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JRNL 640.01: Montana Journalism Review

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Office Hours: M 10-1, Th 1-3 pm
and by appointment

Course objective

This capstone course will introduce you to the theory and practice of magazine journalism. With a team of carefully selected J-School students, you will produce the 2014 edition of Montana Journalism Review, an award-winning publication of The University of Montana's School of Journalism, which is read across the state and the nation. The magazine was founded in 1958 as the first journalism review in the United States. This issue, themed "Secrets", will be the 43rd.

Magazine work requires extraordinary precision, depth of reporting and creativity, as well as a close understanding of audiences and the publishing business. As a senior staff member, you will be assigned specific tasks, to be completed under real-world deadline pressure. Your teamwork and leadership skills will also be tested: In any team effort, the final product needs to be greater than the sum of all individual contributions.

Learning outcomes

By the end of the semester, you will:

- Understand the business and process of magazine publishing.
- Appreciate past and current roles of magazines in the media system.
- Hone your ability to deliver publishable work on deadline.
- Grow your communication, teamwork and leadership skills.
- Develop innovative angles and storytelling formats.
- Apply rigorous copy-editing and fact-checking standards.
- Juggle the requirements of print and the Web.

About the magazine

The 2014 edition of MJR will look at digital privacy, the confidentiality of sources, freedom of information, data mining and tricks of the journalistic trade, while also covering hackers, doping, drones, traditions, love, lost treasures and celebrity secrets. Its theme, "Secrets," was inspired by the NSA scandal, but it's much broader than that. As one staff member commented: "Secrets: Everyone has them."

We also have ongoing departments (magazine-speak for sections) that need to be populated, from "Watchdog" to "The Year Ahead" and "Made in Montana."

Stories for MJR will take a variety of formats, from a few long-form features to shorter profiles, essays, columns, Q&A's, service pieces and department briefs. Our bias will be toward visual and innovative forms of storytelling. We will not bore our readers.

Though staff members will report some longer pieces, as well as many briefs and photo stories, we will actively solicit contributions from outside writers, photographers and artists. The deadline for all contributions of one page or more is Sep. 30.

MONTANA JOURNALISM REVIEW J640 • FS13 • T 5:10-7 P.M. • DAH 301

The printed magazine will be published in December, along with an iBook edition. Our Web edition will go on-line by Sep 17. It will serve as a showcase of our work-in-progress and help us reach out to our audience with the help of videos and social media.

MJR 2014 staff

Editor-in-Chief: Henriette Lowisch

Managing Editor: Austin Green

Deputy Managing Editor: Cheyenne Turcotte

Art Director: Allison Bye

Web Editor: Sage Knox

Business Manager: Sarah Hopkins

Senior Editors: Alexander Deedy, Tom Kuglin, Ketti Wilhelm

Photo Editor: Hunter D'Antuono

Copy Chief: Jackson Bolstad

Copy Editors: Caitlin Avey, Clancy Crismore, Conrad Scheid

Designers: Matt Hudson, Laura Wilson, Eben Wragge-Keller

Staff Photographer: Tommy Martino

Staff Writer: Brett Berntsen

Course Structure

Class Time: Attendance at our weekly meetings is mandatory. Class time will be divided into two parts: Part 1, led by me, will consist of short lectures and discussion of the principles of magazine publishing, with short student presentations and occasional guest speakers. Part 2, led by the managing editor, will serve as a budget meeting for the magazine, with progress reports and discussion of story ideas and assignments. Please reserve time each week for additional meetings in small units outside of class.

Staff assignments: You will receive a job sheet that describes your position, the chain of command and specific tasks you're expected to complete as a member of the staff. Read it closely and ask if something needs clarification. Ultimately, your grade will depend on how well you fulfill all of these tasks.

Rough timeline: The magazine will go to press around Nov. 11. This means crunch time for the print edition will be in October and early November. But there will also be ample work to do before and after, with the first third of the semester focused on planning, ad sales, reporting and editing (print, photo and graphics). The last third of the semester will focus on web and digital production, print distribution and accounting, all the way up to and through finals week.

Textbook

Johnson, S. & Prijatel, P. (2006). *The Magazine from Cover to Cover*. New York, NY: Oxford University Press.

Graduate Increment

As a senior editor, you will work closely with other graduate students to solicit contributions for the magazine. In addition, you will take a close look at the market for special-interest magazines covering environmental science and natural resource issues and present a 30-minute Powerpoint lecture to the class in late November. Your research

should include a freelancer's guidebook; Gather original query information for a minimum of 5 publications by contacting editors directly (rather than just copying down submissions pages) and make that information accessible to other graduate students through the Freelance Database on the J-School website.

Professionalism

To learn is your responsibility. It is imperative that you follow all instructions closely and completely. Otherwise, you risk squandering the opportunities this course affords.

- Adhere to all deadlines and closely follow instructions for assignments.
- Don't be late. Class doesn't start at 5:11 p.m. It starts at 5:10 p.m.
- Notify me in advance if you are ill or need to miss a class for other valid reasons.
- You get one free absence, as long as you notify me in advance.
- To act professionally at all times will positively affect your final grade.
- Unexcused absences and late shows will negatively affect your final grade.
- Missing one third of classes will automatically result in failing the course.

Academic Honesty

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review at http://life.umt.edu/vpsa/student_conduct.php

Same Work for Multiple Classes in J-School

You may not submit for this course any assignment that has previously or will be concurrently submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an "F" for the assignment, and could result in an "F" for the course.

Accommodation for Students with Disabilities

This course is accessible to otherwise qualified students with disabilities. To request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit <http://life.umt.edu/dss>.