

JOMC 159.1

COMMUNITY JOURNALISM

Spring 2005: Mon. – Weds., 2 – 3:15 p.m., 143 Carroll

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OVERVIEW

Ninety-seven percent of all U.S. newspapers are “small” newspapers.

DAILIES: According to the *Editor and Publisher Yearbook*, **85 percent** of the 1,489 daily newspapers in America have circulations less than 50,000 and are classified by the American Society of Newspaper Editors as “small newspapers.” Of those 1,258 papers, 1,055 (71 percent) have circulations under 25,000.

WEEKLIES: Then add in the weeklies, twice-and tri-weeklies. According to the National Newspaper Association, there are presently 8,193 weeklies, with an average circulation of 7,600, reaching a total of 56.7 million people.

Ours is a country dominated in numbers by small newspapers – papers that practice “community framing,” throwing much of their news and editorial weight behind local coverage and the local angle. However, many beginners suffer under the common misconception that the community paper is just a smaller version of the big-city daily. Nothing could be further from the truth. As you will learn in this course, the enlightened community paper plays a unique and vital role in the life of its community. Compared to the major metro dailies, most community newspapers have a fundamentally different approach to the factors of news judgment, and indeed, to every facet of the news business.

METHODOLOGY AND FORMAT

In this course the student will become acquainted with the professional and philosophical workings of the many different types of community papers in our region. During the semester we will cover the following topics as they relate to community newspapers: the role of the paper in the community, the character and types of community papers, news, features, editorials, sports, lifestyle, the interview, graphics and design, photojournalism, emerging technology, business, newsroom management, ethics, how to start a community paper, newspaper management, and careers in community journalism.

YOUR TOWN; YOUR TURN

You will pick a benchmark community newspaper that will serve as your “living text” for this course. It should be a relatively regional publication. For reasons of accessibility and familiarity, you are encouraged to choose your hometown paper. On assigned days in the syllabus schedule, you will bring to class a **clipped example** of what that paper is doing relative to the subject we are discussing in class. The clipping will be accompanied by a one-page, typed, double-spaced statement describing the example and your informed reaction to it. For instance, if we are discussing the topic of sports, you would find an example that is representative of how your newspaper has handled a sports story or issue in a community journalism style. Be prepared to make a presentation on this model. In this way, the class will be able to take a weekly broad-brush sampling of the area’s community papers. You may either subscribe to your benchmark paper or have one mailed weekly to you from home. In addition, the School’s Park Library subscribes to a variety of N.C. community papers; you might check there first. Your Town; Your Turn (YTYT) will count 10 percent of the grade. Note: *The Daily Tar Heel* may not be used for this project.

The due-dates for the ten Your Town; Your Turns are listed below (They are also listed in your Class Schedule):

Your Town	Weds., Jan. 19
Your Paper	Weds., Jan. 26
News	Mon., Feb. 7
Features	Mon., Feb. 14
Editorials	Mon., Feb. 28
Graphics	Weds., March 9
Photography	Weds., March 23

Technology	Weds., March 30
Sports	Weds., April 6
Ethics	Weds., April 13

THE CAROLINA HOMETOWN NEWS BUREAU

In practical terms, journalism theory doesn't get into practice any more effectively than in print. This semester you will have the opportunity to make some of those connections in print by contributing to your respective local media outlets, notably your "benchmark newspapers." Here's how it works:

Each month you will be responsible for a local-angle story targeted to your benchmark community newspaper. That's a total of four stories, including the story/photo package on the UNC Dance Marathon '05 (hereafter referred to as DMO5).

This new initiative is designed to:

- Provide selected N.C. community newspapers with local-angle coverage from the University.
- Acquaint community journalism students with the real-world challenges of and experiences related to being responsible for staffing what is in essence a one-person bureau.
- Provide each student with clips and contacts.
- Further build bridges between the University and the state.
- Support the public service mission of the Carolina Community Media Project by providing a valuable free service to N.C. community newspapers not available to them otherwise.

Specs: Each student must make arrangements with his or her benchmark paper editor or publisher within the first week of classes to assure access and collaboration. The stories can be generated by the student, (with the approval of the instructor) but could also be suggested by the hometown newspaper editor and/or publisher. When story/photos are completed, they are turned in to the instructor for grading and editing, and returned to the student for revision and e-mailing. The student is responsible for getting the story/photo through to his or her newspaper contact, and for acquiring the resulting clip. Unless otherwise noted, stories are due to the instructor no later than the **last day of each month**. No exceptions. No credit for late work.

HEAD'S UP: The first story is due Feb. 12, one month from today.

Photo specs: A photo is required on DM05 and one other story; extra credit on

the other two.

This component of the class will count as 20 percent of your total grade.

TEXT

COMMUNITY JOURNALISM: *The Personal Approach* 2nd Edition

by Jock Lauterer

Marion Street Press or Iowa State University Press, 2nd. ed., 2000. New at the bookstore, \$44.95.

Note: the cover must be either blue or gray, NOT the old orange 1st edition.

ASSIGNED READING

For all assignments, you must have a clear understanding of the relevant materials in the textbook. Everything we discuss in class has ties to the textbook, although we may not always specifically cite chapters and page numbers during our discussions.

For each reading assignment, you will submit a typed, (one-page maximum) reflection paper discussing three important things you learned from the reading. **These reflections are due by 9 a.m., before class on the date listed in the class schedule. Papers turned in late will be graded down one letter grade for every 24 hours.** You may bring the assignments to my office or e-mail me (NO ATTACHMENTS). We will draw our class discussions from these papers. This component is worth 20 percent of the final grade. The actual reading due-dates are listed below:

Foreword, Preface and Introduction	Weds., Jan. 19
Ch. 1 & 2 Framing community	Mon., Jan. 24
Ch. 13, 15 Newspaper ownership	Mon., Jan. 31
Ch. 3 News	Weds., Feb. 2
Ch. 4 Features	Weds., Feb. 9
Ch 6 & 7 Interviewing/Writing	Weds., Feb. 16
Ch. 5 Editorials/Commentary	Weds., Feb. 23
Ch. 8 Graphics	Mon., March 7
Ch. 9 Photojournalism	Mon., March 21
Ch. 10 Emerging Technology	Weds., March 30
Ch. 11 Sports	Mon., April 4
Ch. 16 & 17 Business/Personnel	Mon., April 11

Ch. 14	Ethics	Weds., April 13
Ch. 18	A Day in the Life of a CNP	Mon., April 18
Ch. 12	Lifestyle	Weds., April 20

GUEST SPEAKERS

Over the course of the semester, we will have eight to ten guest speakers from the state's community journalism industry. You will take notes and write a two-page story about FOUR of the presentations (typed, double-spaced). This is due at the class following each visit and is worth 10 percent of the final grade. These papers will be graded for AP Style, spelling and grammar as in J-53. Note: you will be responsible for the material covered by **all guest speakers** in the mid-term.

MID-TERM EXAM

On March 28, there will be a comprehensive mid-term exam covering all material covered in the lectures, guest speakers and readings up to that date. It will be worth 20 percent of the final grade.

ATTENDANCE; DEADLINES

Your final grade will reflect your class attendance since you cannot make up a guest speaker assignment if you were not there in class to hear his or her presentation. On other assignments, the instructor will dock late work one letter grade for every day that it is late. Hence, one day late is a B, two days late is a C, three days late is a D. After four days, the late work turns into a zero.

Note: this rule does not apply to the hometown news bureau assignments.

AP STYLE

Guest speaker assignments, the Hometown News Bureau stories and the final project paper will be graded for spelling, grammar and AP/UNC Style as in JOMC 53. If you don't own both the *AP* and the *UNC Stylebook*, get them. Major factual errors (Ex. misspelling the name of a guest speaker) will result in an automatic F of 50.

THE FINAL PROJECT: A CASE STUDY OF YOUR BENCHMARK COMMUNITY NEWSPAPER

This is a two-part final project worth 20 percent of your final grade in this class.

PART ONE: Due at the beginning of class, Mon., April 25: A one-page abstract containing the salient points and your conclusions, accompanied by a color slide depicting a representative front page. Each student will make a presentation to the class. This is worth 20 percent of the final project grade.

PART TWO: A paper, due at the instructor's office by 5 p.m., Mon., May 2. This will be a content analysis of your benchmark newspaper **WRITTEN FOR THE NEWSPAPER'S USE**. You must make a site visit to interview at least **THREE** reporters, photographers or editors and (if possible), the publisher; and at least **THREE** townspeople/readers. No family members allowed. Provide me with a confidential source list of these names and titles. For your final project paper, which the publisher will no doubt read, you may use the following form to identify your sources: "According to Reader A..." and "Reporter B noted that..."

Remember, Your project is not a critique, but rather a constructive and helpful document which each newspaper staff will find of value. You are making a real contribution with your research.

Include a sample copy of your benchmark newspaper along with your final written project. This is worth 80 percent of the final project grade.

SPECS: 10-page minimum, double-spaced, type size no larger than 12 point)

Base your detailed study on the following model outline:

- A description of the newspaper's news balance: local to non-local.
- What type of community newspaper is it? Chain? Indy? What difference does its size, pub cycle and ownership make?
- What type of community does it serve? What is the newspaper's audience? Prime coverage area? Readership demographics?
- Origin, history and development of the newspaper.
- How do reporters / editors / publisher view the paper's character and role? If those views are not the same, how are they different? You may wish to keep identities confidential. Interview at least three people from the paper.
- How do townspeople view the paper's character and role. Interview *at least* three readers.

- What is the paper's position in the market?
- Describe the reading public's access to the newsroom.
- Does the paper charge for obituaries and weddings/engagements?
- How has the paper handled the growth of the local Latino population?
- Describe the paper's online presence.
- What is the future for the paper, according to its leaders, and according to townspeople?
- Constructive suggestions for improvement (news balance, treatment, visual and written content).

Turn in **three sets of hard copy and your newspaper** along with the material on a FLOPPY DISC written in Word. I will return one hard copy to you, keep the disk and one hard copy for the Carolina Community Media Project's growing archives on the state's community newspapers, and send the third hard copy of your report to the publisher / editor of your benchmark publication.

GRADING

Your final grade will be the result of the following:

Your Town; Your Turn	10 percent
Text reading reaction papers	20 percent
Guest speakers (four stories)	10 percent
Hometown News Bureau stories	20 percent
Mid-term exam	20 percent
Final project	20 percent

**Note: All assignments must be typed to receive credit.
And a grade of √ equals a 95.**

CLASS SCHEDULE

This is tentative and totally dependent upon the availability of guest speakers. The instructor will provide periodic updates. However, the reading assignment dates are firm. Remember, the reading reaction paper is due BY 9 a.m. THE DAY IT'S DUE LISTED HERE so I have a chance to read your reflections before class. Papers received after 9 a.m. will be docked one letter grade.

SECTION 1: IN THE BEGINNING ...

- Jan. 12 Weds. Introduction: Getting to know you, notecards, the syllabus in detail, class format and structure, Your Town; Your Turn, guest speakers, readings, Carolina Hometown News Bureau and DM05.
- The Name Game.
- Lecture: Welcome to Community Journalism.
- Assign: Get textbook and read Intro, Preface and Foreword. First reading reflections due Jan. 19. Chaps. 1&2 due Jan. 24.
- Assign: Geography for Journalists. Due next time, a typed, one-page, double-spaced paper describing the salient features of your hometown. Be prepared to make a brief, informal presentation.
- Assign: Line up your benchmark community newspaper ASAP.
- Jan. 19. Weds. Reading: Front matter reactions/reflections due today a 9 a.m. to **jock@email.unc.edu**
- Lecture: Geography for Journalists: a sense of place is but the beginning, Bill and Scotty's Most Excellent State.
- Presentations: Your Town; Your Turn: your hometown.
- Assign: Your Town; Your Turn. The salient features (vital stats) of your hometown or benchmark newspaper. Clip, plus one page, typed, double-spaced discussion, due Weds., Jan. 26.
- Reminder: Ch. 1 & 2 due for next time, Mon., Jan. 24.

SECTION 2: WHO ARE WE AND WHAT ARE WE DOING HERE?

Jan. 24 Mon. Reading due: Ch. 1&2. With Apologies to Nike...
Lecture and Discussion.

Show and discuss: the community journalism roadshow.

Jan. 26 Weds. Show: "The Black Press."

Your Town; Your Turn (YTYT): Brief presentations of
your benchmark newspaper.

Reminder: Ch. 13, 15, Reaction graf due Mon, Jan. 31.

SECTION 3: THE COMMUNITY AND US

Jan. 31 Mon. Reading due: Ch. 13. 15. Ownership and Audience.

Lecture: What is community? Types of community
newspapers, interconnectivity, characteristics and
personalities of both.

Guest speaker option.

Assign: YTYT, News for next time.

Reminder: CJ Ch. 3, News. Reaction graf due Feb. 2.

SECTION 4: NEWS

Feb. 2 Weds. Assign: UNC Dance Marathon.

Reading due: Ch. 3, News.

Lecture: Community news. 9/11 and community papers.

Assign: YTYT, News.

Feb. 7 Mon. Photojournalism for Dummies (bring a basic camera).

Presentations: YTYT News.

SECTION 5: FEATURES

Feb 9 Weds. Reading due: CJ Ch. 4, Features.

Show: Making Features Sparkle.

Assign: YTYT, Features.

First Hometown News Bureau story due, 2/12.

SECTION 6: INTERVIEWING AND WRITING

Feb. 14 Mon. Show Charles Kuralt, Brian Lanker or JL portfolio.

Presentations: YTYT, Features.

Feb. 16 Weds. Reading due: CJ 6 & 7, Interviewing, Writing.

UNC Dance Marathon (DM05) org'ing.

Show: Woody's Wonderful Ways.

COVER UNC DANCE MARATHON, FRIDAY, FEB. 18 -SATURDAY, FEB. 19.

Feb. 21 Mon. STORY AND PHOTO DUE AT BEGINNING OF CLASS.

Org'ing.

SECTION 7: EDITORIALS AND COMMENTARY

Feb. 23 Weds. Reading due: CJ Ch. 5, Editorials and Commentary.

Guest Speaker option. Ken Ripley.

Feb. 28 Mon. Presentations: YTYT, Edits.

Guest Speaker option.

Lecture: How places grow.

Mar. 2 Weds. Hablamos Espanol?

SECTION 8: GRAPHICS

March 7 Mon. Reading due: CJ Ch. 8, Graphics.

Show Graphics (The Good, the Bad and the Ugly) slides and discuss.

March 9 Weds. YTYT, Graphics due .

Guest speaker option: Keith King

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SECTION 9: COMMUNITY PHOTOJOURNALISM

March 21 Mon. Reading due: CJ Ch. 9, Photojournalism.

Lecture and slides: Community photojournalism.

Guest shooter option.

March 23 Weds. YTYT, Photo due.

Guest shooter option. Ross Taylor.

March 28 Mon. MID-TERM EXAM

SECTION 10: EMERGING TECHNOLOGY

March 30 Weds. Reading due: CJ Ch. 10, Emerging Technology.

Lecture and slides: Digital Imaging Manipulation.

Guest speaker option Priscilla M. Brown and/or lab sampling great community newspaper Web sites.

YTYT: come prepared to discuss your benchmark newspaper's Web site.

SECTION 11: SPORTS and LIFESTYLE

April 4 Mon. Reading due: CJ 11, Sports.

The US Open at Pinehurst and the Southern Pines Pilot.

Slide lecture and discussion.

Guest speaker option.

April 6 Weds. Presentations: YTYT, sports.

Sports guest speaker: Elliott Warnock.

Option: Lecture: Lifestyle.

SECTION 12: ETHICS, PERSONNEL and BUSINESS

April 11 Mon. Reading Due: 16 and 17, Business and Personnel.

Role playing: Run That - Hold That Photo!
Or Dumbass Readers; the Merchant vs. the Journal.

April 13 Weds. Reading: CJ 14, Ethics.

Presentations: YTYT: An ethical dilemma faced by your benchmark paper

Show: Macon.

April 18 Mon. Reading: Ch. 18: Day in the Life of a Community Newspaper.

Open date.

Front pages due for final projects.

April 20 Weds. Reading: Ch. 12: Lifestyle

Option: Run That, Hold That – Photo!”

SECTION 13: FINAL PROJECT PRESENTATIONS

April 25 Mon. Presentations: Final project abstracts with slides.

April 27 Weds. Last class.

Evaluations and last lecture.

May 2 Mon. Final project papers due to JL by 5 p.m.

REVISED FEB-MARCH '05 CLASS SCHEDULE

SECTION 4: NEWS

Feb. 2 Weds. Assign: UNC Dance Marathon.

Reading due: Ch. 3, News.

Lecture: Community news. 9/11 and community papers.

Assign: YTYT, News: Bring a front page and discuss the news balance

Feb. 7 Mon. Photojournalism for Dummies (bring a basic camera).

Presentations: YTYT News.

SECTION 5: FEATURES

Feb 9 Weds. Reading due: CJ Ch. 4, Features.

Show: Making Features Sparkle.

Assign: YTYT, Features.

SECTION 6: INTERVIEWING AND WRITING

Feb. 14 Mon. Show Charles Kuralt, Brian Lanker or JL portfolio.

Presentations: YTYT, Features.

Feb. 16 Weds. Reading due: CJ 6 & 7, Interviewing, Writing.

UNC Dance Marathon (DM05) org'ing.

Show: Woody's Wonderful Ways.

Feb. 21 Mon. First Hometown News Bureau story due.

Lecture: How places grow.

JL Portfolio: More on interviewing skills.

SECTION 7: EDITORIALS AND COMMENTARY

Feb. 23 Weds. Reading due: CJ Ch. 5, Editorials and Commentary.

Guest Speaker option. Ken Ripley.

COVER UNC DANCE MARATHON, FRIDAY, FEB. 24 -SATURDAY, FEB. 25.

Feb. 28 Mon. STORY AND PHOTO DUE AT BEGINNING OF CLASS.

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Mar. 2 Weds. Presentations: YTYT, Edits.

Hablamos Espanol? Federico van Gelderen

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March 7 Mon. Reading due: CJ Ch. 8, Graphics.

Show Graphics (The Good, the Bad and the Ugly) slides and discuss.

March 9 Weds. YTYT, Graphics due .

Guest speaker option: Keith King

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