

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for MSCM 15L
EDITORIAL LEADERSHIP/PROD LAB
Effective: Fall 2007

I. CATALOG DESCRIPTION:

MSCM 15L — EDITORIAL LEADERSHIP/PROD LAB — 2.00 units

Practice in the skills of journalism, photojournalism, content development, and production for the college newspaper. Production of the college newspaper, including writing, business management, graphic arts, leadership, and editing. Application of ethical practical, and legal principles of journalism to the college newspaper.

2.00 Units Lab

Corequisite

MSCM 15 - Publication-Editorial Prod

Strongly Recommended

ENG 1A - Critical Reading and Composition
or

-

Grading Methods:

Letter Grade

Discipline:

	MIN
Lab Hours:	108.00
Total Hours:	108.00

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 leader or editor as outlined in the newspaper guidelines or operations manual, take part in issue planning and in meeting all deadlines, and direct regular newspaper staffers to fulfill specific jobs;
- B. take active part in overall story development, beat coverage, application of newspaper policies, graphic style, business decisions, advertising sales, and editorial topics; practice collaborative decision making;
- C. explain and demonstrate specific skills pertaining to job description assumed, including editor, staff writer, and production staff;
- D. develop and apply skills in writing, editing, critical thinking, computer graphics, page design, and photo planning;
- E. work to improve the newspaper continuously to better meet the needs of the readership and the Las Positas College community;
- F. practice professional journalistic standards of ethics and explain press law regarding matters of libel and privacy.

V. CONTENT:

Laboratory activities to support the production of the newspaper. The activities will be directly relevant to the content of Mass Communications 15 and will involve use of skills in the content covered by Mass Communications 15.

- A. Prepare for, research, and write stories (news stories, feature stories, opinion stories, entertainment stories, sports stories, and column writing) on word processing software
 1. What is news?
 2. Finding stories
 3. Organizing your thinking
 4. Writing the story
 5. Reporting on meetings, speeches, special events, and specific beats
 6. Conducting research and interviews
- B. Understanding the roles of writers, editors, and the production crew

- C. Mastering journalistic style, standards, and traditional news values
 - 1. The Associated Press Style Guide
 - a. Overview
 - b. Use
 - 2. The inverted pyramid
 - 3. Accuracy
- D. Understanding beginning photojournalism techniques
 - 1. Shooting photographs
 - 2. Selecting photographs for publication
 - 3. Sizing photos for publication
- E. Participate in computerized layout and graphic design, and production
 - 1. Introduction to computerized layout and graphic design
 - 2. Practice using computerized layout and graphic design
 - 3. Publication skills and computer applications
 - 4. Participate in headline writing
- F. Demonstrate understanding of style consistency
- G. Mastering ethical and legal issues
 - 1. Ethics
 - 2. The reporter and the law

VI. METHODS OF INSTRUCTION:

- A. Democratic group decision-making in which students plan, delegate and assign jobs, choose editorial topics, govern issues regarding ethics, taste and legal considerations, with adviser providing appropriate advice and counsel
- B. Coached supervision in necessary activities such as layout, copyediting, and proofreading
- C. Individual conferences about work produced
- D. Brainstorming/planning/discussing at staff meetings

VII. TYPICAL ASSIGNMENTS:

A. Writing: 1. Prepare for, research, and write a story about recycling on campus B. Editorial: 1. Edit a writer's story using the AP Stylebook and the Style Guide & Staff Manual of the Express 2. Confer with writer about changes to the story 3. Copy edit a writer's story using the AP Stylebook and the Style Guide & Staff Manual of the Express. C. Production: 1. Prepare the text to be input in the issue (copy prep) 2. Prepare the photos and graphics to be input in the issue 3. Input the text in the issue 4. Input photos and graphics in the issue 5. Lay out a page of text, photos, and graphics 6. Proofread a page and input changes to the text 7. Ensure that text is aligned (tweak the page) 8. Preflight the page for the printer 9. Electronically send the page to the printer

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**
 - 1. Deadlines, critiques, meetings, and exercises are bi-weekly
 - 2. Semester-long preparation of portfolio of work

IX. TYPICAL TEXTS:

- 1. Associated Press *AP Stylebook and Briefing on Media Law*, Perseus Publishing, 2004.
- 2. Bott, Don *Journalism: An Introduction to Newspaper Writing and Graphic Design*. 3rd ed., Amos Alonzo Stagg High School, 2001.
- 3. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 5th ed., Bedford/St. Martin's, 2003.
- 4. Clark, Roy Peter and Don Fry *Coaching Writers: Editors and Reporters Working Together*. 2nd ed., Bedford/St. Martin's, 2003.
- 5. Fox, Walter *Writing the News*. 3rd ed., Iowa University Press, 2001.
- 6. Harrower, Tim *The Newspaper Designers Handbook*. 5th ed., McGraw Hill, 2002.
- 7. G. Stein, M. L. Susan Paterno, and Christopher R. Burnett *The Newswriter's Handbook, An Introduction to Journalism*, Blackwell Publishers, 2006.
- 8. - *Style Guide & Staff Manual of the Express*, Las Positas College Express, 2006.
- 9. Williams, Robin *The Non Designer's Design Book*, Peach Pit Press, 1994.

X. OTHER MATERIALS REQUIRED OF STUDENTS: