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JRNL 491.02: Special Topics - Marketing Your Work

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JRNL 491 Marketing Your Work

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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, 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 you must know how to navigate the ever-changing social media landscape.

This course will concentrate on areas that you need in order to be successfully self-employed. We'll discuss your product, pricing your work, understanding your editor's position (or client's place) and creating a promotional strategy. We will discuss issues such as contracts, negotiations, licensing, copyright, social media and model releases. You will be exposed to practical financial and self-employment issues, such as pricing, invoices and insurance. There will be several guest speakers. There will be discussions with accompanying readings and practical applications. This course will explain how to support yourself and make a living in a competitive market. We will concentrate on small to medium markets.

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 local and regional markets for your work
- To understand the concept of copyright and how to register your work
- To create a contract for your freelance work
- To understand the art of negotiating
- To understand how to create invoices, delivery memos
- To create query letters
- To understand the difference in editorial, commercial and retail work
- To learn how to use social media to promote and create new business for your areas of expertise
- To learn business and marketing techniques from freelance and staff journalists

COURSE ASSESSMENTS

- Students will produce a paper on how the U.S. government defines copyright and how it applies to their particular field, plus how to register copyrighted material to the federal government. The paper will also include a copyright infringement case so the student sees how copyright protects the creator, and helps them see the consequences of infringement.
- Students will use an online Cost of Doing Business (CODB) Calculator and create a report. This report will allow the student to assess the actual cost of doing what journalistic business endeavor they wish to create. It also shows the student the gear/equipment that is necessary and how that applies to income tax returns. Students use this report to analyze and determine pricing for their editorial, commercial or retail projects.

- Based on these CODB reports students then produce a research paper by interviewing professionals on how they price their work and present their findings to class.
- Students read portions of the *The Photographer's Guide to Negotiating* and from a lecture on negotiating and how to ask questions regarding projects, they can assess how to articulate efficiently in negotiating with future editors/clients.
- Understanding the differences in editorial, commercial and retail work will allow students to assess how to price, how to market their projects and what editors/clients to approach.
- Students for their final assignment will create a social media-marketing plan that will assess their understanding of current social media and their readiness to establish their approach/brand identity online.
- Students will produce two social media assignments in the first three weeks of class. Details to come.

CLASS STRUCTURE

Classes will primarily consist of lectures and class discussions and there will be local guest speakers from different fields of journalism as well as Skype interviews from journalists around the country. Guest speakers may include freelance writers, still photographers and videographers, or a multimedia producer.

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.
- Bostic, Mary Burzlaff (editor), *2013 Photographer's Market*, North Light Books, Nov. 2012,
- Bowrman, 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

Journalism Professional Program or Graduate students. 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. Some assignments will be given orally in class and will not appear on Moodle – so pay attention.

ATTENDANCE

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. Class participation is an important part of this class, and unexcused absences and regular tardiness will make a difference in your final grade. You are considered absent if you are late.

ABOUT 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. We will discuss business software briefly 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.* Grades will be posted on Moodle. Any questions about a posted grade must be made within two weeks of that grade being posted on Moodle.

- Model or Property Release	10 points
- Logo (<i>must be a new one</i>)	20 points
- Copyright Infringement	20 points
- Cost of doing business sheet	20 points
- Contract	25 points
- Query & Two Social Media (25 pts)	75 points
- Invoice	25 points
- Negotiating scheme	25 points
- Attendance	30 points
- Guest Speaker Reports (15 pts. Each)	45 points
- Final Project	75 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

CLASS PARTICIPATION

Class participation is critical in this course. Your classmates and teacher will rely on your feedback and critique. I expect your demeanor 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. 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.

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 all new work 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. Please refer to [Student Code online](#)

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 [Disability Student Services info online](#)

RELIGIOUS HOLIDAYS

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

ASSIGNMENTS

All assignments will be turned in on the Professors Server on the Journalism Server – *two hours before class*.

GRADUATE STUDENTS

Graduate students will create and maintain a blog with current and recent web postings on contracts (involving freelance writers, photographers, videographers) articles or discussions on negotiations, copyright infringement cases and new methods or successful new social media ventures, especially those that will able you to more successfully market your work to a new audience. This assignment will be valued at 50 points.

DROP DEADLINES

To drop this class without it being on your permanent record you must do so by the 45th day. After the 45th day you must meet one of the four reasons stated on the drop form. Read this information carefully. The university does not allow a drop after the 45th day unless you meet at least one of those requirements.

SPRING 2015 SCHEDULE and DUE DATES

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

Jan. 27	Survey Handouts Review Syllabus You are a Business Marketing and self-promotion Promo Pieces & Business Cards and Letterheads Branding. Logo, website Social Media
Feb. 3	Discuss Big Sky Film Festival Terminology and introduction to the business: Where do I start? Commercial, Retail and Editorial Your niche Licensing Your Work Copyright and Work for Hire Model and Property Releases and Permits

Reading ASMP, chapter 1 and Harrington, chapters 1, 19

Assignment Create a Vine or Instagram video

Turn in as a QuickTime conversion.

Assignment Copyright infringement

Feb. 10 Big Sky Film Festival Doc Workshop...details to come

Feb. 17 Review Big Sky Film Festival
Review Copyright & Work for Hire
Review Licensing Your Work
Cost of business and overhead
Day Rate Vs. Creative Fee
Assignment and Stock photography

Assignment Report on 2nd Big Sky Film festival workshop/film

Assignment Cost of doing business sheet

Mon. Feb. 24 Pricing Your Work: Intro to pricing and how you determine rates
Discuss value/publication of your work
Branding Yourself
Marketing plan

Reading Harrington, chapters 17, 18

Assignment Model Release

Mar. 3 Critique logos
Pricing Scenarios
Contracts
Query letters
Leave Behinds, Business Cards

Assignment Logo

Reading Harrington, chapters 13, 14, 15

Reading Crawford, pages 7-15, plus forms

- Mar. 10 Critique leave behind, letterheads and business cards
Contacting Curators and Art Galleries

Assignment Business card & Leave Behind
- Mar. 17 Critique Marketing Plans
Critique Invoices and Contracts

Reading Harrington, chapters 6, 7, 8

Assignment Generate an invoice
You must determine basic charges for your work.

Assignment Generate a contract with your own letterhead.
- Mar. 24 Setting up a business/business plan
Negotiating
Business forms
Websites
Rates
Visit UM Bookstore (if time permits)

Assignment Social Media 2
- Mar. 31 SPRING BREAK. No class.
- April 7 Critique Query Letters
On Location work
Reading Harrington, chapter 3
Assignment Query Letter
- April 14 Guest speaker: freelance videographer or multimedia producer
Assignment Report on Guest Speaker
- April 21 Guest speaker: freelance still photographer
Assignment Report on Guest Speaker

April 28 Guest speaker: freelance writer
Assignment Report on Guest Speaker

May 4 Professional Organizations
Evaluation & Feedback
Critique Final Projects
Assignment Final project (details discussed in class)

FINAL EXAM TBA

WEBSITES to peruse...we'll add to the list as we go

COPYRIGHT

<http://www.editorialphoto.com/copyright/>

http://www.nppa.org/professional_development/business_practices/copyright.html

GOVERNMENT SITE: <http://www.copyright.gov/register/visual.html>

FORMS

<http://www.editorialphoto.com/forms/>

RELEASES (and other forms, other than Crawford book):

<http://photography.about.com/cs/businessforms/>

RATE CALCULATIONS

<http://www.editorialphoto.com/resources/estimator/estimator.asp>

INFORMATION ABOUT PHOTO BUSINESS PROGRAM

<http://www.fotobiz.net/>

LOOK AT "Photographer's Price List" UNDER:

http://www.nppa.org/professional_development/business_practices/pricing.html

WEDDING PRICES

<http://www.weddingbureau.com/rates.htm>