

MAGAZINE PUBLISHING
JOUR 545 | Fall 2018

Instructor: Carol Holstead

864.7628 • 218.3929

Holstead@ku.edu

Class Hours: MW 2–3:15 Room 105

Office Hours: 11:30 – 12:30 T Th

Course Description

This course introduces you to magazine media and all components needed to operate and survive as competitive businesses.

Editorial leadership requires journalists and mass communicators who understand and appreciate how the parts work together—audience, message and medium. You will learn about the industry, categories of magazines, media options and branding for individual magazine titles and the inner workings of operational units: editorial, production, promotion, advertising, circulation, general operations and new media. You will learn how to create a magazine idea that meets the needs of diverse readers.

Course Goals

Each student leaves this course with:

1. An overview of the industry and its vocabulary
2. Information about career opportunities in magazine media
3. Experience in complex research and problem solving
4. Improved skills in writing, editing and proofreading
5. Less fear of and more competence in financial modeling and planning
6. A creative portfolio piece based on a personal concept

Course Content

Through the course of the semester, you and a partner will write a business plan for a new magazine. You will design a cover, table of contents and feature for this magazine that will represent it visually. The project is outlined in detail in the attached document. This will be a deadline intense class. Time management and efficient decision-making are essential. If you have questions, DO ASK.

Course Text

An Associated Press Styleguide, either in print or an online subscription. Projects must be edited to AP Style.

Readings on Blackboard

Computer Skills Needed

Word and InDesign

Course Requirements

The readings, activities and lectures for this course result in your term project: a written business plan for a start-up business venture in magazine media.

Semester Grade Calculation

Plan Sections (First drafts)	25 percent	
Plan Sections (Revisions)	40 percent	
Final Project packaging	10 percent	
Presentation	10 percent	
Attendance	05 percent	
Professionalism	05 percent	= 100 percent

Penalty for late work: the equivalent of one-half of one letter grade **per calendar day** late. Penalties apply to the Plan Sections as well as the final submission.

Professionalism

Here is what I use to assess the professionalism part of your grade

- Punctual attendance (on time, no pattern of lateness or absence)
- Meeting deadlines
- The ability to follow all instructions provided (format, project style sheet, etc.)
- A fair attempt to figure out what you should do for each assignment that conforms to standards of professionalism
- Working effectively on a team

Team work

Team projects have advantages—group think and lessening the workload—but hitching your cart to another human being can be challenging. And yet, working with people is our lot in life. Professional work IS teamwork. I set teams randomly and then I like to stay out of the way. That said, if you and your teammate are struggling to work together, if you feel like your partner is not do their fair share of the work, if there is any problem at all, tell me and we'll figure out what to do. You will do a self and team evaluation at midterm and at the end of the semester.

About attendance

This is a professional school. Think of this class as a part-time job. If you must miss a class for illness or medical emergency, notify me by email immediately. This is a professional courtesy and can help me help you in an absence that is connected to an ongoing illness or emergency.

If you do miss any class for any reason you are responsible for submitting any work due (have someone turn your work in for you) and securing class notes and handouts from someone in the class.

You get one freebie absence. After that, any unexcused absence will lower your attendance grade by a letter grade.

Students with Disabilities

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact your lab instructor as soon as possible. Please be aware that the Student Access Services coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Please also contact your lab instructor privately in regard to this course. Additional information can be found at <http://access.ku.edu>

Policy on Plagiarism and Fabrication/Falsification

Do not make material or facts up; do not take others' work without due credit – simple as that. If you do, it will not end well. If you don't understand the following, or you get into a situation where you're not sure, **ask the instructor.**

School of Journalism policy — Adopted 5/7/04

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism - Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification - Unauthorized alteration or invention of any information or citation in an academic exercise.

Journalism School Policy on Classroom Attendance:

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Here is a list of the important deadlines the registrar asked me to share:

- **Sept. 10, 2018 (Monday):** Last day to drop a full semester class and not have it appear on your transcript.
- **Nov. 14, 2018 (Wednesday):** Last day to withdraw or drop a course. The transcript will show a "W."

MAGAZINE PUBLISHING | Tentative schedule

**Before each class, read relevant section of *Chameleon*
Bring *Chameleon* and the project outline to every class**

M, Aug. 20	Introductions, Business Plan guidelines. Expectations. Set teams
W, Aug. 22	Picking a project What are magazines today? <i>Read: Chapter 1.</i> Magazines, custom publications and branding Bring a niche magazine to class
M, Aug. 30	Brainstorm projects and look at samples
W, Aug. 29	Guest speaker, Katy Ibsen. Katy is starting her own magazine
M, Sept. 3	Labor Day
W, Sept. 5	Pitch your ideas: What is the name of your magazine? What audience would it serve? What editorial needs will your magazine serve?
M, Sept. 10	Mission/platforms Proof of need <i>Read: Chapter 2,</i> with special attention to media platforms <i>Read: Chapter 6,</i> with special attention to “ <i>The Atlantic</i> ” sidebar, “Mission Statement” and “Audience” sections. Due: The Basics
W, Sept. 12	Work day
M, Sept. 17	Editorial planning / Print <i>Read Chapter 9:</i> Molding the Magazine’s Content Due: Mission / Proof of need
W, Sept. 19	Editorial planning / Digital
M, Sept. 24	Researching your audience Due: Editorial Formula
W, Sept. 26	Sizing up the competition <i>Read page 51.</i> CPM: The Little Number With the Big Job <i>Read Chapter 7:</i> Magazine Business Plans

M, Oct. 1	Work day Due: Audience
W, Oct. 3	Promotion and distribution Circulation planning
M, Oct. 8	Where's the money: Advertising and revenue Due: Competition Analysis
W, Oct. 10	Work day
M, Oct. 15	Fall Break
W, Oct. 17	Social media marketing Due: Promotion and Distribution Circulation
M, Oct. 22	Work day
W, Oct. 24	Editorial planning: Breaking the book Due: Advertising partner research, Advertising and Revenue Models
M, Oct. 29	Design <i>Read: chapter 10. Creating the Magazine's Look</i>
W, Oct. 31	Designing a cover and table of contents
M, Nov. 5	Designing features and departments Due: Design Philosophy intro
W, Nov. 7	Cover workshop
M, Nov. 12	Department workshop
W, Nov. 14	Work day

M, Nov. 19	Feature workshop
W, Nov. 21	Thanksgiving
M, Nov. 26	Table of contents workshop
W, Nov. 28	Time in class to work on corrections to Cover and Business Plan
M, Dec. 3	Due: Business Plan and Prototype Time to work on presentations in class
W, Dec. 5	Due: In-Class Presentations

