

**MAGAZINE PUBLISHING**  
**JOUR 545 | Fall 2019**

**Instructor: Carol Holstead**

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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. Sensitivity to diverse audiences and how to meet their needs
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 *Ease*  
Bring *Ease* and the project outline to every class**

|             |  |
|-------------|--|
| M, Aug. 26  | Introductions, Business Plan guidelines. Expectations. Set teams   |
| W, Aug. 28  | Picking a project   What are magazines today?<br><i>Read: Chapter 1.</i> Magazines, custom publications and branding<br><b>Bring a niche magazine to class</b>   |
| M, Sept. 2  | <b>Labor Day</b>   |
| W, Sept. 4  | Brainstorm projects and look at samples  |
| M, Sept. 9  | Pitch your ideas: What is the name of your magazine? What audience would it serve? What editorial needs will your magazine serve?  |
| W, Sept. 11 | Mission/platforms<br>Proof of need<br><i>Read: Chapter 2,</i> with special attention to media platforms<br><i>Read: Chapter 6,</i> with special attention to “ <i>The Atlantic</i> ” sidebar, “Mission Statement” and “Audience” sections. |
| M, Sept. 16 | Guest speaker, Katy Ibsen. Katy is starting her own magazine<br><b>Due: The Basics</b>   |
| W, Sept. 18 | Editorial planning / Print<br><i>Read Chapter 9:</i> Molding the Magazine’s Content<br><b>Due: Mission / Proof of need</b>   |
| M, Sept. 23 | Editorial planning / Digital   |
| W, Sept. 25 | Work day   |
| M, Sept. 30 | Researching your audience<br><b>Due: Editorial Formula</b>   |
| W, Oct. 2   | Sizing up the competition<br><i>Read “CPM: The Little Number with the Big Job”</i><br><i>Read “Magazine Business Plans”</i>  |

|            |   |
|------------|---|
| M, Oct. 7  | Work day<br><b>Due: Audience</b>  |
| W, Oct. 9  | Promotion and distribution<br>Circulation planning  |
| M, Oct. 14 | <b>Fall Break</b>   |
| W, Oct. 16 | Where's the money: Advertising and revenue<br><b>Due: Competition Analysis</b>                                    |
| M, Oct. 21 | Work day  |
| W, Oct. 23 | Social media marketing<br><b>Due: Promotion and Distribution<br/>Circulation</b>                                  |
| M, Oct. 28 | Work day  |
| W, Oct. 30 | Editorial planning: Breaking the book<br><b>Due: Advertising partner research, Advertising and Revenue Models</b> |
| M, Nov. 4  | Design<br><i>Read: chapter 10. Creating the Magazine's Look</i>   |
| W, Nov. 6  | Designing a cover and table of contents   |
| M, Nov. 11 | Designing features and departments<br><b>Due: Design Philosophy intro</b>   |
| W, Nov. 13 | Cover workshop  |
| M, Nov. 18 | Department workshop   |
| W, Nov. 20 | Work day  |
| M, Nov. 25 | Feature workshop  |

W, Nov. 27

**Thanksgiving**

M, Dec. 2

Table of contents workshop

W, Dec. 4

Time in class to work on corrections to Cover and Business Plan

M, Dec. 9

**Due: Business Plan and Prototype**  
Time to work on presentations in class

W, Dec. 11

**Due: In-Class Presentations**

