

J 004C: INTRO TO NEWSPAPER & INTERNET MANAGEMENT

Originator

ljackson

Justification / Rationale

Add 100% online and hybrid modality for this course. For potential online and hybrid course requirements in the future.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

J - Journalism

Course Number

004C

Full Course Title

Intro to Newspaper & Internet Management

Short Title

NEWSPAPER MANAGEMENT

Discipline**Disciplines List**

Journalism

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

Students in this course will learn to assume the positions of editor in chief, production supervisor, retail advertising manager, national advertising manager, or circulation manager; learn to pass on the skills and knowledge required to publish a printed and online newspaper that meets professional standards of quality in content, design, and production; learn to accept the responsibilities of newspaper publishing; learn to establish and maintain publishing deadlines; and learn to publish and maintain a professional newspaper both online and in print.

Schedule Description

Advanced student media practicum. Prerequisite: J-004B

Lecture Units

1

Lecture Semester Hours

18

Lab Units

2

Lab Semester Hours

108

In-class Hours

126

Out-of-class Hours

36

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

J 004B

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Rachl Kanigel

Title

The Student Newspaper Survival Guide

Publisher

Wiley-Blackwell

Year

2011

College Level

Yes

Flesch-Kincaid Level

12.0

ISBN #

9781444332384

Resource Type

Book

Author

Fink, Conrad C.

Title

Strategic Newspaper Management

City

Needham Heights, Mass.

Publisher

Pearson

Year

1996

College Level

Yes

ISBN #0-02-337731-3

Resource Type

Book

Author

Acoca, S., Borenstein, S., Carvin, E., Chapman, M.

Title

The 2021 Associated Press Stylebook and Briefing on Media Law

Publisher

Associated Press

Year

2018

College Level

Yes

Flesch-Kincaid Level

12

Class Size Maximum

20

Course Content

1. Publishing policy development and responsibilities.
2. Editorial policy development and responsibilities.
3. Production responsibilities, including layout and design.
4. Advertising responsibilities.
5. Photographic and graphic responsibilities.
6. Circulation responsibilities.
7. Coexistence of a newspaper staff.

Lab Content

- a. Assume the management positions required to properly staff a newspaper.
- b. Pass on the skills and knowledge required to publish a newspaper.
- c. Accept the responsibilities of newspaper publishing.
- d. Demonstrate the ability to establish and maintain publishing deadlines.
- e. Publish and maintain a digital newspaper on the internet.

Course Objectives

	Objectives
Objective 1	Demonstrate the knowledge of the management positions required to properly staff a newspaper.
Objective 2	Demonstrate an understanding of the responsibilities of newspaper publishing.
Objective 3	Establish and maintain publishing deadlines.
Objective 4	Publish and maintain a digital newspaper on the internet.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Demonstrate the knowledge of the positions of editor in chief, production supervisor, retail advertising director, national advertising manager, or circulation manager.
Outcome 2	Demonstrate an understanding of the responsibilities of newspaper publishing.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Activity	Students will assume the management positions required to properly staff a newspaper. They will also make sure the lower-level students and staff are doing their respective jobs to create content and publish a newspaper.
Technology-based instruction	Students will learn more advanced technology and software through lectures and tutorial videos and demonstrate their knowledge of WordPress and newspaper layout and design.
Participation	Students will bi-participate in weekly staff meetings with advisor.
Lecture	The advisor will lecture using PowerPoint and other instructional materials on proper newsroom etiquette, ethics, ap style, writing, reporting, etc.
Laboratory	Students will work on mastering their management skills in running the newsroom in addition to creating content and assuring all content is appropriate for The Chaparral newspaper.
Discussion	Students will be required to lead discussions on the newspaper topics and stories to cover, who to interview, photos, layout, and design, etc. And provide feedback on published stories.
Demonstration, Repetition/Practice	Students will demonstrate their knowledge of the positions of editor in chief, production supervisor, copy editor, retail advertising director, national advertising manager, social media manager, or circulation manager.
Collaborative/Team	Small group work. The students in the class will work as a news team/ staff to produce content and publish the campus newspaper.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Other	Students are evaluated on their overall performance, including attendance, meeting deadlines, leadership capabilities, people skills, attitude, persistence, accuracy.	In and Out of Class
Behavior assessment	Students will be required to abide by proper newsroom etiquette.	In Class Only
Student participation/contribution	Students are required to fulfill their assigned leadership roles and duties in the class as staff members of The Chaparral.	In and Out of Class
Mid-term and final evaluations	Successfully complete a final exam in which the student demonstrates the ability to fulfill the expected learning outcomes.	In Class Only
Self/peer assessment and portfolio evaluation	Students are required to evaluate themselves and their peers on their work for The Chaparral.	In Class Only
Group activity participation/observation	Students are required to lead the news team as they work together to create content and publish stories for the college newspaper.	In and Out of Class
Laboratory projects	Lab projects include performing specific leadership/ management duties in addition to writing, reporting, editing, review, design, layout, and creating multimedia content while making sure all content is consistent with journalism ethics.	In and Out of Class
Written homework	Students are required to report and write stories for The Chaparral. They will be evaluated on performance, deadlines, persistence, and accuracy.	In Class Only

Assignments

Other In-class Assignments

1. Staff supervision.
2. Operate equipment and software to design newspaper pages.
3. Create graphic and artistic design.

Other Out-of-class Assignments

1. Oversee all aspects of creating an online and printed newspaper.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

66

On-campus %

33

What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?

Face-to-face classes will ensure a better learning environment including student project oversight, specific equipment, and software audio training that is more beneficial for student hands-on learning and will allow for more student interaction and group projects.

Lab Courses**How will the lab component of your course be differentiated from the lecture component of the course?**

The lab component will focus on hands-on training and project completion.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?

The lab activities consist of lab projects, portfolios, product/project development, and other content students develop in studio/class to produce and publish The Chaparral.

How will you assess the online delivery of lab activities?

Students will turn in completed projects on Canvas. The instructors will evaluate them using Canvas. Students can also share their assignments in class through regularly scheduled Zoom meetings.

Instructional Materials and Resources**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

N/A

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

N/A

Effective Student/Faculty Contact**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?****Within Course Management System:**

Chat room/instant messaging
Discussion forums with substantive instructor participation
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

Synchronous audio/video
Telephone contact/voicemail

For hybrid courses:

Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

N/A

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

N/A

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

N/A

MIS Course Data**CIP Code**

09.0401 - Journalism.

TOP Code

060200 - Journalism

SAM Code

B - Advanced Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Program Status

Stand-alone

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

11/18/2021

Academic Senate Approval Date

12/09/2021

Board of Trustees Approval Date

01/21/2022

Chancellor's Office Approval Date

12/16/2016

Course Control Number

CCC000149103