**MEJO 541- Economics Reporting**

**21 Carroll Hall**

**Fall 2019, 3 credits**

**Tuesday and Thursday, 12:30 p.m. to 1:45 p.m.**

**Instructor:** Professor Carol Wolf

**Office:** 222 Carroll Hall

**Phone:** 202-384-3650

**Email:** cwolf@unc.edu

**Office Hours:** Tuesday, Thursday 2p.m. to 3:30 p.m. Other times by appointment. Always available via email.

**Objectives:** To teach students how to cover Wall Street and the economy, focusing on how stocks, bonds, and economic indicators interact and how this information is reported to the public. Emphasis is placed on covering the Federal Reserve, labor, the consumer, housing, manufacturing, inflation, and trade.

**Course requirements:** Students are expected to attend class, arrive on time, and actively participate in class discussions. All class activities, and assignments must be completed and completed on time. Anyone not turning in an assignment will receive an incomplete for the class. Any problems meeting deadlines must be discussed with me at least a week in advance. **Late work submitted after the deadline without previous discussion with Professor Wolf will receive a 25-point deduction for every day it is late.**

**All grammar must be perfect***.* I will return for a rewrite any paper I see with a spelling or grammatical error.

**Attendance:** If you missed work without telling your boss you would be fired. That same philosophy will hold in MEJO 550. AS LONG AS YOU TELL ME YOU ARE MISSING CLASS, YOU ARE EXCUSED, no points deducted from your grade. Missing a class without prior notification will result in a 5-point deduction to your grade per absence. No more than 4 excused absences and then 5-point deduction from absence 5 on. Chronic lateness will also result in a 5-point deduction to your grade. Cell phones must be turned off. I reserve the right to take intermittent classroom attendance.

**Tent Cards:**You will be given a tent card on the first day of class. You will put your name on the tent card and have the tent card in front of you during every class. At the end of every class you will turn your tent card in. You will pick up your tent card at the beginning of every class. Tent cards will be part of how I keep track of attendance.

**Guest Speakers:** Students should look up information about each guest speaker and come to class prepared with three questions to ask the speaker. **Cell phones and laptops are not to be used when we have guest speakers.** Please sit up, pay attention and represent UNC as many of the speakers are in a position to offer internships and employment.

**Sakai:** We will have a Sakai page for this class. All class materials, the schedule, and grades will be posted on Sakai. Please watch Sakai for resources for use in class. **The calendar on Sakai is the final word on when things are due.** Whenever there is a change to the Sakai schedule, I will send an email alert so be on the lookout for these as your grade could depend on it. This is very important. Watch Sakai for changes to class schedule. An email will be sent when there is a calendar change.

**Assignments and Group Work:**

You will be assigned a partner at the beginning of the semester. You will work with that partner on your video project and podcast. Your news article will be written individually.

There will be writing assignments throughout the semester that you will work on outside of class. These writing assignments will be strictly graded. Because economics writing involves numbers and names, each fact error in a story will result in an automatic F, and each misspelled word will lower a grade by one letter. AP style errors will count a half-letter grade, or 5 points. There is a business news section in the AP stylebook. I would recommend that each of you review it carefully. We will discuss AP style for economics writing early in the semester.

**You MUST have your topic approved by me before starting your projects. We will set up a schedule early in the semester so that you have milestones to reach before the final product. For the best use of your time, you should discuss with me what content you will be presenting BEFORE you begin work. I am available by email, after class, during office hours and by appointment.**

**Video Project:** Each student group will create a one- to three- minute video on an evergreen subject related to the U.S. economy. You may use any software that you like **as long it doesn’t have a proprietary stamp on the screen.** I will lead you through every step of the process. Many students use Power Point and IMovie.

**Podcast:** Each student group will make a podcast on an economic subject of your choice. The podcast should be about 10 minutes long. The requirement is for audio only, but you can add video or graphics if you like. You will have assignment dates for each segment that creates your podcast. You can use any software you like including IPhone Garage Band, or you can use the podcast studios through the UNC Media Resource Center found in the basement if the Undergraduate Library. Technicians there will step you through the process.

# News Article: You will individually write a 500-word news story related to the economy. It must follow the four- paragraph lead format you will be learning throughout the semester. You must have at least one live voice of an expert you interviewed in the article.

# Book Report: You will write a 300 -word book report on Atlas Shrugged by Ayn Rand. The book should discuss the role of capitalism in society based on Ayn Rand’s view and your own views.

**Assignment Due Dates:**

Assignment due dates will be listed on the class Sakai calendar early in the semester.

**Midterm and Final:**

Midterm: October 10: Will be based on the book Makers and Takers first 5 chapters only and the four-paragraph lead.

Final Exam: University assigned final exam is Friday Dec. 6 at noon.

**Text Books:**

There is no official textbook for this class. Students must read the following books instead. They are available at the student bookstore, on Amazon, and other online sources:

**“**Makers and Takers: How Wall Street Destroyed Main Street” by Rana Foroohar –First five chapters only

#  “Economic Indicators for Dummies” by Michael Griffis 2011

# “Atlas Shrugged” by Ayn Rand

# Recommended but not required:

# “The Associated Press Stylebook 2019: and Briefing on Media Law”

**Grading:**

20% -- Class participation

15% -- Podcast

15%-- Article

15%-- Video

10% --Midterm

10% --Final

 10%--Outside of class writing assignments

 5%--Atlas Shrugged Book Report

Grading Scale:

100-95=A

94-90=A-

89-87=B+

86-83=B

83-80=B-

79-77=C+

76-73=C

72-70=C-

69-67=D+

66-63=D

59-00= F

**Honor Code:** It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code, which prohibits lying, cheating or stealing when these actions involve academic processes or University, student or academic personnel acting in an official capacity. We all are expected to adhere to the Honor Code at all times. This prohibits plagiarism.

**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. I am here to help. Please let me know and I will be happy to help in any way possible.

**Diversity:**

The University’s policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin [*http://www.unc.edu/ugradbulletin/*](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fwww.unc.edu%2fugradbulletin%2f)*.* 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](https://outlook.unc.edu/owa/redir.aspx?C=XciXt6cD-UGWmSsiOI50ZzqEMU9vI9AI9RIjk3k3N01dLuvhbfv_0PYGw11_4sIpiXYZSqGOi3A.&URL=http%3a%2f%2fwww2.ku.edu%2f%7eacejmc%2fPROGRAM%2fPRINCIPLES.SHTML%23vals%26comps)

**Aug. 20:** Class starts Introduction to economics reporting

**Aug. 22:** Basics of economics reporting – bring a personal object

**Aug. 27:** Index card due

**Sept. 5:** Topic for podcast due and approved

**Sept. 5:** Read corporate earnings 1 and 2 from Sakai resources page

**Sept. 10**: Reading Makers and Takers Introduction and Chapter 1 due

**Sept. 12:** Outline for podcast due

**Sept. 17:** Chapter 2 Makers and Takers due

**Sept. 19:** Script for podcast due

**Sept. 24:** Chapters 3 and 4 Makers and Takers due

**Sept. 26:** Podcast due

**Oct. 1:** Chapter 5 Makers and Takers

**Oct. 10:** Midterm-open book

**Oct. 17:** No school – fall break

**Oct: 24:** Book report on Atlas Shrugged due

**Oct. 31:** Topic for video due

**Nov. 7:** Outline for video due

**Nov. 14:** Subject/topic of each video slide due

**Nov. 19:** Wording for each slide due

**Nov. 21:** First draft of video due

**Dec. 4:** Show final videos to class

**Dec. 6:** Final exam at noon