briefs column could reach 750. If needed, writer supplies introductory material, illustrations, caption information and publication clearance.

1. **Well story:** A long feature. It involves background research and interviews with at least three people. Face to face interviews are best, although phone interviews are acceptable when necessary. E-mail interviews are not acceptable except as a last resort to obtain/ check facts. The story should be descriptive of a place and/or people. Travel may be needed; if you can’t travel, take a topic on which you can find suitable local interviews. Contact sources **VERY** early to arrange interviews. **Be prepared to change topics if sources are not available.** Length: About 2,000 words; can be broken into more than one element. Sidebars and alternative story forms are recommended. Writer supplies ideas for illustrations as well as cutline information and publication clearance. One well story should provide a cover photo for the magazine.
2. **BoB (back of book) article:** A story that a reader might move to next as he or she thumbs through the magazine. It could be a personality profile, a question-and-answer interview or a short feature. Length: 700-1,000 words, roughly – a Q&A might go longer. If needed, writer arranges for illustrations, caption information and publication clearance.

**Deadlines**

Each magazine article will carry three deadlines: a deadline to submit the article to the copy editor, a deadline to submit the article to me, and a deadline to hand off the package to our design team. Early on, you should make sure that you can complete your article on deadline. If you can’t, work out a different assignment **quickly**.

**Other work**: The team will prepare a business plan for the startup magazine and a contest entry for that magazine and the iPad version.

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***DAY-TO-DAY SCHEDULE (Subject to change)***

***Deadlines are included for print stories, but deadlines for iPad stories and website stories are TBA. Stay tuned…***

**January**

Wednesday, Jan. 8

Introductory information. Syllabus. Introductions. Discussion of magazine writing and how it differs from other types. Assignments: Begin brainstorming for prospectus – bring at least one idea to class Monday. And start work on the out-of-class personality profile assignment.

Monday, Jan. 13 - Class divides into groups to begin prospectuses and mission statements.

Wednesday, Jan. 15 – Meet with Professor Oliver’s class about alternative story forms and the iPad magazine. Begin discussions with Prof. Oliver’s class about the iPad magazine. Groups continue to work on print prospectuses.

Monday, Jan. 20 **- No class, Martin Luther King, Jr., Day**

Wednesday, Jan. 22 - Present prospectuses to our class. Refine as needed.

Monday, Jan. 27 – Present prospectuses to Professor Oliver’s class. Make decision about print magazine. Choose editors for print and online versions. Out of class personality profile due.

Wednesday, Jan. 29 – Print magazine team work on story list. iPad team work with design team. Both teams consult with Prof. Oliver’s class as appropriate. Website team work on story list.

**FEBRUARY**

Monday, Feb. 3 - Complete story list for print magazine. Develop story list with designers for iPad magazine. Discussion: Role of assignment editor and copy editor.

Wednesday, Feb. 5 – Working on FOB stories for print magazine and with design class on iPad stories.

Monday Feb. 10 –. Working on FOB and iPad stories, plus story list for website.

Wednesday, Feb. 12 – Working on iPad stories.Working on FOB.

Monday, Feb. 17 –FOB stories due to editors & Professor Brinson. Working ahead on well stories. Working on iPad stories and website stories.

Wednesday, Feb 19–Print FOB stories due to designers. Working on well stories. Working on iPad and website stories.

Monday, Feb. 24 –. Working on well, iPad and website stories. Discussion: importance of proofing.

Wednesday, Feb. 26- Continue working.

**MARCH**

Monday, March 3 –Working on well stories, iPad, website. Proofing as needed.

Wednesday, March 5 - Working on print well stories, starting BOB.

Monday, March 10, and Wednesday, March 12 – Spring Break!

Monday, March 17 - Well stories due to copy editors and Prof. Brinson. Working on iPad, website stories. Proofing as needed.

Wednesday, March 19 - Well stories due to designers. Working on print BOB stories.. Proofing and working on iPad as appropriate. Discuss possible cover art for print magazine with designers.

Monday, March 24 – Print BOB stories due to copy editors and Prof. Brinson.Working on iPad and website. Proofing as needed.

Wednesday, March 26 –Print BOB stories due to designers. Proofing and working on iPad stories and website stories as needed.

Monday, March 31 – Proofing, working on iPad and website stories.

**APRIL**

Wednesday, April 2 – ASSIGNMENT: Final out of class magazine feature TBA. Proofing, final details, business plan and contest entires.

Monday, April 7 –Proofing, details, business plan and contest entries.

Wednesday, April 9 – Proofing, business plan., etc.

Monday, April 14 – Working on loose ends, proofing, details, business plans.

Wednesday, April 16 – Final push.

Monday, April 21 – Proofing, contest entries.

Wednesday, April 23 - Final business plan, contest entries due. Taking care of any final proofing.