

CO 385 Print Media Experience

Course Syllabus and Calendar

Section Information

Section 01

F 1-3:50pm

Room: EC 209

Instructor:

Manuel Lujan Cruz, PhD

Email: cruz6043@triton.uog.edu

Office: EC 213B

Office Hours:

Mon/Wed: 10—12:00 pm

Friday: 10—12 pm

Mobile: (671) 735-2704

***If you send me an email, please type “CO 385” on the Subject Line.**

I. Course Description & Student Learning Outcomes

This course provides students with practical on-campus journalism experience. Students work on the university newspaper, Triton’s Call, under faculty supervision, reporting and writing on events relevant to the University community. **Prerequisite:** CO 226 or concurrent enrollment.

This is an upper division course where students will gain hands-on experience in editing, page layout, and design for a newspaper.

Student Learning Outcomes—By the end of this course, all students will be able to (*PLEASE REFER TO LAST PAGE OF SYLLABUS TO SEE HOW THESE SLOs ARE LINKED WITH PLOs, AND ILOs*):

- **SLO1:** Produce campus, local and regional professional-quality news stories for a small-circulation newspaper, ensuring specific deadlines for writing and completing stories are met.
- **SLO2:** Work collaboratively with other students to layout and design a print newspaper using the relevant Adobe packages (e.g., InDesign, Photoshop, Illustrator).
- **SLO3:** Maintain an online presence for a print newspaper—i.e., use WordPress functions used for multimedia reporting; deliver content via social media (Facebook, Twitter, Instagram); use YouTube to post videos.
- **SLO4:** Distribute the print edition of a small-circulation newspaper to specific delivery points on campus

and around the island.

II. Textbook and Supplies

Required Textbooks: *The Associated Press Stylebook: 2022-2024.*

III. Course Expectations

This course is designed for students to learn about newsgathering, reporting, writing, photography and editing through hands-on experience with the production of *The Triton's Call*, the University of Guam's student publication. You will work on all aspects of production including post-production work such as distribution and social media management.

Be prepared to work under the pressure of deadlines, working as a team and dealing with the dynamics of the newsroom. The goal is to learn from mimicking a professional newsroom environment.

Attendance: *You are allowed to miss up to 3 classes after which you will then be penalized 1% from your final grade for each absence.*

IV. Course Requirements

Your primary responsibility, both individually and collectively as a team, is to bring out *The Triton's Call* editions on time and adhere to the highest possible standards of accuracy in reporting, editing, layout and professional ethics. **Since this is a team effort, and for the purpose of motivating students to meet deadlines—if a student misses a deadline, there will be a one-letter grade reduction from the student's final grade (e.g., a B turns into a C) for every deadline missed. If a major print deadline is missed, there will be a reduction of one letter grade for the entire class.** In addition, at the end of the semester, each student will be tasked to evaluate his/her and other students' performance in the class. These evaluations will help inform the instructor's assignment of final grades.

To produce the print-ready and online editions of the *Triton's Call* on time deadlines are important. On **Press Days**, you will have to stay until all the pages of the *Triton's Call* are laid out, proofed and approved to be sent to the printer the same day. It will mean working in the newsroom even after regular class hours. **We can avoid staying late by sticking to the deadlines at every stage of the media production process.**

Editorial Meetings

Before each issue is produced, a news and editorial meeting will be held in the *Triton's Call* newsroom. At the news-editorial meeting, you will have to come prepared to pitch story ideas and reporting assignments. You will critically discuss news assignments from all angles of newsworthiness with the other members of the class.

You are free to choose your stories without fear or favor from anyone (including the instructor). All that you have to do is to convince the editors of newsworthiness of the story. **The attendance in these editorial meetings is mandatory for all students.**

Triton's Call Staff

On the first day of class, we will take nominations for the positions of **Assistant Editor, Copy Editor, Web Editor, Advertising Manager, and Circulation Manager**. Additionally, we will appoint **coordinators** for phone, fax, email and social media (Facebook and Twitter). In the event that we do not have enough students to cover these positions, students will be expected to play multiple positions.

All students are expected to arrive on time and stay until the day's assignment is completed. Expect to stay on late until the newspaper is print ready. Please note down the press days on your calendar and set aside the entire day for layout and editing of the newspaper.

V. Grading & Evaluation

6 stories (1,500-2,000 words)	60%
Editing, layout & newsroom management	20%
Social media, photos, videos & online work	10%
Distribution—print & online	10%
<hr/>	
	100%

1. Reporting: At least 6 stories for the entire semester, or 2 stories per issue

As reporters, you will have at least two news stories in each issue of the newspaper. Not more than two opinion articles will be counted as part of your story assignments. As reporters, you are also expected to do your own still photo and video assignments. In case you do not own a digital camera (still/video), you can check them out from the Triton's Call office.

2. Editing, Layout & Newsroom Management

(A) Editing & Layout: Rewriting, Copyediting, Proof Reading and Layout

You will rewrite, fact check, copyedit and proofread your stories before placing them on the pages. Although writing of headlines and sub-headlines will be the responsibility of the copyeditor(s) for the page, you can suggest headlines and other graphics for your story. The reporter will be responsible for factual accuracy, AP style, and grammar before you place your story in the news flow. Overall placement and layout will have to be approved by editors. In addition to the reporting assignments, everyone will help in copyediting, design and layout of the print and online version of the newspaper. Each student will be assigned to layout his/her own page(s). The amount of pages a student is responsible to layout is determined by the amount of students enrolled and the amount of pages to be published. The students have to arrange for their own transportation for any off-campus assignments.

(B) Newsroom Management

All of you will have collective responsibility of managing The Triton's Call newsroom. You have to work as a team.

(C) Press Days, Editorial Meetings and Attendance

Attendance is essential and mandatory. If a student is ill and must miss a class, please communicate in advance via e-mail or telephone. On the press day, everyone will work on the layout, design and editing of the newspaper using InDesign and WordPress (we may not be using WordPress until the latter part of the semester). **You are allowed to miss 1 class (excused or unexcused). Any additional absence will result in a 1% point reduction from your final grade for each absence.**

(D) Social Media, Photos, Videos & Online Work

We will enhance the web presence for TC by (1) uploading stories, photos, graphics, and links on to the TC web page, (2) uploading videos on the TC YouTube page, (3) using TC's Facebook and Twitter pages to post links to stories posted on the TC web page, and (4) posting photos on the TC Instagram page. On the first few days of class, we will work on creating these pages for TC.

Percentage and Final Letter Grade Equivalent

A+: 98-100% B+: 87-89% C+: 77-79%

A: 93-97% B: 83-86% C: 70-76%

A-: 90-92% B-: 80-82% D: 60-69%

Note: If a student withdraws in a timely manner, then a **W** is recorded (it can impact the students financial aid if that W takes them below 12 credits). If the professor assigns a **UW** due to non-performance/non-attendance it does become an **F**, but has a greater impact on the student's financial aid than an assigned F grade because it shows non-attendance, no attempt to complete the course.

(E) Distribution of Print Edition

Each staff member will be responsible to distribute a certain number of TC print editions for each issue to pre-selected sites. The number will be divided equally among all staff members (e.g., if we have 5 students and we print 500 pieces of one issue, each member will distribute 100 copies each of the issue). The instructor will randomly verify if the deliveries have been made.

ADA Accommodation Services

If you are a student with a disability who will require an accommodation(s) to participate in this course, please contact the Disability Support Services office to discuss your specific accommodation needs confidentially. You will need to provide me with a Faculty Notification letter from the DSS counselor. If you are not registered, you should do so immediately at the Student Center, Rotunda office #6, ph/TTY: 735-2460, or uogdss@triton.uog.edu to coordinate your accommodation request.

Class Schedule

** May be subject to change*

Week	Date	Topic
1	1/24	Intro, Workflow (Google Drive, Substack), TC Plans for the semester, Facebook and Instagram accounts; Layout design basics and use of InDesign (cont'd) Editorial Meeting (Issue 1)
2	1/31	Reporting Day Deadline: <i>Drafts of stories due to Instructor and Editor by 12 p.m.</i>
3	2/7	Reporting Day
4	2/14	Press Day Major Deadline: Issue 1 print version finished by end of class, submit to printers; finish uploading stories to Substack
5	2/21	Faculty Development Day (No Class)
6	2/28	Editorial Meeting (Issue 2)
7	3/7	Reporting Day
8	3/14	Reporting Day Deadline: <i>Drafts of stories due to Instructor and Editor by 12 p.m.</i>
Spring Break! (3/18 – 3/23)		
9	3/28	Press Day Major Deadline: Issue 2 print version finished by end of class, submit to printers; finish uploading stories to Substack
10	4/4	Editorial Meeting (Issue 3)
11	4/11	Reporting Day
12	4/18	Reporting Day Drafts Deadline: May/Issue 3
13	4/25	Reporting Day
14	5/2	Press Day Major Deadline: May/Issue 3 print version finished by end of class, submit to printers; finish uploading stories to Substack
15	5/9	Social Media Optimization & Transition

Alignment of SLOs with PLOs with ILOs

Student Learning Outcomes (SLOs)

SLO1. Produce campus, local and regional professional-quality news stories for a small-circulation newspaper, ensuring specific deadlines for writing and completing stories are met.

SLO2. Work collaboratively with other students to layout and design a print newspaper using the relevant Adobe packages (e.g., InDesign, Photoshop, Illustrator).

SLO3. Maintain an online presence for a print newspaper—i.e., use WordPress functions used for multimedia reporting; deliver content via social media (Facebook, Twitter, Instagram); use YouTube to post videos.

SLO4. Distribute the print edition of a small-circulation newspaper to specific delivery points on campus and around the island.

Program Learning Outcomes (PLOs)

PLO1. Articulate the theories of perception, interaction, and the creation of shared meaning in individual, group, intercultural, mass and digital communication settings;

PLO2. Analyze the effects of media messages and form on the individual and society;

PLO3. Apply basic logic, reasoning, ethics, and interpretation in producing and consuming messages

PLO4. Construct and express a cohesive idea, across multiple platforms, drawn from multiple sources of information that arrives at a rational conclusion expressing a defensible point of view;

PLO5. Utilize contemporary and understand developing communication technologies.

Institutional Learning Outcomes (ILOs)

ILO1. Mastery of critical thinking and problem solving

ILO2. Mastery of quantitative analysis

ILO3. Effective oral and written communication

ILO4. Understanding and appreciation of culturally diverse people, ideas and values in a democratic context

ILO5. Responsible use of knowledge, natural resources, and technology

ILO6. An appreciation of the arts and sciences

ILO7. An interest in personal development and lifelong learning.

SLO1-> Aligns with PLO3, PLO4, and PLO5 -> Aligns with ILO1, ILO3, ILO4, ILO5, ILO7. Assessed with practical assignments geared toward producing a monthly newspaper in a timely fashion.

SLO2 -> Aligns with PLO3, PLO4, and PLO5 -> Aligns with ILO1, ILO3, ILO4, ILO5, ILO7. Assessed with practical assignments geared toward producing a monthly newspaper in a timely fashion.

SLO3 -> Aligns with PLO3, PLO4, and PLO5 -> Aligns with ILO1, ILO3, ILO4, ILO5, ILO7. Assessed with practical reporting assignments geared toward producing a monthly newspaper in a timely fashion.

SLO4 -> Aligns with PLO3, PLO4, and PLO5 -> Aligns with ILO1, ILO3, ILO4, ILO5, ILO7. Assessed with practical layout design assignments geared toward producing a monthly newspaper in a timely fashion.