

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

### Course Outline for MSCM 16

### EXPRESS COLLEGE NEWSPAPER

Effective: Fall 2009

#### I. CATALOG DESCRIPTION:

MSCM 16 — EXPRESS COLLEGE NEWSPAPER — 5.00 - 14.00 units

Journalism, photojournalism, content development, and online and print production for the college newspaper. Production of the college newspaper, including writing, business management, graphic arts, design, online and print production, and introduction to leadership and editing skills. Ethical, practical, and legal issues in journalism. The number of laboratory units will be agreed upon and scheduled by instructor and student based on the student's job description and availability to participate.

2.00 Units Lecture 3.00 - 12.00 Units Lab

#### **Strongly Recommended**

ENG 1A - Critical Reading and Composition

#### **Grading Methods:**

#### **Discipline:**

|                       | <b>MIN</b> | <b>MAX</b> |
|-----------------------|------------|------------|
| <b>Lecture Hours:</b> | 36.00      | 36.00      |
| <b>Lab Hours:</b>     | 162.00     | 648.00     |
| <b>Total Hours:</b>   | 198.00     | 684.00     |

#### 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. explain and demonstrate skills related to producing different types of stories;
- B. explain the roles of writers, editors, the online and print production staff, and the business staff as outlined in the staff manual, take part in issue planning and in meeting all deadlines, and explain and demonstrate specific skills pertaining to role assumed;
- C. take active part in overall story development, beat coverage, application of newspaper policies, print and online production, and collaborative decision making;
- D. develop and apply skills in writing, editing, critical thinking, page design, photo planning, and online content development;
- E. explain, practice, and demonstrate journalistic style;
- F. explain the roles of photojournalism and multimedia in journalism;
- G. work to improve the print and online newspaper continuously to better meet the needs of the readership of the Las Positas College community;
- H. practice journalistic standards of ethics and explain press law regarding matters of libel and privacy.

#### V. CONTENT:

- A. Preparing for, researching, and writing stories (news stories, feature stories, opinion stories, entertainment stories, sports stories, and column writing)
  1. Defining news worthiness and applying news judgment
  2. Finding stories
  3. Conducting research and interviews
  4. Organizing your thinking
  5. Writing the story
  6. Revising the story
  7. Working with an editor on the story
  8. Reporting on meetings, speeches, special events, and specific beats
- B. Overview of newspaper staff and the production process
  1. The roles of writers, editors, business staff, and the online and print production staff
  2. The elements of production, including issue planning, story assignments, deadlines, editing, revisions, online and print production, and post-production

- C. Preparing for print and online issues of the newspaper
  - 1. Story development
  - 2. Beat coverage
  - 3. Newspaper policies
  - 4. Functioning as a member of a team.
  - 5. Page design
  - 6. Web content management
- D. Writing, layout, design, and online and print production
  - 1. Introduction to print and online writing, including headline and outline writing
  - 2. Practice writing in print and online, including headline and outline writing
  - 3. Introduction to layout and graphic design
  - 4. Practice using layout and graphic design
  - 5. Introduction to online production
  - 6. Practice using online production methods
- E. Journalistic style, standards, and traditional news values
  - 1. The Associated Press Style Guide
    - a. Overview
    - b. Use
  - 2. The inverted pyramid and other styles
  - 3. The importance of the lead
  - 4. Accuracy as the foundation of journalism
- F. Beginning photojournalism and multimedia techniques
  - 1. Shooting and selecting photographs for print and online publication
  - 2. Planning for multimedia, including videos and slideshows
- G. The newspaper's evolving audience
  - 1. Outreach
  - 2. Advertising
  - 3. Online presence
  - 4. Distribution
- H. Ethical and legal issues in journalism and photojournalism
  - 1. Ethical issues
  - 2. Legal issues

#### VI. METHODS OF INSTRUCTION:

- A. Conduct critiques of issues for strengths and weaknesses
- B. **Guest Lecturers** -
- C. **Field Trips** -
- D. Brainstorming/planning/discussing at staff meetings
- E. Coached supervision in necessary activities such as copyediting, online and print production, and proofreading
- F. Assignments in writing, style, and standards
- G. Lectures covering all phases of newsgathering, writing, online and print production, and distribution
- H. Individual conferences about work produced
  - I. Group decision-making in which students plan, delegate and assign jobs, choose editorial topics, govern issues regarding ethics, taste, and legal considerations, with advisers providing appropriate advice and counsel

#### VII. TYPICAL ASSIGNMENTS:

- A. Reading: Read Chapter 1, "The Role of the Student Press" in The Student Newspaper Survival Guide and complete a reading check in which you analyze and discuss some methods to improve your own writing and correct some practice sentences.
- B. Writing: Prepare for, research, and write a story about recycling on campus.

#### VIII. EVALUATION:

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

#### 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. Harrower, Tim *The Newspaper Designer's Handbook*. 6th ed., McGraw-Hill, 2007.
- 5. Kanigel, Rachele *The Student Newspaper Survival Guide*. Blackwell Publishing, 2006.
- 6. - *Style Guide and Staff Manual of the Express*. Las Positas College Express, 2009.
- 7. Williams, Robin *The Non-Designer's Design Book*. 3rd ed., Peachpit Press, 2008.

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

- A. Data storage device and reporter's notebook.