

**I. Catalog Description**

This course provides practical experience working on the student newspaper. (1)  
May be repeated for maximum of 6 credit hours.

**II. Prerequisite(s)**

Prerequisites: MC201 with a grade of 'C' or higher; completion of 15 credit hours, or permission of newspaper adviser. (1)

**III. Objectives**

- a. To provide students with an opportunity to develop proficiency in the roles of newspaper reporter (basic writing and editing responsibilities.)
- b. To provide students with an opportunity to explore experientially one of the three following areas of newspaper specialization:
  - i. Newspaper management (e.g., create and maintain production schedules, budget control)
  - ii. Online production (e.g., graphic design production and website management)
  - iii. Advertising sales
- c. To acquaint students with the administrative structure of a newspaper staff by means of laboratory experiences

**IV. Expectations of Students**

- a. Each student will hold a staff position at the student newspaper in one of the following departments:
  - i. News Production Department (producing editorial or news content, editorial management, graphic design and layout)
  - ii. Online Production (website management)
  - iii. Advertising Sales and Management (obtaining and managing client accounts, produce quality advertising product for publication)
- b. Each student will
  - i. Attend the organizational and all subsequent general staff meetings during the semester;
  - ii. Attend not fewer than four departmental meetings of the department in which he/she holds a staff assignment;
  - iii. Attend a small group conference with the editor-in-chief and/or course instructor at mid-term and again during the final week of classes for purposes of receiving performance assessment;
  - iv. Complete a personal self-evaluation form at mid-term and semester's end; and
  - v. Complete a pass/fail examination on the operational procedures of the newspaper.

## **V. Course Content**

- a. Introduction to newspaper policy and procedures (2 weeks)
- b. Advertising account management (2 weeks)
- c. Developing news sources (2 weeks)
- d. Effective interviewing (2 weeks)
- e. Newspaper technology and production (2 weeks)
- f. Online production (2 weeks)
- g. Newspaper ethics and law (2 weeks)
- h. Community journalism (1 week)

## **VI. Textbook**

None

## **VII. Auxiliary Materials and Resources**

*The Associated Press Stylebook*

## **VIII. Evaluation of Students**

- a. Pass/Fail examination
- b. Mid-semester and end-of-semester critiques of production performance
- c. Formative and summative performance evaluations from the newspaper adviser.