

I. Catalog Description

Techniques for advancing student skills as managers in the multimedia student news bureau. Lab/production work required. (3)

II. Prerequisites

Completion of 60 credit hours, including 15 MC-prefix hours, with a minimum 2.50 GPA cumulatively and in MC-prefix courses; completion of MC 421 with a grade of "C" or higher (or completion of MC 312 and MC 316 with grades of "C" or higher).

III. Objectives

The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.

The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.

The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

This course addresses the key values of free speech and press, diversity in a global society, and legal and ethical issues in pursuit of truth, accuracy, fairness and diversity throughout each chapter and topic. The key competencies of critical evaluation of work, critical, creative, and independent thinking, and appropriate application of tools and technologies for the communications professions also are heavily emphasized in course content.

A. To continue to refine student news writing, reporting and research skills.

B. To teach newsroom operations, newsroom leadership and newsroom communication.

C. To teach aural and visual online reporting within the context of student print, broadcast and Internet media operations.

IV. Expectations of students

A. Create effective, relevant, well-crafted news and feature stories for a specific beat on deadline.

B. Participate in decision making, newsgathering, editing, operations (advertising, underwriting, business and computer operations) required in media facilities.

C. Complete tasks, communicate effectively with other staff members and contribute to successful news operations.

D. Attend and participate in all class sessions, lab assignments and newsroom rotations.

- E. Work a minimum of two hours weekly in student media laboratories.
- F. Demonstrate academic honesty and adhere to accurate and ethical journalism practices at all times.

V. Course content

- A. Introduction to media management operations 1 week
- B. Performance rotations with content management assignments for student media and relevant study regarding press law, ethics, research, diversity, aural and digital imaging, newsroom operations, and online content management. 13 weeks
 - 1. Copy editing
 - 2. Photography
 - 3. Reporting
 - 4. Sales, ad design, and branding
 - 5. Editorial writing
 - 6. Pagination
 - 7. Story coaching
 - 8. Multi-media production
- C. Interviews/visits with newsroom professionals. 1 week

VI. Textbooks and other materials

- A. Associated Press Stylebook and Libel Manual
- B. Sohn, Wicks, Lacy, Sylvie: Media Management: A Casebook Approach (current edition).
Laurence Erlbaum Associates.

VII. Basis for student evaluation

- A. Tests and quizzes on classroom lecture and textbook materials. 10%
- B. Participation in class exercises, lab assignments and newsroom rotations. 40%
- C. Weekly evaluations of student performance: Quality of work, interaction with staff members and the public, adherence to deadlines, leadership effectiveness, and overall effort. 50%

Total Grade Distribution: 100%

Grading Scale

- A = 90% - 100% of available points
- B = 80% - 89% of available points
- C = 70% - 79% of available points
- D = 60% - 69% of available points
- F = 0% - 59% of available points