

## **MEDIA AND JOURNALISM ENTREPRENEURSHIP**

### **Course Instructor**

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*“Success is falling down seven times but getting up eight.”*

### **TOPICS**

- Pricing and Getting Paid
- Contracts, Invoices and Model Releases
- LLC, S-Corp and Sole Proprietor
- How to launch your business in a new market
- Marketing and promotion
- Copyright
- Professionalism
- Equipment and depreciation
- Budgets

### **LEARNING OBJECTIVES**

By the end of this course you will be able to:

- Understand the purpose and language of relevant contracts
- See the benefits and consequences of incorporating your own business
- Recognize your unique skills and potential niches in the market
- Craft effective pitch emails to potential clients
- Negotiate effectively and follow through on invoicing and billing
- Understand basic financial protocols for your business

### **COURSE MATERIALS**

#### **Online Tutorials**

As a student at Carolina you have free access to Lynda. This is a great resource. You can access here: <https://software.sites.unc.edu/linkedin/>

## **COMMUNICATION**

Communication is key in online learning. As I explained in the welcome, you will be expected to maintain consistent communication with your classmates and the instructor throughout the duration of the course - as detailed in each Lesson.

Lessons: You'll find the entirety of the structure of the course in the Lessons section. Within the Lessons you will find all of the reading, links to complimentary content, which you are expected to explore, assignments and discussion points. To succeed you will need to complete all the sections in all of the Lessons.

Forums: We will use the Forum environment to post and respond to assignments.

Announcements: I will post announcements at the beginning of each week.

Messages: If you need to connect with me, feel free to message through Sakai or my email at [chadstevens@unc.edu](mailto:chadstevens@unc.edu). My hours will be flexible, and I will respond as efficiently as possible.

## **PARTICIPATION**

You will be required to participate in all assignments and forum interactions. Your participation will be evaluated on your consistent, thoughtful contribution to class discussions and assignments. Deadlines are serious, and you are expected to meet all deadlines or have points deducted. Even if you read course materials and forum discussions but neglect to post your own thoughts, you have not met your obligation to participate. You must have a voice in this class and contribute to this community of learners.

In short, you will get out of this course what you put into it. If you choose to not read all of the curated material I am providing, perhaps you can slip through and still get a good grade. But are you really learning what you need to learn. Ask yourself why you are here. I hope the answer is to learn and to be as prepared as you can be going into the freelance world. Yes, you'll still make mistakes. Just make it your mission to learn from those mistakes.

## **TIME COMMITMENT**

Your motivation for participating in this course may not be the same as your classmates. Since every learner is unique with respect to their motivations and interests, we can't offer an exact estimate of the time required to participate successfully in this course, nor in any other. We do believe that successful participation will range from five to eight hours per week based on your interest and contributions to discussions.

## **CLASS PROCEDURES AND POLICIES**

## **Attendance and participation**

An underlying assumption of this course is that people learn best and retain the most through active participation in the learning process. Your participation will occur within this course, our learning community. All materials and discussion will take place here, within the course management system, "Sakai."

Five weeks is a relatively short amount of time. Don't allow yourself to get behind! With each new week, a new set of activities are scheduled, each building on lessons from the previous week. To be considered in attendance during an online week, you must participate in the assigned discussions.

You will be expected to meet the required postings each week. Quantity and quality are both important considerations when it comes to participation. Quality means adding something of substance to the discussion — your perspectives and ideas, examples from your work or life experience, questions, etc. A message that says simply, "I agree," for example, would not constitute participation since it does not add anything of substance to the discussion. You will find it much easier to keep up with an online class and of greater value to you, if you are logging in and participating at least three times week.

## **Assignments and Activities**

The course will involve assignments, forum posts and responses to classmates' assignments and posts. Course activities will include six assignments, one - two per week. Each week's assignment(s) results in the development of some important elements of your business. So while you are learning, you are also creating. A major advantage of this approach is that it leverages a cohort of learners, our learning community, in addition to the course instructor, to elicit feedback on your ideas. You will find all of the details of the Course Assignments in the Lessons. Late assignments will have 10 points deducted for each 24 hour period until it is turned in.

### **From a global perspective, course activities are organized as follows:**

- Discussions - Some discussions are required. You can easily recognize those when you view the Table of Contents of the Lessons since they include the word "Discussion" in the title. You'll first read about the discussion within the Lesson before visiting the Forums section where you'll participate in the discussion.
- Assignments - Similar to Discussions, you'll easily be able to identify the Assignments from the Table of Contents by looking for the work "Assignment."

## **GRADING AND FEEDBACK**

You will be able to find your grades for each assignment in the Gradebook. Participation is critical to success in the class.

- Participation, responses are worth 200 points.
- Discussions in The Well are worth 100.
- Assignments are worth 600.
- Final Exam, 100.
- For a total of 1000.

You will receive direct feedback from me on most assignments in addition to constructive feedback from your classmates on every assignment. Feedback will appear in your Messages inbox and in Forum post responses.

### **GRADE SCALE**

A = 95-100% / A- = 90-94.99%

B+ = 87-89% / B = 83-86.99%

B- = 80-82% / C+ = 77-79.99%

C = 73-76% / C- = 70-72.99%

D+ = 67-69% / D = 60-66.99%

F = less than 60%

## COURSE SCHEDULE

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### LESSONS

### ACTIVITIES

#### COURSE ORIENTATION

*May 13 - 16, 2020*

- 1.1. Course Orientation Overview
- 1.2. Course Welcome
- 1.3. Course Syllabus
- 1.4. Help Desk Information
- 1.5. DISCUSSION: Who I am, what I want + Response

#### LESSON ONE

##### You Are a Business

*May 17 - 23, 2020*

- 2.1. PRO TIP: "10 Things I Wish I'd Known" from a Video Start-Up
- 2.2. Fake it til you make it
- 2.3. LLC versus Sole Proprietorship
- 2.4. Business Ecosystem + ASSIGNMENT
- 2.5. Branding/Marketing Pt. 1 + ASSIGNMENT
- 2.6. Branding/Marketing Pt. 2

#### LESSON TWO

##### The Paperwork

*May 24 - May 30, 2020*

- 3.1. PRO TIP: "Starting Your Business + Taxes" from an Accountant
- 3.2. 10 Important Things - ASSIGNMENT
- 3.3. Contracts (Big Picture) + ASSIGNMENT
- 3.4. Model Releases
- 3.5. Copyright - Know your rights
- 3.6. W-9 and 1099s

#### LESSON THREE

##### Show Me the \$\$\$

*May 31 - June 6, 2020*

- 4.1. PRO TIP: "7 Things I Wish I Had Known" from a MSNBC producer
- 4.2. The Cost of Doing Business + ASSIGNMENT
- 4.3. Pricing and Negotiating + ASSIGNMENT
- 4.4. Billing and Invoicing + ASSIGNMENT
- 4.5. Budgets and Scope of Work

#### LESSON FOUR

##### The Uncomfort Zone

*June 7 - June 15, 2020*

- 5.1. PRO TIP: "9 Tips for Pitching to a Busy Editor" from the New Yorker
- 5.2. Branded Content + ASSIGNMENT
- 5.3. Story Pitch + ASSIGNMENT
- 5.4. BONUS MATERIAL: A photographer's guide to the First Amendment
- 5.5. My Advice

### FINAL EXAM

You will have a final exam in this course. The exam will be due on June 17.

## **HONOR CODE**

Students will operate within the requirements of the honor code. All work must be your own, must be done specifically for this class, and should be done with the high level of honesty and integrity that this University demands.

## **AEJMC**

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able 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 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;
- 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.