

PR 4605 Magazine Media
College of Humanities and Social Sciences, School of Communication & Media
Fall 2015, Section 1, CRN 81783

Professors: T. Gray and S. Johnson
Class Times: M-W 11:00 – 12:15 a.m.
Location: Social Sciences Bldg, Room #5105
Email: tgray17@kennesaw.edu (Gray);
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Office: Social Sciences Bldg, #5107 (Gray)
Social Sciences Bldg, #5109 (Johnson)
Office Hours: Before/after class and by appointment

Course Description: This course is designed to provide students with a working knowledge of the processes involved in the development, preparation and distribution of a major electronic communication. Students will be involved in all facets of the magazine publication, including research and information gathering, writing, editorial functions, photography, layout and design, and promotion and advertising. The course will allow communication majors from all four concentrations to contribute as a team to publish an electronic magazine.

Prerequisites: Writers: COM 3330 (*News Reporting and Writing*) OR PR 3375 (*Public Relations Writing*) Graphic Designers: PR 4405 (*Digital Publication Design*)

This course will be team taught by two Communication School of Communication & Media faculty members in order to provide the expertise needed to cover the extensive content to be covered in this course. The faculty will work closely together in determining the grades. A number of areas critical to the success of the effort will be discussed during the semester. These include:

- Purpose – What are we trying to achieve and what are our limitations?
- Organization --How can we be most effective and efficient?
- Editorial topics – What kind of material should we include in our communication to reach the target audience?
- Visuals/Graphics/Photography/Design – What and how much?
- Web-based materials – Should we use Facebook, Twitter, E-mail, etc?
- Research/Follow up – What do we need to do to measure our success?

Course Objectives: Upon successful completion of the course, students should demonstrate:

- An understanding of the ways to effectively utilize different components of electronic communication, both individually and as part of a team.
- An ability to utilize and build upon the knowledge gained in their respective areas of concentration.
- A better understanding of the communication-related demands and challenges awaiting outside the classroom.

Course Materials:

1. A current edition of the Associated Press Stylebook
2. Textbook: Feature & Magazine Writing, Third Edition, by David Sumner and Holly Miller, publisher Wiley-Blackwell.
3. Select, specialized readings will be assigned during the course of the semester
4. A flash drive to back up your materials
5. Purchase two current magazines. Information about this need will be discussed in class.

Attendance and Participation: Daily and on-time attendance is essential. To function successfully in a team environment, you must complete assigned tasks on deadline. Tardiness or absences will limit your potential for success in this class. Arriving late and leaving class early are very disruptive and are to be the exception rather than the rule. Excessive absences (more than three) may result in a recommendation to drop the course or receive a failing grade. No late assignments will be accepted.

Plan to save or back up all of your work in class on your own flash drive. Having a KSU computer crash, or work erased or corrupted from a KSU lab computer or server is not an acceptable excuse for late or missing assignments.

General School of Communication & Media Policy and Information

Financial Aid Attendance Compliance: Due to new federal regulations students are responsible for determining their enrollment status in all classes to protect their financial aid monies. NOT ATTENDING A CLASS FOR WHICH YOU ARE REGISTERED IS NOT THE SAME AS WITHDRAWING FROM THE COURSE. Students must complete an online withdrawal to be removed from a course. If they stop attending class but do not complete an online withdrawal BEFORE the last day to drop without academic penalty, they will receive a grade of WF, which counts as an F in calculating their grade point average and counts as a completed course for determining their financial aid award.

GPA Requirement: Beginning with the Fall 2013 catalog, a student's **GPA must be 2.5** or higher ***before*** declaring the COM major.

Applying to COM Major: KSU's Communication Major offers you an opportunity to specialize in Public Relations, Media Studies, Journalism & Citizen Media, or Organizational Communication at the undergraduate level. Minors in Public Relations and Crisis Preparedness and a certificate in Multiplatform New Reporting are also available. At the graduate level, you can study for a certificate in Digital & Social Media and study for a M.A. degree in Integrated Global Communication.

The process for applying for admission to the Bachelor of Science degree program in Communication changes, *effective Fall 2014*. We are now a gated program!

Steps to take to declare the COM major *starting **August 15, 2014***:

- Earn an adjusted GPA of 2.5 or higher (an average of your GPA scores) in five core courses:
 - COM 2020 CSI: COM Sources & Investigations (ONLY for students following the Fall 2014 catalog and later)
 - **--OR--** COM 1109 (ONLY for students following catalogs PRIOR to Fall 2014)
 - COM 2033 Visual Communication
 - COM 2129 Public Speaking
 - COM 2135 Writing for Public Communication
 - COM 2205 Introduction to Organizational Communication
 - **--OR--** (depending on concentration: JCM & MS take 2230; OC takes 2205; PR can take either)
COM 2230 Introduction to Mass Communication
- Beginning Fall 2014, pass an writing test with a score of 79% or higher. Students may take the writing test up to three times.
- Beginning Fall 2014, complete an application, available mid-semester at <http://communication.hss.kennesaw.edu/> or visit SO 5106. There is an anticipated \$50 application fee (\$25 fee for the writing test + \$25 processing fee; additional writing test attempts will result in an additional \$25 per attempt).

Once admitted into the Communication program, all majors must earn grades of "C" or higher in all Communication courses counted toward the degree.

Advising: Students are encouraged to work with an advisor to plan their course of study. Declared COM majors with *fewer than 60 completed credit hours* are advised by the **College of Humanities and Social Sciences Undergraduate Advising Center (UAC)** located in Willingham Hall, Suite 223. New transfer students should also make an appointment at the advising center. Advising appointments can be made by visiting the Center's website:

<http://www.kennesaw.edu/hssadvising/home.php>

Once COM majors reach 60 credit hours, they are assigned to a faculty member in COM for advising/mentoring. *To find your assigned advisor, check Degree Works or your transcript on Owl Express.* Contact your faculty advisor directly to

make appointments. To find your faculty advisor's contact information, visit <http://communication.hss.kennesaw.edu/about/faculty-staff/> and click on your advisor's name.

Of course, even after you have surpassed 60 credit hours, you are welcome to continue visiting the UAC for academic planning. For questions regarding graduate school or other post-graduation plans, however, you'll want to visit your faculty advisor.

Understand that, ultimately, advising is a student's responsibility. While faculty advisors are here to assist, course selections are a student's choice. *Students* are responsible for calculating how their course selections will affect their graduation date. The Registrar Office is the entity that reviews credits for graduation, and the Registrar's response to a student's *Petition for Graduation* form is the university's official word on graduation status.

Communication Colloquium, September 24, 2015

The School of Communication & Media's Third Annual Communication Colloquium will be held on Thursday, Sept. 24, from 5-9 p.m. Regularly-scheduled Communication classes will be canceled for the evening so that students and faculty can attend the Colloquium. The Colloquium is designed to benefit all Communication majors. **Please note COM 4490 students are required to attend the Colloquium and assist as needed. This will be a major component in the electronic magazine we are preparing this semester.**

Global Learning: Kennesaw State University is a learning-centered institution emphasizing creativity, diversity, global awareness, leadership, ethics, teaching excellence, digital literacy, technological competence, and community engagement. KSU has adopted a Quality Enhancement Plan (QEP), an educational process that enhances one's competencies for participating productively and responsibly in the diverse, international, intercultural, and interdependent world.

Kennesaw State University Policy

Academic Integrity: Statement of Student Rights and Responsibilities; KSU Student Code of Conduct Plagiarism and Cheating

No student shall receive, attempt to receive, knowingly give or attempt to give unauthorized assistance in the preparation of any work required to be submitted for credit (including examinations, laboratory reports, essays, themes, term papers, etc.). Unless specifically authorized, the presence and/or use of electronic devices during an examination, quiz, or other class assignment is considered cheating. Engaging in any behavior which a professor prohibits as academic misconduct in the syllabus or in class discussion is cheating. When direct quotations are used, they should be indicated, and when the ideas, theories, data, figures, graphs, programs, electronic based information or illustrations of someone other than the student are incorporated into a paper or used in a project, they should be duly acknowledged. No student may submit the same, or substantially the same, paper or other assignment for credit in more than one class without the prior permission of the current professor(s). University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the KSU Student Academic Integrity Policy. A student who violates the academic integrity policy will receive a zero of the assignment and will be reported to the Office of Academic Integrity.

Intellectual Property Protection: Lectures, presentation slides, exercises, and handouts used in this course are the property of Professors Gray, Johnson, and Kennesaw State University. Class sessions may not be electronically recorded without their permission or any guest lecturers that may speak in this class. Recordings, class notes, may not be used for commercial purposes without proper permission and attribution.

Disability: Students requesting accommodation for disabilities must first register with the Office of Disabled Student Support Services at http://www.kennesaw.edu/stu_dev/dsss/dsss.html. The Office of Disabled Student Support Services will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

FERPA: The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects the privacy of student education records once the student has reached 18 years of age. Under that law we cannot release your student ID number, grades, performance evaluations, or any other personal academic information to anyone but you, unless you provide written permission to do so. Also, we cannot discuss grades with you or anyone else over unsecured lines such as email or the telephone.

Children on Campus: According to the KSU Staff Handbook, the University cannot accommodate children of employees and students on campus during normal operating hours. Children are welcome to make brief visits and to attend scheduled events.

University's Policy on Student Conduct:

- **Disruption of Campus Life:** It is the purpose of the institution to provide a campus environment which encourages academic accomplishment, personal growth, and a spirit of understanding and cooperation. An important part of maintaining such an environment is the commitment to protect the health and safety of every member of the campus community. In order to promote these goals, students should be familiar with and abide by the rules against disruption of campus life.
- **Disorderly Assembly:** No students shall assemble on the campus for the purpose of creating a riot, or destructive or disorderly diversion, or obstructing or disrupting the normal operation of the university, including any teaching, administrative, disciplinary or public service activity, or any other activity authorized to take place on the campus.
- **Disruptive and Dangerous Conduct:** No student shall act in a manner that can reasonably be expected to disturb the academic pursuits of others or infringe upon the privacy, rights, or privileges of others, or the health or safety of him/herself or other persons.
- **Disruptive Speech:** That speech is prohibited which: a) presents an immediate or imminent clear and present danger or b) is disruptive to the academic functioning of the institution.

Email Communication: Please use your assigned KSU email account. Always put specific information in the subject line of your email. Provide details in the body of your message, including the course name and number. Always provide your full name. We usually respond within a 24-hour time frame during the school week. If your email raises a point or asks for an answer that we believe might benefit the entire class, we will bring the answer to the next available class session. Please contact Professors Gray and Johnson strictly using the KSU email system and not via D2L. Professor Gray should be contacted at tgray17@kennesaw.edu and Professor Johnson may be reached at sjohn172@kennesaw.edu.

Grading: A maximum of 1,000 points may be earned during the semester. Students earning a total of 900 to 1,000 points will earn an A; 800 to 900 will be a B; 700 to 800 will be a C; 600 to 700 a D; and less than 600 will be an F.

Grading Formula:

150	Class attendance and participation
200	Initiative, quality of work and follow-through on assigned tasks
300	Three quizzes @ 100 points each
100	Peer evaluation
100	Survey report and analysis
<u>150</u>	Final product, final report, analysis and recommendations
1,000	

Course Schedule: Flexibility is a virtue. There is much to consider and discuss in this class. The first couple of weeks are critical, as we will be laying the groundwork for the rest of the semester. We will be planning our needs, discussing protocol and setting the stage for what we all hope will be an award winning effort. It is essential that you come to class on time and be prepared to contribute. We also suggest you keep a close eye on D2L for information and updates related to the class.

PR 4605 I Magazine Media

Because some variables are not yet known, this course outline is flexible and may change.

DAY	DATE	COURSE OUTLINE AND PIPELINE PRODUCTION TIMELINE	READINGS, ASSIGNMENTS, HOMEWORK and QUIZZES
MON	8/17	First day of class; Review syllabus, Discuss overall scope of class	<i>Review previous editions of Pipeline</i>
WED	8/19	Lecture: Review creative brief as a class; Review and discuss previous edition of Pipeline; Analyze competitors.	<i>HMWK: Read Chs. 1 and 2</i>
MON	8/24	Lecture: Discuss Chs. 1 and 2	
WED	8/26	Lecture: Discuss typical magazine structure (Editorial & Design); Story idea brainstorming session (Editorial & Design)	<i>HMWK: Read Ch. 3 and Ch. 4;</i>
MON	8/31	Lecture: Discuss Ch. 3 and 4; Complete the "Creating Tighter Angles" handout (Editorial); Ideas Poster Assignment (Design), which is due on 9/2	<i>HMWK: Read Ch. 5 Complete Ideas Poster (Design)</i>
WED	9/2	Lecture: Interviewing; Discuss Ch. 5; Writing assignment (Editorial); Poster presentations; Discuss design mock-up (Design)	
MON	9/7	LABOR DAY - NO CLASS!	
WED	9/9	Writing assignment (Editorial); Design mock-up (Design), which is due 9/14	<i>Complete Design Mock-up (Design)</i>
MON	9/14	Writing assignment (Editorial); Set storyboard w/placements (Design)	
WED	9/16	Discuss Colloquium assignments (Editorial) and Spread Assignments (Design)	
MON	9/21	Research and interview time (Editorial); FOB, WELL, BOB meetings (Design)	QUIZ #1
WED	9/23	Production time (Editorial & Design); Drafts due to Professor Gray by the end of class	
MON	9/28	Designs due to Professor Johnson by the end of class.	
WED	9/30	Production time (Editorial & Design); Editorial and Design Meetings once drafts and designs are returned. Section identifier assignment (Design), which is due on 10/5.	<i>HMWK: Read Chs. 8, 9, 10 Complete Section identifier assignment (Design)</i>
MON	10/5	Lecture: Discuss chapters 8, 9 and 10. Story updates, design updates.	
WED	10/7	Marketing and Promotion Meeting (Design)	<i>HMWK: Read Chs. 11, 12, 13</i>
MON	10/12	Lecture: Discuss chapters 11, 12 and 13. Production time (ALL); Writers and designers meet to discuss status of spreads.	
WED	10/14	Marketing and Promotion Meeting (Design)	<i>HMWK: Read Chs. 14, 15, 16</i>
MON	10/19	Lecture: Discuss chapters 14, 15 and 16. Ongoing revisions.	
WED	10/21	Ongoing copy editing and design updates. FINAL copy and photos are due to designers no later than October 28. Final page designs due 11/2.	
MON	10/26		QUIZ #2
WED	10/28		<i>HMWK: Read Chs. 19 and Ch. 20</i>
MON	11/2	Lecture: Discuss chapters 19 and 20	
WED	11/4	FINAL spreads due to art director	
MON	11/9	Design analysis [art director, features editor and analyst]	<i>HMWK: Read Chs. 7 and Ch. 21</i>
WED	11/11	Lecture: Discuss chapters 7 and 21; One-on-one design meetings	

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MON	11/16	All design updates complete	
WED	11/18	File all photo releases and font authorizations	QUIZ #3. HMWK: Read Ch. 6
MON	11/23	NO CLASS - THANKSGIVING BREAK	
WED	11/25	NO CLASS - THANKSGIVING BREAK	
MON	11/30	Publication launch!	SURVEY REPORT DUE
WED	12/2	Marketing and Promotion analysis	
MON	12/7	Critique, Analysis and Evaluations	FINAL REPORT AND ANALYSIS DUE