**Journalism JOMC 456**

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

Fall 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. You will work in a team to come up with ideas for magazines, prepare a prospectus and mission statements and plan articles for publication. You will decide on a concept for a new magazine and then produce the first issue of that magazine. You will write and edit the articles and prepare headlines, cutlines, tables of contents and blurbs. You will work closely with students in Professor Terence Oliver’s Magazine Design class, who will produce the magazine our team has dreamed up and written. Working with Professor Oliver’s class, you will also adapt the print magazine articles for iPad presentation.

**The Plan**: The class 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 a major art of your grade.

You will learn what’s involved in putting together a magazine, from start to finish. You will learn the importance of meeting deadlines – everything we do, and everyone else on the team, depends upon your doing your part 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).

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.**

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***

You are allowed two unexcused absences. Each additional unexcused absence will result in a 5 percent reduction in your final grade. Excused absences (doctor’s note) do not affect your grade. WHETHER AN ABSENCE IS EXCUSED OR UNEXCUSED, you are expected to **communicate with me**, **your editors and, as appropriate, your designers** to make sure that your absence is not impeding the progress of the magazine. We are creating a real magazine, and we have real deadlines and responsibilities.

Every five late arrivals will result in a 5 percent reduction in your final grade.

**GRADING**

**These are the main grading criteria:**

1. **Meeting deadlines.**
2. **Quality of writing.**
3. **Grammar and syntax and adherence to AP style.**
4. **Creativity and effectiveness.**
5. **Team participation.**

**Each of you will write at least three magazine articles individually:**

1. **FoB (front of book article):** A collection of short items, intended to help readers settle into a magazine, 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 illustrations, caption information and publication clearance. **Due: Oct. 1.**
2. **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. **Due: Oct. 20.**
3. **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: 500 to 700 words, roughly – a Q&A might go longer. If needed, writer supplies illustrations, caption information and publication clearance. **Due: Nov. 3.**

**Deadlines**

Each magazine article will carry multiple: a deadline for the assigning editor’s comments, a deadline to submit the article to the copy editor and 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**: Each magazine’s team will also prepare a business plan for the magazine.

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

AUGUST

Wednesday, Aug. 20

Introductory information. Syllabus. Introductions. Discussion of magazine writing and types of articles. Assignment: Brainstorm ideas for magazine.

Monday, Aug. 25

Stephanie Willen Brown, librarian, discusses resources for prospectus. Divide into groups. Assignment: Out of class profile.

Wednesday, Aug. 27 –Work on prospectus, including story list/

SEPTEMBER

Monday, Sept. 1 **- No class, Labor Day**

Wednesday, Sept. 3 - Present prospectus to class. Meeting with Professor Oliver’s class to discuss alternative story forms.

Monday, Sept. 8 – Group 1. Make pitches to Prof. Oliver’s class.

Wednesday, Sept. 10 - Meet with Prof. Oliver’s class to discuss magazine choice and discussions of story ideas. Presentation of alternative story forms.

Monday, Sept. 15- **Out of class profile due**. Complete story list. Class discussion of story strategies, role of assigning editor and copy editor. Assignment: Working on FOB, work ahead toward well stories

Wednesday, Sept. 17 – Story list due to designers. Begin work on stories.

Monday, Sept. 22 – Discuss headlines, captions, role of assignment editor. Work on stories, especially FOB.

Wednesday, Sept. 24 - Meetings on FOB, well stories. Beginning turning FOB stories in to editors.

OCTOBER

Monday, Sept. 29 –FOB stories due to editors and Professor Brinson.

Wednesday, Oct. 1 – FOB content due to designers.

Monday, Oct. 6 –Progress report on well story. Continue work.

Wednesday, Oct. 8 –Work on well stories .

Monday, Oct. 13- Work on Well stories.

Wednesday, Oct. 15 - Work on well stories. Check with assigning editors on well stories. (Fall break starts 5 p.m.)

Monday, Oct. 20 –Well story due to editors and Prof. Brinson. PDFs of FOB due to us. Begin proofing.

Wednesday, Oct. 24 - Well stories due to design class. Work on PDFs of FOB. Meetings on BOB stories.

Monday, Oct. 27– Discuss cover art with designers. FOB to bed. Work on proofs, BOB stories.

Wednesday, Oct. 29 - Well editing, package completion, including ToC lines. BOB articles due to editors, Prof. Brinson. FOB to bed. Group 2: Working on proofing, details, business plan, iPad as needed.

NOVEMBER

Monday, Nov. 3 –BOB articles due to design class.

Wednesday, Nov. 5 – Well PDFs due to us. PDF of cover due to us?

Monday, Nov. 10 – Proofing. Well to bed.

Wednesday, Nov. 12 –Proofing. Details. Help iPad edition as needed.

Monday, Nov. 17 – PDF proofs for BOB due to us. Proofing, final touches, work with designers. Work on business plan. Help with iPad edition as necessary. Assignment: Final out of class article.

Wednesday, Nov. 19 - Clearing up loose ends. Work on business plan. Work with designers on iPad as needed.

Monday, Nov. 24 - Working on loose ends, details, business plan, designers on iPad.

Wednesday, Nov. 26 – Thanksgiving break. No class.

DECEMBER

Monday, Dec. 1– Working on contest entry, clearing up details, working with designers on iPad.

Wednesday, Dec. 3 – Final business plan due. Wrapup. Final out of class article due.

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**GRADING**

You will be graded on your writing, editing, proofing, participation and team effort. **Attendance** also is **EXTREMELY 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.

VALUES AND COMPETENCIES

This class promotes the core values and competencies recognized by the The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), helping students develop the ability to:

Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.