

JOMC 459.1

COMMUNITY JOURNALISM

Spring 2019: Mon. - Weds., 2:30 – 3:45 p.m.,
Carroll Hall, Room 253

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OVERVIEW

Ninety-seven percent of all U.S. newspapers are “small” newspapers.

DAILIES: According to the *Editor and Publisher Yearbook*, **85 percent** of the 1,489 daily newspapers in America have circulations under 50,000 and are classified by the American Society of Newspaper Editors as “small newspapers.” Of those 1,258 papers, 1,055 (71 percent) have circulations under 25,000.

WEEKLIES: Then add in the weeklies, twice-and tri-weeklies. According to the National Newspaper Association, there are presently 8,193 weeklies, with an average circulation of 7,600, reaching a total of 56.7 million people.

Ours is a country dominated in numbers by small newspapers — papers that practice “community framing,” throwing much of their news and editorial weight behind local coverage and the local angle. However, many beginners suffer under the common misconception that the community paper is just a smaller version of the big-city daily. Nothing could be further from the truth. As you will learn in this course, the enlightened community paper plays a unique and vital role in the life of its community. Compared to the major metro dailies, most community newspapers have a fundamentally different approach to the factors of news judgment, and indeed, to every facet of the *philosophy of news*.

METHODOLOGY AND FORMAT: Theory into Practice

In practical terms, journalism theory doesn't get into practice any more effectively than by putting your words and pictures online and in print. So, in this class we'll talk the talk, AND walk the walk.

Our project-based learning will focus on *the VOICE of Northeast Central Durham*, a Fall '09 online start-up that includes a monthly print version. We'll produce five Web-based editions and three monthly print versions of the VOICE.

ABOUT THE VOICE

We have partnered with UNC's Department of City and Regional Planning, the City of Durham, the journalism program at North Carolina Central University Durham high schools and the Durham youth development NGO, "Partners for Youth Opportunity," to produce a neighborhood newspaper/web site for the Northeast Central Durham (NECD) neighborhood known to the police department as the "Bull's Eye."

The VOICE is produced by our class and the NCCU advanced reporting class. We also get content from Durham high school journalism classes. Additionally, we mentor a core staff of Durham urban teens to help them produce content of their own — sort of like a journalistic version of the Big Buddies program. We will take a Bus Tour to NECD on **Saturday morning, Jan. 19**, to help us better understand the dynamics at work in this community as it strives to lift itself up. Many people believe that an enlightened community newspaper devoted exclusively to this neighborhood can provide more than just news; it can be a way for kids to learn computer literacy as well as such life skills as writing, interviewing, photography, time management, professionally-appropriate behavior – all while working with others to produce something that can serve the greater good. Ultimately, *The VOICE* can help create *civic engagement*, that vital ingredient of a healthy democracy. It's what Walter Lippmann meant when he said,

"A free press is not a privilege, but an organic necessity in a great society..."

As we produce web and print editions of *the VOICE*, we will be dealing with all the major issues facing the complete community journalist: the nature of the community being served, the role of the media in that community, the culture and character of each paper, as well as journalism ethics, news, features, editorials, sports, lifestyle, the interview, graphics and design, photojournalism, emerging technology, business, newsroom management and personnel.

This course meets the General Education diversity requirement: "Courses in U.S. diversity help students develop a greater understanding of diverse peoples and cultures within the United States and thereby enhance their ability to fulfill their obligations of United States citizenship. These courses address in systematic fashion one or more

aspects of diversity in the United States, whether arising from ethnic, generational, class, gender, sexual, regional, or religious differences” (p. 29).

THE SPECS

Over the course of the semester, each student journalist will produce five story/photo packages of 500-700 word count, (500 words min.) including a photo and caption. Your story/photo packages for *the Durham VOICE* and your involvement in the process will count as **60 percent** of the final grade. Every story **MUST** be accompanied by a photograph. I want each of you to have the experience of illustrating your own story. As to taking your own photos, you may use a smartphone so long it’s one of the newer generation models like the iPhone 6s or later. Otherwise, we will supply you with a camera.

STORY/PHOTO DUE-DATES

Here are the story/photo deadlines. As you can see, you have two weeks to do each story/photo package.

Copy and photos are due no later than **12 p.m. noon.** on deadline days!

Jan. 28 Mon.	V1
Feb. 11 Mon.	V2
Feb. 25, Mon.	V3
March 25, Mon.	V4
April 8, Mon.	V5

TEXT

COMMUNITY JOURNALISM: *Relentlessly Local*

by Jock Lauterer

UNC Press, 3rd. ed., 2006. \$41.95.

ASSIGNED READING

For all assignments, you must have a clear understanding of the relevant materials in the textbook. Everything we discuss in class has ties to the textbook, although we may not always specifically cite chapters and page numbers during our discussions. For each reading assignment, you will send me an e-reflection (a big, hefty paragraph) via SAKAI’S *forums* (reading responses), explaining what you learned from the reading and how the reading relates to your prior experience and/or your experiences with the *VOICE*.

Each of 15 reflections is due by 12 noon before class on the date listed in the class schedule (so I have time to read them!) For late **reading** assignments, the instructor will dock late work one letter grade for every day that it is late. Hence, one day late is a B, two days late is a C, and three days late is a D. After four days, the late assignment turns into a zero.

We will draw our class discussions from these reading responses. This component is worth 20 percent of the final grade. The 15 reading due-dates are listed below:

1. Foreword, Preface and Introduction, Ch. 1 & 2		Jan. 14, Mon.
2. Ch. 3 & 4	Framing community	Jan. 16, Weds.
3. Ch. 16	Ethics	Jan. 21, Mon.
4. Ch. 5 & 6	Newspaper ownership	Jan. 23, Weds.
5. Ch. 7	News	Feb. 4, Mon.
6. Ch. 8	Features	Feb. 6, Weds.
7. Ch. 14	Photojournalism	Feb. 18, Mon.
8. Ch. 9	Editorials/Commentary	Feb. 20, Weds.
9. Ch. 15	Technology and "Reality Check"	March 4, Mon.
10. Ch. 10	Interviewing and Writing	March 6, Mon.
11. Ch. 17 & 18	Business/Personnel	March 18, Mon.
12. Ch. 13	Graphics	March 20, Weds.
13. Ch. 19	Hablamos Espanol?	April 3, Weds.
14. Ch. 12	Sports	April 17, Weds.
15. Ch. 23	Two Case Studies of Start-Ups	April 22, Mon.

GUEST SPEAKERS

Over the course of four months, we will have several guest speakers from the state's community journalism industry. I may ask for a "Hey Jock" reflection response due by the following class. Also, you'll need to take notes for your final project.

THE REPORTER'S FINAL PROJECT PORTFOLIO

Due at our Final Exam period, 5 p.m., Mon., April 29, in a three-ring binder you will turn in a final portfolio containing:

- Original hard copy of all five stories, with my marks showing.
- Print-outs of all your photos.
- Clips you have made from screenshots of your online work or in print.
- A 10-page minimum reflection and self-evaluation of your reporting experiences, your photography experiences, and your thoughts about our guest speakers and the public service/mentoring work you've done.
- A listing of your contacts and sources: name, title, company or organization, address, phone and email.

The portfolio will be graded at semester's end as the Final Project in this class, worth 10 percent of the total grade. Note: at best, this is an incremental project, not something to be knocked out on an all-nighter before the due date. You need

to be building this as the semester goes along. Yes, you can make this as creative and fun as you like, decorating it with drawings, designs, photos, quotes...etc.

PUBLIC SERVICE

JOMC 459 is an Apples class, so your public service contribution counts 10 percent of your final grade. As concerned community journalists, we have an obligation to Pay It Forward. This semester we will mentor Durham inner-city youth at Partners for Youth Opportunity and at Hillside High School.

Five sessions = 95/A
Four sessions = 85/B
Three sessions = 75/C
Two sessions = 65/D
No sessions = 50/F

ATTENDANCE; DEADLINES

This is a professional level class. Stories and/or photos for the **VOICE not making deadline will receive an automatic F/zero**. No exceptions. No excuses. Zero tolerance. Consider yourself forewarned and thus, forearmed.

*For late **reading** assignments, the instructor will dock late work one letter grade for every day that it is late. Hence, one day late is a B, two days late is a C, and three days late is a D. After four days, the late work turns into a zero.*

AP/UNC/CC STYLE

Your *VOICE* stories will be graded for spelling, grammar and AP Style. The *VOICE Handbook and Style Guides* are our bibles for style and formatting issues. If you don't own an *AP Stylebook*, get one. The new online UNC Stylebook is also very handy.

GRADING

Your final grade will be the result of the following formula:

<i>VOICE</i> stories	60 percent
Text reading reaction papers	20 percent
Public Service	10 percent
The Reporter's Portfolio/Final Project	10 percent

GRADING SCALE

Grades will be determined according to the following break-out.

92-100	A
90-91	A-
88-89	B+
82-87	B
80-81	B-
78-79	C+
72-77	C
70-71	C-
60-69	D
Below 60	F

CLASS SCHEDULE

Insofar as it's possible, here is the classroom/newsroom schedule for this semester. It would be smart to mark these DEADLINES in your calendar now.

Jan. 9, Weds. First class, org'ing, assigning staff roles, etc., the book, readings, class structure and format, notecards, the Northeast Central Durham Community VOICE, the NECD Bus Tour, MLK Day, MEJO collaboration, name game and class photos.

Show: CJ 101 and VOICE history.

Assign: Go Hang Out and MLK Day in Durham and Chapel Hill. "Hey Jock!" in Sakai.

Jan. 14 Mon. Hang Out assignment due; class discussion.

Reading 1 due: Foreword, Preface and Introduction, and Ch. 1 & 2.

Jan. 16, Weds. More basics of CJ, story assignments, more org'ing, staff roles, cameras, etc.

Guest Lecture: Mai Nguyen, Associate Professor of City and Regional Planning, UNC, on Northeast Central Durham. Prof Lisa Paulin, NCCU.

Partners for Youth Opportunity: Carlton Koonce and Julie Wells.

Reading 2 due: Ch. 3 & 4, Framing community.

Jan. 19, Sat. **NECD Bus Tour.** (10 a.m.-2 p.m.)
Meet JL outside Carroll by 9:30 a.m.
Lunch is provided.

Jan. 20 Sun. MLK SUNDAY: attend Antioch Baptist Church service; Durham, 10:30 a.m. (Extra Credit)

Jan. 21, Mon. MLK Day: attend an event in your community. Chapel Hill-Carrboro MLK rally, the annual Durham MLK rally, march and service. TBA.

Reading 3 due: Ethics, Chapter 16.

Jan. 23, Weds. Reflection: Bus Tour/ MLK Day experiences

Reading 4 due: Ch. 5 & 6, Newspaper ownership.

Option: Woody's Wonderful Ways.

Brainstorm more story ideas for V1.

Show: Point-and-Shoot 101 (bring cameras to class!)

Final arrangements for V1 stories and photos, due no later than **noon sharp Mon., Jan. 38.**

Jan. 28, Mon. **First stories/photos due for VOICE by noon.**
File in PROJECTS or email jock@email.unc.edu

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Show: Ethics and Community Journalism, ppt.

Guest lecture option: Megan Ward; *the High Point Enterprise*

Jan. 30,	Weds.	In-class editing and launch of V1. Brainstorming story ideas V2. Reflection: What Have We Learned? (WHWL?)
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Feb. 4,	Mon.	Guest speaker: Bill Horner III, or Eric Millsaps. Show option: "Writing My Own Happy Ending." Option: Show: Making Features Relevant. Reading 5 due: Ch. 7, News.
Feb. 6,	Weds.	Guest speaker option. Bill Horner 3, etc. Reading 6 due: Ch. 8, Features.
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Feb. 11,	Mon.	Stories/photos due for V2 due by NOON.
Feb. 13,	Weds.	In-class editing; launch. Brainstorming for V3.
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Feb. 18,	Mon.	Reading 7 due: Ch. 14, Photojournalism. Lecture / demo: Community Photojournalism. Guest lecturer: Alicia Stemper or Jeff Davis.
Feb. 20,	Weds,	Guest lecturer: Ken Ripley. Reading 8 due: Ch. 9, Editorials/Commentary. Final arrangements: V3.
Feb. 21-22	Thurs-Fri.	VOICE print #1 rolls off the presses!

Delivery: Saturday morning, Feb. 23

Feb. 25, Mon. Stories/photos due for V3 by noon.
Show: Photojournalism History.
Or...Ann Atwater, An Unlikely Friendship.

Feb. 27, Weds. In-class editing; launch!
Brainstorming for V4

March 4, Mon. **Reading 9 due: Reality Check, handout.**
Lightly skim Ch. 15.
Guest Lecture: Ryan Thornburg @ the Reese News Lab and Media Hub.

March 6, Weds., Guest lecturer: *Megan Ward, High Point Enterprise;*
Or Todd Allen, the Wake Weekly.
Reading 10 due: Ch. 10, Writing and Interviewing

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March 18 Mon. Individual conferences, 1:1 with the coach.
Bring all your edited stories from the VOICE.
Reading 11 due: Ch. 17 & 18, Business/Personnel.

March 20 Weds. More 1:1 sessions with the coach.
Reading 12 due: Ch. 13, Graphics

March 25, Mon. Stories/photos due for V4, noon!

Option: Guest speakers, Chrissy and Allison
Show: History of American Newspaper Graphics
Or, China community journalism update.

March 27, Weds., Editing and launch V4.
Wrap-up and reflection. WHWL.

March 29 Fri. Option: Print VOICE #2 rolls off the press!

April 1, Mon. Show: "An Unlikely Friendship."
Or: The Black Press: "Soldiers without Swords"
Option: Charles Kuralt: "On the Road."
Option: Nancy Wykle, guest lecture.

April 3 Weds. **Reading 13 due: Ch. 19, Hablamos Espanol?**
Guest lecturer: Paul Cuadros. Option 2

April 8 Mon. Stories/photos due for V5, noon!
Option: "The Sun Never Sets."
Option: The History of Photojournalism."

April 10 Weds. Editing and launch in class, V5.

April 15 Mon. Guest speaker option: Ernie Pitts, Winston-Salem Chronicle, or Barry Saunders, former N&O columnist.
... or Nancy Wykle, *the Henderson Daily Dispatch*

April 17 Weds. Guest Lecturer: David Woronoff, The Pilot of Southern Pines.

April 18-19 Fri - Sat. **Reading 14 due: Ch. 12, Sports.**
VOICE 2 print back from printer!
Delivery: Saturday morning, April 20.

April 22, Mon. JL portfolio/China media update

Class Evals.

Reading 15 due: Ch. 23, Two Case Studies of Start-Ups.

April 24 Weds. Last class; celebration and debriefing.

April 30, Mon. 5 p.m. Final projects due (our Final Exam period)

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special needs:

If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or accessibility@unc.edu.

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

