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## JRNL 491.02: Marketing Your Work - Becoming an Entrepreneurial Journalist

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# JRNL 491 **MARKETING YOUR WORK** section 2

## Becoming an Entrepreneurial Journalist

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### COURSE DESCRIPTION

While many career opportunities exist for journalists, the market is rapidly becoming more demanding. There are fewer staff positions at newspapers, magazines, television and radio stations. Most fine art photographers, freelance writers and videographers, by necessity, must become business savvy. More journalists are becoming small business owners (*you are your own business*) and you must be able to compete in marketing and business practices, areas that many student journalists just don't know enough about when they start their careers. And neither did I.

This course will concentrate on areas that you need in order to be successfully self-employed. We will discuss issues such as assignment and stock photography, copyright, and model releases. You will be exposed to practical financial and self-employment issues, such as pricing, invoices and insurance. You will also learn about negotiating and there will be several guest speakers, most via Skype.

Our time will be split between lectures/discussions with a few readings and practical applications. This course will deal with how to support yourself and make a living in a highly competitive, changing market.

Therefore, you will generate a number of forms and creating marketing for your current projects. You will figure out your cost of doing business. You will create your logo, a small "leave behind" and a final project, which you will help determine.

You will participate in this class EVERY week. The more you put into the class the more you receive.

### COURSE OBJECTIVES

- To understand the basics of the business of journalistic work.
- To learn how to charge market value for your creative work.
- To improve your numeracy and business skills.
- To generate documents that will serve as a basis for your business.
- To become familiar with the markets for your work.

### CLASS STRUCTURE

Classes will primarily consist of lectures and class discussions. In addition we will have guest speakers.

## SUGGESTED BOOKS

- Artis, Anthony O., *The Shut Up and Shoot Freelance Video Guide: A Down & Dirty DV Production*, First Edition, Focal Press, Nov. 2011.
- ASMP, *Professional Business Practices in Photography*, Seventh Edition, Allworth Press, 2008.
- Baron, Cynthia, *Designing A Digital Portfolio*, New Riders Press, 2003.
- Bostic, Mary Burzlaff (editor), *2013 Photographer's Market*, North Light Books, Nov. 2012.
- Bowman, Peter, *The Well-Fed Writer: Financial Self-Sufficiency as a Commercial Freelancer in Six Months or Less*, Second edition, Fanove Publishing, 2009.
- Brewer, Robert Lee, *2013 Writer's Market Deluxe Edition*, Writer's Digest Books, 2013.
- Briot, Alan, *Marketing Fine Art Photography*, First Edition, Rocky Nook Inc., 2011.
- Burrell, Diana and Formichelli, Linda, *The Renegade Writer's Query Letters That Rock: The Freelance Writer's Guide to Selling More Work Faster*, Marion Street Press, LLC, 2006.
- Burt-Thomas, Wendy, *The Writer's Digest Guide To Query Letters*, Writer's Digest Books, 2009.
- Carr, Susan, *The Art and Business of Photography*, First Edition, Allworth Press, Feb. 2011.
- Carr, Susan, *The ASMP Guide to New Markets in Photography*, Allworth Press, Oct. 2012.
- Crawford, Tad, *Business and Legal Forms for Photographers*, Fourth Edition, New York, Allworth Press, 2009.
- Glatzer, Jenna *Make a Real Living as a Freelance Writer: How to Win Top Writing Assignments*, Nomad Press, 2004
- Harrington, John, *Best Business Practices for Photographers*, Second Edition, Course Technology PTR, 2009.
- Heron, Michal and MacTavish, David, *Pricing Photography*, Fourth Edition, Allworth Press, 2013.
- Himes, Darius D. and Swanson, Mary Virginia, *Publish Your Photography Book*, Princeton Architectural Press, 2011.
- Jacobs Jr., Lou, *Professional Commercial Photography: Techniques and Images from Master Digital Photographers*, Amherst Media, Inc, 2010.
- Kaplan, John, *Photo Portfolio Success*, Writer's Digest Books, Cincinnati, 2003.
- Lilley, Edward R., *The Business of Studio Photography*, Allworth Press, 2002.
- McNally, Joe, *The Hot Shoe Diaries*, New Riders Press, 2009.
- Neubart, Jack, *Location Lighting Solutions: Expert Professional Techniques for Artistic and Commercial Success*, Amphoto Books, 2006.
- Poehner, Donna, *The Photographer's Market 2011*, F + W publications, 2010.
- Simmons, Kris, *Freelance Videographer Success [Kindle Edition]*, Feb. 2013
- Simmons, Kris, *How to Write Video Proposals [Kindle Edition]*, Feb. 2013
- Simmons, Kris, *The Six-Figure Videographer [Kindle Edition]*, Jan 28, 2013.
- Simmons, Kris, *The Videographer Business Plan [Kindle Edition]*, Feb. 2013.
- Swanson, Mary Virginia, *Marketing Guidebook for Photographers*, MV Swanson, Tucson, 2007.
- Sweetow, Stuart, *Corporate Video Production: Beyond the Board Room (And OUT of the Bored Room)*, First Edition, Focal Press, Feb. 2011
- Tuck, Kirk, *Commercial Photography Handbook: Business Techniques for Professional Digital Photographers*, Amherst Media, Inc., 2009.
- Weisgrau, Richard, *The Real Business of Photography*, Allworth Press, 2004.
- Weisgrau, Richard, *The Photographer's Guide to Negotiating*, Allworth Press, 2005.
- White, Lara, *Photography Business Secrets: The Savvy Photographer's Guide to Sales, Marketing, and More*, First Edition, Wiley, March 2013.

## PREREQUISITES

Students must have consent from the instructor.

## DEADLINES

Class assignments must be handed in on the server two hours before class.

**Late assignments will receive a zero.** Yes, a zero. Get your assignments in on time.

Place your completed assignments on Moodle or the Professors Server. If you submit to the Professors server, go to Keith Graham, JRNL 491 and drop into the appropriate folder.

## ATTENDANCE & PARTICIPATION

Attendance is crucial, and you are expected to attend all lectures and be on time. An excused absence generally involves personal or family illnesses or emergencies. Routine medical appointments, job obligations and computer problems are not valid reasons for missing class. If you need to miss class, notify me before class via phone or email. I also expect you to arrive on time. Tardiness is a distraction for your classmates and the instructor. You are considered absent if you are late.

Your classmates and teacher will rely on your feedback and critique. You need to be professional and helpful. Being very shy or very overbearing isn't advisable. Please talk, listen, appreciate the views of your classmates, challenge yourself to be open to criticism, never be too sure of your own ideas and strive to articulate how you feel and what you think. Even when you're having a "bad day," it's important to express yourself in this class and participate. Most importantly, respect others, never belittle and never monopolize the class discussion.

Class participation is important...it is about 25% of your final grade.

## A WORD CONCERNING SOFTWARE

This is **not** a course on computer programs. You are expected to be proficient in the programs you will need to complete your class assignments. Programs such as Audacity, Avid, Adobe Photoshop, Audition, InDesign, Illustrator, Lightroom, QuarkXPress, Apple Aperture or Final Cut Pro or any software you may employ in your professional projects to date. We will discuss business software in class.

## GRADING

The breakdown is as follows. Please note you may be assigned additional assignments during the course of the semester. *There will be no extra credit assignments in this class.*

Marketing Scheme I	10 points
Model Releases (5 points each)	10 points
Copyright assignment	15 points
Cost of doing business	10 points
Logo ( <i>must be a new one</i> )	25 points
Contract	25 points
Invoice	15 points
Reports on guest speakers	40 points
Query letter (we'll discuss)	20 points
Attendance & participation	50 points
Final Project	50 points
TOTAL	270 points

## GRADING SCALE

A	93 to 100%
A –	90 to 92%
B+	88 to 89%
B	83 to 87%
B –	80 to 82%
C +	78 to 79%
C	73 to 77%
C –	70 to 72%
D+	68 to 69%
D	63 to 67%
D –	60 to 62%
F	59% and below

## ACADEMIC HONESTY AND MISCONDUCT

All work turned in for this class must be your own. Failure to comply with this and you will be assigned an F for your final grade. It is expected that you produce some new work for this class – but this class is different in that you will use some of your past work to produce assignments for this class. Any act of academic dishonesty will result in referral to the proper university authorities or disciplinary action. Students must be familiar with the conduct code at [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php).

## SPECIAL NEEDS

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify Disability Student Services. Also please let the instructor immediately. Reasonable efforts will be made to accommodate your special needs. Please see the university's website for more info: <http://life.umt.edu/dss>

## RELIGIOUS HOLIDAYS

Students are excused for religious holidays. Please let your instructor know at least two weeks in advance if you have a conflict.

# SCHEDULE and DUE DATES

NOTE We will review the schedule often and make any necessary adjustments.

Mon. Jan. 27 DISCUSS CONTENTS OF THE CLASS  
Student Survey  
Student contact sheet  
Review Syllabus  
You are a Business  
Marketing and self-promotion  
Promo Pieces & Business Cards and Letterheads  
Branding. Logo, website  
Social Media  
Marketing Scheme, rough draft  
Final Project

Mon. Feb. 3 MARKETING YOUR WORK ONLINE, IN PRINT AND IN SOCIAL MEDIA

**ASSIGNMENT 1 URL of a company logo (corporate or individual)  
Due Monday, Feb. 3 at noon**

**ASSIGNMENT 2 Example of using social media in marketing or self-promotion  
Due Monday, Feb. 3 at noon**

Mon. Feb. 10 TERMINOLOGY AND INTRODUCTION TO THE BUSINESS: Where do I start?  
Copyright and Copyright Infringement discussion, Work for Hire  
Model and Property Releases and Permits  
What does freelance mean?  
Commercial, Retail and Editorial  
Your niche  
Licensing Your Work

**ASSIGNMENT 3 a. Definition of Copyright  
b. URL of copyright infringement case that pertains  
to your area of journalism. Be prepared to discuss  
case in class on Feb. 10.  
Due Monday, Feb. 10 at noon**

**ASSIGNMENT 4 Your logo.  
Due Monday, Feb. 10 at noon**

Mon. Feb. 17 Presidents Day – holiday – no class.

**ASSIGNMENT 5 Generate two releases** (*adult, minor or property*)  
**Due Monday, Feb. 17 at noon**

**ASSIGNMENT 6 Marketing Scheme 1. due Mon. Feb. 17 at noon**

Mon. Feb. 24 GUEST SPEAKER

**ASSIGNMENT 7 Report on Guest Speaker 1. Due Tues. Feb. 25 at noon.**

Mon. Mar. 3 CONTRACTS,  
LICENSING YOUR WORK,  
DAY RATE VS. CREATIVE FEE  
FIXED PRICE OR RATE  
QUERY LETTERS

Mon. Mar. 10 GUEST SPEAKER 2

**ASSIGNMENT 8 Report on Guest Speaker 2. Due Tues. Mar. 11 at noon.**

Mon. Mar. 17 DISCUSS GUEST SPEAKER 2

SETTING UP A BUSINESS/BUSINESS PLAN  
COST OF DOING BUSINESS  
PRICING YOUR WORK: INTRO TO PRICING AND HOW YOU DETERMINE RATES  
DISCUSS VALUE/PUBLICATION OF YOUR WORK  
IF TIME: PRICING SCENARIOS

**ASSIGNMENT 9 Cost of doing business sheet Due Mon. March 17 at noon.**

Mon. Mar. 24 Guest Speaker 3

**ASSIGNMENT 10 Generate a contract with your own letterhead.  
Generate an invoice. Due Mon. March 24 at noon**

**ASSIGNMENT 11 Report on Guest Speaker 3. Due Tues. Mar. 25 at noon.**

Mon. Mar. 31    SPRING BREAK. No class.

Mon. April 7    Critique Contracts and Invoices  
Discuss Guest Speaker of March 24  
Sign up for individual meetings of April 21  
Critique Query Letters

**ASSIGNMENT 12    Query Letter**

Mon. April 14    Guest speaker 4

**ASSIGNMENT 13    Report on Guest Speaker 4. Due Tues. April 15 at noon.**

Mon. April 21    INDIVIDUAL MEETINGS WITH PROFESSOR...

**ASSIGNMENT 14    Details to come. Due Mon. April 21 at noon**

Mon. April 28    DISCUSS GUEST SPEAKER 4  
REVIEW FINAL PROJECT  
NEGOTIATING  
BUSINESS FORMS  
RATES

Mon. May 5    Professional Organizations  
Evaluation & Feedback  
Critique Final Projects  
**ASSIGNMENT 15    Final project. Due. Mon. May 5 at noon.**

Mon. May 12    FINAL EXAM TIME 1:10 PM TO 3:10 PM  
Critique Final Projects