

UW Oshkosh
Magazine Editing & Production
Journalism 61-325 A01
T/TH 10:20 p.m - 12:40 p.m.
Clow 128

Instructor: Dana Baumgart
Office: Clow 106D
Office Hours: 1:00-2:00 PM or by appointment
Phone: 920.450.9350 cell
Email: baumgard@uwosh.edu

REQUIRED TEXTS & MATERIALS

1. *The Magazine from Cover to Cover* Sammye Johnson & Patricia Prijatel
2. The Associated Press Stylebook
3. Magazine Publishers of America 2008-2009 Handbook (PDF found on D2L)
4. Two magazines (bring to every class)

ADDITIONAL TEXTS USED IN THE COURSE*

Exploring Publication Design (Design Exploration Series) by Poppy Evans
Magazine Editing: How to Develop and Manage a Successful Publication by John Morrish

**Additional case studies and readings will be assigned throughout the course. These handouts will be taken from the additional textbooks mentioned above and from online resources. Your instructor will post to D2L. It is the student's responsibility to print and read assignments in preparation for class discussions, quizzes and labs.*

COURSE DESCRIPTION

This upper level course will focus on many areas of the magazine industry including editorial content, staff organization and design elements. During this course, students will study general, specialized, trade and company publications, selection and editing of content, technical procedures and design and production processes. Students will get the opportunity to use all of the above concepts to create a publication for the UW Oshkosh College of Business.

Prerequisite: Journalism 141, 221, 224, 327 and 331 each with a grade of C or better or consent of instructor.

COURSE GOALS

- To learn about magazine history, the industry and marketplace, and how magazines fit into the media mix
- To understand the editorial philosophy and formula used to develop successful publications
- To improve writing, editing, headline writing, caption writing and layout/design skills as they apply to magazine journalism
- To leverage your creativity to develop a student publication for the UW Oshkosh College of Business

GRADING

Final Magazine Project	40%
Quizzes (3)	30%
Lab exercises	25%
Engagement	5%

Total	100%

GRADING STRUCTURE

93 or above = A
89 - 92 = AB
83 - 88 = B
79 - 82 = BC

73 - 78 = C
69 - 72 = CD
63 - 68 = D
62 or below = F

COURSE MAKEUP

1. Final Magazine Project (40%)

Students enrolled in this course will work with Kathy Fredrickson, Director of Development and Marketing for the College of Business, to develop a publication for College of Business students.

The project will begin in the second week of the course and be completed the final week of the semester. A description of the project and a production schedule is included at the end of the syllabus. Throughout the semester, there will be discussions, labs and presentations that contribute to your final grade. Proofreading and classroom critiques are included in this score.

2. Quizzes (3 X 10% each)

The textbook is split into three parts; the enduring medium, the magazine's blueprint, and the magazine's content. After completing the chapters in each part, a quiz will be given during class. Each quiz is worth 10% of the student's final grade.

3. Lab exercises (25%)

Several individual and group exercises will be given during the semester. Examples of lab exercises are using existing magazines to complete worksheets, creating a media kit for the College of Business student publication, and developing questions for guest speakers.

4. Engagement (5%)

Like any magazine, this course demands intensive teamwork. Attendance and participation are crucial. **If you cannot make class, e-mail the instructor at baumgard@uwosh.edu before 8AM on the day of class.** Failure to do so will influence your engagement score.

Excessive absences (more than three) will lower the student's final grade by one full letter. More than six absences will lower the student's grade by two full letters. More than 10 absences will lower the student's final grade to an "F" no matter what grades you receive in any of the assignments. There will be no make-ups to quizzes and projects in this class unless the student can provide with written proof of one of the following:

- An illness serious enough to require a visit to a physician.
- A death in the family within one week of the scheduled exam.
- An approved University field trip.

In addition to attendance, the engagement score is a reflection of the instructor's observations of students during class. A student who is attentive, inquisitive, positive and sensitive to the needs of his/her classmates will receive the full credit. A student who is disruptive (including talking during a lecture, answering cell phones or text messaging) will lose 10% of his/her grade.

Incomplete

Due to the nature of the assignments and instructional methodology, it is impossible for a student to take out an "incomplete" grade. If a student cannot complete the course within the three-week interim for one reason or another, they are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

Academic Honesty

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work ... and for respect of others' academic endeavors" (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined below:

(1) Academic misconduct is an act in which a student:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

COURSE OUTLINE (61-325)

NOTE: We will adhere as closely as possible to the outline listed below. However, there are situations, which sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule.

DATE	SUBJECT	READING ASSIGNMENTS*
2/3 Tues.	Course introduction Magazine Jobs and Responsibilities	
2/5 Thurs.	The Enduring Medium Lab: Developing a prototype I	CH 1 MPA Handbook
2/10 Tues.	The Magazine Marketplace Lab: Developing a prototype II	CH 2 MPA Handbook
2/12 Thurs.	The Magazine Marketplace Lab: Reader profile, title, slogan	CH 2 MPA Handbook
2/17 Tues.	Magazine History and Current Trends Lab: Presentation to client	CH 3 MPA Handbook
2/19 Thurs.	The Interaction of Magazines and Society Quiz #1 Review Lab: Story assignments	CH 4
2/24 Tues.	QUIZ #1 (CH 1-4) Guest Speaker: Romi Norton/Delight!	
2/26 Thurs.	Conceptualizing the Magazine Lab: Magazine blueprint and editorial philosophy	CH 5
3/3 Tues.	Conceptualizing the Magazine Lab: Analysis of market, circulation and competitors	CH 5
3/5 Thurs.	Business Plans Lab: Abbreviated business plan with budget	CH 6
3/10 Tues.	Magazine Staff and Organization Lab: Staffing plan	CH 7
3/12 Thurs.	QUIZ #2 (CH 5-7) Guest Speaker: Margaret LeBrun/Insight on Business	
3/17 Tues.	Editorial Style Lab: Editorial planning and organization	CH 8
3/19 Thurs.	Magazine Editorial Lab: Editorial planning and organization	
Week of 3/22-3/29	NO CLASS: SPRING BREAK	
3/31 Tues.	Magazine Editorial Lab: Editing	
4/2 Thurs.	Magazine Editorial Lab: Editing	
4/7 Tues.	Creating the Magazine's Look Lab: Design	CH 9
4/9 Thurs.	Magazine Designs Lab: Design	
4/14 Tues.	Magazine Designs Lab: Design	
4/16 Thurs.	Magazine Designs Lab: Design	
4/21 Tues.	The Production Process Lab: Proofing and Production	CH 10

4/23 Thurs.	NO CLASS <i>(Instructor traveling to NSAC)</i>	
4/28 Tues.	Magazine Legalities Lab: Proofing and Production	CH 11
4/30 Thurs.	Codes of Ethics Lab: Proofing and Production	CH 12
5/5 Tues.	QUIZ #3 (CH 8-12) Lab: Final edits	
5/7 Thurs.	Course Wrap-up Lab: Field trip	
5/12 Tues.	Final Production	
5/14 Thurs.	Final Presentations	

UW Oshkosh College of Business Student Publication

BACKGROUND

In 2004, the College of Business began implementing a marketing plan to elevate the brand image of the college and increase donor support. The flagship magazine, the *Business Titan*, was launched in 2007.

Based on UW Oshkosh College of Business undergraduate student feedback to the *Business Titan*, there is a need develop a magazine focused on pre-business and admitted students. The goals of the publication would be to create a sense of belonging and pride among business students.

The concept of creating a publication specifically for business students is not new. UW Madison School of Business launched "b.Line" in the summer of 2008. The publication is created by students for students with the goal of enhancing the culture of the undergraduate business student community. It serves as their community voice, presents well-rounded perspective of today's business world and educates students about the history and tradition of the Wisconsin School of Business.

TARGET AUDIENCE (2008 Data):

UW Oshkosh College of Business as the fourth largest enrollment in the state for business undergraduate students. The primary target audience is nearly 2,000 students who are admitted students or have declared business as their major on their STAR report.

- 797 Junior/Senior business students
- 1000 Freshman/Sophomore business students

The secondary target audience is high school students and their parents.

Distinctive characteristics of UW Oshkosh Undergraduate business students:

- Nearly 20% are first generation college students
- Marketing and Finance are the majors with the highest enrollments
- All COB students are required to fulfill a Professional Experience Requirement
- Many students desire to work in the region; 85% will find employment within 100 mile radius of UW Oshkosh

ADVERTISING

UW Oshkosh College of Business offers a Selling and Sales Management course for marketing students. The course instructor, John Mazingo, agreed to offer the COB student magazine as a product for his students to develop for Fall 2008 and Spring 2009.

The COB students sold approximately \$1750 of advertising and sponsorships during the Fall semester. Students enrolled in the Selling and Sales Management course in Spring will continue to sell advertisements and sponsorship while the students in Magazine Editing and Production are editing and designing the publication.

Project Timeline

DATE	ACTIVITY	DEADLINE
2/10 Tues.	Prototype	Prototypes given to client for review
2/17 Tues.	Reader profile, title, slogan	Profiles, title and slogan options presented to client
3/19 Thurs.	Editorial planning and organization	Blueprint, editorial philosophy given to client for review
Week of 3/22-3/29	SPRING BREAK	
4/2 Thurs.	Editing	Editorial given to client for final approval
4/16 Thurs.	Layout and design	First proof presented to client
4/28 Tues.	Proofing and Production	Second proof to client
5/5 Tues.	Final edits	Client to give final approval
5/14 Thurs.	Final Presentation	