

JOUR A145: NEWSPAPER PRODUCTION LEVEL 4

Item	Value
Curriculum Committee Approval Date	12/06/2023
Top Code	060200 - Journalism
Units	4 Total Units
Hours	108 Total Hours (Lecture Hours 54; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Assist in all aspects of newspaper planning, writing, design and production. Requires writing news and features stories on deadline, commentary, writing headlines, designing pages, editing, and layout techniques. Students will use state-of-the-art computer design, graphics, and word processing software in a professional setting. Students will also use social media to promote readership. PREREQUISITE: JOUR A135. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Write, edit and produce the Coast Report, OCC's weekly newspaper.
2. Develop story ideas for each section of the newspaper.
3. Demonstrate an advanced understanding of newspaper production systems.
4. Demonstrate ability to shoot photos for stories.
5. Develop in-depth story ideas important to the OCC community.
6. Demonstrate advanced knowledge of AP Style and Coast Report Style.
7. Analyze the needs of the newspaper website and update accordingly.
8. Develop social media to enhance newspaper readership.

Course Objectives

- 1. Develop a strong sense of what is news.
- 2. Exhibit a proficiency at conceptualizing and pitching stories for every edition of the paper.
- 3. Demonstrate an ability to write a news, feature, commentary, entertainment and sports story.
- 4. Demonstrate skill interviewing students, faculty, and administrators and using quotes from them.
- 5. Analyze the importance of checking with sources and verifying facts.
- 6. Demonstrate ability to use the Associated Press Stylebook and Coast Report Stylebook.
- 7. Demonstrate ability to design newspaper pages using InDesign or other software.

- 8. Demonstrate ability to layout, design, and produce a weekly newspaper.
- 9. Demonstrate ability to edit for content, spelling, grammar and style.
- 10. Develop story ideas for sections of the paper.
- 11. Update blogs and establish new ones.
- 12. Use Twitter and other social media for breaking news and sports stories.

Lecture Content

I. 1. Re-introduction to the Coast Report a. Section editors introduce their sections and deadlines. b. Editors have back-up stories to assign for students/sections needing stories. c. Ensure students have computer log-ons and access to systems. d. Assign photos for stories or students shoot their own. e. Editors ensure they have enough content for the first issue of the paper. f. Editors consider stories for placement on the CoastReportOnline website as web-only content. II. 1. Post Mortem of previous week s paper. 2. Instruction for individual writers working with section editors on stories. a. Discuss importance of accuracy. b. Editors work individually with students writing for various sections. p; c. Reaffirm students understand deadlines and print requirements. d. Editors work on stories for individual sections, editing for content, style, spelling and grammar. e. Assign stories for web-only placement. f. Begin Twitter and Facebook posts regularly. III. 1. Post Mortem on previous week s paper. 2. Production a. Editors work on page layout using dummies. b. Page design – Design a photo page using basics of design. c. Dummy a front page. IV. 1. Post Mortem on previous week s paper. 2. Editing specifics a. Editing with a light touch. b. Calling writers with questi ons. c. Fact checking. d. Editors should have excellent knowledge in the AP Stylebook and Coast Report Stylebook and prepare style quizzes for staffers. V. 1. Post Mortem on previous week s paper. 2. Advanced instruction in InDesign or similar software. a. Designing pages for the cover and inside pages. b. Adding color on pages. c. Choosing appropriate stories, photos, and other design features to make pages pop. d. Using pull quotes and other points of entry. VI. 1. Post Mortem on previous week s paper. 2. Page design a. In-depth examination of the rules of design. b. Using photos, graphics, and elements of InDesign for pages. c. Ensuring photos are pre-pressed for placement on pages. VII. 1. Post Mortem on previous week s paper. 2. Work one on one with individual writers. 3. Understanding light balance and correcting brightness in Photoshop. VIII. 1. Post Mortem of previous week s paper. 2. Commentaries 3. Assign editors editorials for each week of the paper following discussions in Editorial Board meetings. 4. Editors discuss blog opportunities with staff and set up blogs on the CoastReportOnline website. IX. 1. Post Mortem of previous week s paper. 2. Discuss entertainment writing and reporting. a. Design interesting and unusual pages. 3. Entertainment editor prepare story ideas for campus events and assign to writers. 4. Update the Music Pirate blog and food blog and establish new blogs as suggested by staffers. X. 1. Post Mortem of previous week s paper 2. Sports a. Sports page deadlines and design. 3. Sports editor prepare story ideas for on-campus sporting events. 4. Start new blogs for sports reporting and update Twitter account to Tweet from games to followers. XI. 1. Post Mortem of previous week s paper. 2. Features a. Design a feature page using elements of design. 3. Feature editor prepare story ideas for on-campus feature stories. 4. Incorporate multimedia slide shows and videos with online features. XII. 1. Post Mortem of previous week s paper. 2. Photos a. Assign photo essays with deadlines. 3. Photo editor oversees photo essay assignments and follow up with assigned

photos. 4. Establish online-only photo features as a regular post. XIII. Semester post mor tem.

Lab Content

I. Deadlines II. Stylebook III. Editing news, features, entertainment, sports and commentaries weekly IV. Editing quotations V. Editing for grammar and punctuation VI. Assigning photos VII. Develop and write editorials VIII. Advanced design skills IX. Basic Photoshop skills

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- Lab (04)
- DE Live Online Lab (04S)

Instructional Techniques

Producing the Coast Report newspaper to give students a realistic background in newspaper deadlines, story assignments and follow through, layout, design, and production.

Reading Assignments

Reading of a daily newspaper and the Coast Report will be expected, as well as a review of the Newspaper Designers Handbook. (1 hour/week)

Writing Assignments

Students will be expected to edit peer work for proper journalistic writing style as well as write effective headlines and explanatory photo captions. Occasional articles will also be expected. Students will also use twitter and facebook to promote the Coast Report. (2 hours a week)

Out-of-class Assignments

Editing peer work for style and content and designing pages using state of the art software and using modern layout techniques will be expected. Students will also be expected to design the paper's front page using color photos and online teasers. (2 hour a week)

Demonstration of Critical Thinking

By editing peer work and designing quality pages, including determining story value and placement, students will demonstrate critical thinking ability. Students will also use critical thinking in determining what stories to promote through twitter and facebook.

Required Writing, Problem Solving, Skills Demonstration

Students will be evaluated on growth in editing quality and ability to edit a peer story without changing the voice of the writer. Effectiveness of design and layout will also be considered. Additionally, improvement in headline writing and photo captions will be expected.

Textbooks Resources

1. Required Goldstein, N.. The Associated Press Stylebook and Briefing on Media Law, ed. New York: Perseus Publishing, 2013 2. Required Harrower, T.. The Newspaper Designers Handbook, 7 ed. New York: McGraw Hill, 2013 3. Required Ballinger, M. Billingsley, M.. The Coast Report Stylebook, ed. Self-published, 2011