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**MEJO 631 – Business Journalism Management**

**Fall 2019, 3 credits**

**Instructor:** Lauren Berry, Adjunct Professor & Managing Editor for Bloomberg News

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**Office hours:** Available on campus every other Monday, always reachable by Slack, email, or phone

**Meeting time**: This class meets online via the Slack message system. However, if you want to meet with the instructor, please let her know.

**Objectives:** Learn how to oversee and manage a business news wire, including distribution of content to media organizations, managing an e-mail newsletter and handling social media. Also involves some reporting and writing.

**Program of study:** Students will be part of a small team working together to run a business news website. The students in “Business Journalism Management” will be in charge of the social media, the daily email distribution and promoting the content.

This course will:

1. Run a website that contains breaking news about North Carolina companies based on their SEC filings, press releases and web content;
2. Market the content to interested media organizations in North Carolina;
3. Publish a daily email alert system that sends out daily a budget of stories available to media organizations;
4. Explore ways to use social media to increase readership;
5. Reach out to media organizations to find ways to improve content and increase pick up;
6. Working with news relations managers at covered companies to build sourcing and collaboration relationships.

The grading of this course is (100 percent) quantitative and is focused on the ability of the students to increase the audience and readership of the North Carolina Business News Wire.

Each student in this class will be responsible for:

* + - 1. Twitter followers for @ncbiznews
      2. Facebook follows for <https://www.facebook.com/ncbiznews/>
      3. Story placements in CityBizList.com, WRALTechwire.com and other business news websites.
      4. Ensuring that the daily email goes out at 4 p.m. on Monday through Friday.
      5. Increasing subscribers to the daily email.
      6. Exploring potential partnerships with North Carolina media organizations.
      7. Providing feedback to reporters from media organizations to improve content.

**Grading:**

Our goals for the North Carolina Business News Wire for Fall 2019 are as follows:

Increase Twitter followers by 10 percent

Increase Facebook likes by 10 percent

Increase story placement by 10 percent

Increase daily email subscribers by 10 percent

Contact media partners on a monthly basis to seek feedback on coverage and content

Engage with consistently covered companies on a monthly basis through media relations contacts.

Each student will be on two teams: Twitter, Facebook, story placement and daily email. If each of these teams meets its growth goal, then the student will receive an A for the 80 percent of the class.

If one of the student’s teams meets its goal but the other does not, then the student will receive a B for the 80 percent of the class.

If neither of the student’s teams meets its goals, but both increase by at least 5 percent, then the student will receive a C for the 80 percent of the class.

Failure of both of a student’s teams to show a 5 percent increase for the semester will result in a D for the 80 percent of the class.

**Grading scale:**

This course operates on a 10-point scale:

A: 92-100

A-: 90-92

B+: 88-90

B: 82-88

B-: 80-82

C+: 78-80

C: 72-78

C-: 70-72

D+: 68-70

D: 62-68

D-: 60-62

F: Below 60

**Schedule:**

Week One: Set up team assignments and begin posting. (This will continue through Week 15.)

Weeks Two through Seven: Make contact with media organizations in the state at least twice a week. Seek feedback ongoing content at least once a month. Reach out to companies in coverage list and ask to be included on their email lists going forward

Week Eight: Provide an audience update report to instructor.

Weeks Nine through 15: Find new media organizations who may be interested in content and contact them. Reach out to consistently covered companies to seek new opportunities for stories and coverage.

Final project (20 percent of the final grade): A final audience, story placement and email subscription report for the semester. This is due on Dec. 11.

**Setting up Slack:**

Each student will be added to the Slack site by the instructor. However, each student should also download the Slack app on their phones and check it regularly each day. Slack is how the class communicates with each other, and how the instructor lets you know when stories are available to be posted on social media and to be sent out to media organizations and included in the daily email.

**Setting up Sqoop.com:**

1. Go to [sqoop.com](http://sqoop.com) and create an account.

2. Under search, click on “Search in your current location.”

3. Under name, enter “North Carolina

4. Under state, enter “NC.”

5. Click the green “save” button.

6.In the left-hand column, click all of the SEC filings.

7. Click the green “Save Search” button.

8. Add a title to the search.

9. Under “Alert settings,” add how many times a day you want to receive the email.

10. Click “save.”

You will now get email alerts of SEC filings from North Carolina companies.

NOTE:

Speed is a necessary component to running a business wire service. People make investment and business decisions based on what they read every day. We will explore how speed plays a part in the North Carolina Business News Wire throughout the semester. What we learned during 2016-17 and 2017-2018 is that the faster stories get posted, the more likely they will be picked up by other media.

**Hence, it is imperative for students on the Business Journalism Management class to send out stories on social media and to media organizations immediately after they are published.**

**Honor Code:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system ([http://honor.unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fhonor.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 C. A. 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 on the EOC website at <https://eoc.unc.edu/our-policies/ppdhrm/>*.* 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 Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at [*http://disabilityservices.unc.edu/*](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fdisabilityservices.unc.edu%2f)

**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)

 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.