

Las Positas College  
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## Course Outline for MSCM 17

### EXPRESS EDITORIAL BOARD

Effective: Fall 2009

#### I. CATALOG DESCRIPTION:

MSCM 17 — EXPRESS EDITORIAL BOARD — 1.00 units

The roles and responsibilities of leaders on the college newspaper, the Express. Practical experience participating in editorial board meetings, setting policy for the newspaper, and leading in the decision-making process for issue planning, budgeting, and the development of the newspaper. Enrollment is limited to editors or managers of the Express.

1.00 Units Lecture

#### **Strongly Recommended**

ENG 1A - Critical Reading and Composition

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	18.00
<b>Total Hours:</b>	18.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

**Before entering this course, it is strongly recommended that the student should be able to:**

A. ENG1A

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. perform as an editor or manager for the newspaper and demonstrate an understanding of the different leadership roles on the newspaper;
- B. direct and guide newspaper staff members to fulfill specific jobs, including staff writers, photographers, graphic artists, multimedia staff, and production crew;
- C. participate in and help guide the staff in issue planning, budgeting, assignments, meeting all deadlines, designing, and producing the online and print issues of the Express;
- D. function as a member of a leadership team in editorial board meetings and staff meetings;
- E. demonstrate an understanding of the roles of the student media in the college community;
- F. demonstrate an ability to edit assignments for grammar, style, clarity, and legal and ethical concerns.

#### V. CONTENT:

- A. Leadership of the college newspaper
  1. Editorial and management positions and responsibilities on the college newspaper
    - a. Editor in chief
    - b. Copy editors
    - c. Section editors
    - d. Production and design editors
    - e. Online editors
    - f. Business managers
  2. Editor selection
  3. Leadership styles
  4. Editorial budgets
- B. Working with the newspaper staff
  1. The roles and responsibilities of staff members
  2. Coaching staff members to fulfill their roles and responsibilities
- C. Leading in the production of the newspaper
  1. Issue planning
  2. Assignments with deadlines
    - a. Story assignments
    - b. Photo assignments

- c. Multimedia assignments
- 3. The newspaper budget
- 4. Issue design
- 5. Production of the newspaper
- 6. Post-production and distribution
- D. Collaborative teamwork in the production of the newspaper
  - 1. A leader's responsibility at meetings
  - 2. The decision-making process
    - a. Editorials
    - b. Filling open editorial board positions
    - c. The editorial board's role in setting policy
- E. The leaders' responsibility to:
  - 1. the staff
  - 2. the readers
  - 3. the college and community
  - 4. standards of journalism
  - 5. design
- F. Editing the work of others
  - 1. grammar
  - 2. style
  - 3. clarity
  - 4. legal concerns
  - 5. ethical concerns

#### VI. METHODS OF INSTRUCTION:

- A. Brainstorming/planning/discussing at editorial board meetings.
- B. Coaching student leaders to perform role of a leader, including leading and participating at meetings, filling staffing needs, and developing and refining editing skills.
- C. Individual conferences with students.
- D. Decision-making in which students plan, delegate, and assign jobs, choose editorial topics, govern issues regarding ethics, taste, and legal consideration with adviser providing appropriate advice and counsel.

#### VII. TYPICAL ASSIGNMENTS:

A. Perform role as a student leader. 1. Prepare proposed assignments for an issue of the school newspaper. 2. Present the proposed assignments to the editorial board. 3. Participate in editorial board discussion of the assignments. 4. Assist in making assignments to staff. 5. Edit the assignments. 6. Participate in page design. 7. Participate in production. B. Present a summary of your leadership duties and responsibilities to the staff. C. Participate in editorial board meetings. D. Participate in final exam, preparing for a journalism contest.

#### VIII. EVALUATION:

##### A. **Methods**

##### B. **Frequency**

- 1. Critiques of leader's role at least once per semester
- 2. Deadlines, meetings, and production of the newspaper weekly

#### IX. TYPICAL TEXTS:

- 1. Goldstein, Norm *Associated Press Stylebook and Briefing on Media Law*. Rev. ed., Basic Books, 2007.
- 2. Briggs, Mark *Journalism 2.0: How to Survive and Thrive*, J-Lab, 2007.
- 3. Brooks, Brian S. James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 6th ed., Bedford/St. Martin's, 2005.
- 4. Clark, Roy Peter and Don Fry *Coaching Writers: Editors and Reporters Working Together Across Media Platforms*, Bedford/St. Martin's, 2003.
- 5. Harrower, Tim *The Newspaper Designer's Handbook*. 6th ed., McGraw-Hill, 2007.
- 6. Kanigel, Rachele *The Student Newspaper Survival Guide*, Blackwell Publishing, 2006.
- 7. - *Style Guide and Staff Manual of the Express*, Las Positas College Express, 2009.
- 8. Williams, Robin *The Non-Designer's Design Book*. 3rd ed., Peachpit Press, 2008.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Data storage device