

Fall 9-1-2018

## JRNL 640.01: Montana Journalism Review

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# JRNL412/640 FALL 2018

## Montana Journalism Review

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*Class Meets Tuesdays and Thursdays, 4 to 5:30 p.m., DAH 301*

*There will be weekly team meetings outside of class hours. Those days & times will be determined our first week.*

### **INSTRUCTORS**

Prof. Jeff Galius

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Prof. Keith Graham

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### **OFFICE HOURS**

Mondays, 12:30 - 2:30 p.m.

and by appointment

Monday and Thursday 1 to 2 pm

and by appointment

### **COURSE OBJECTIVES**

This capstone course will introduce you to the theory and practice of magazine journalism. As a team, you will produce the newly revised edition.

Magazine work requires extraordinary precision, depth of reporting and creativity, as well as a close understanding of audiences and the publishing business.

As a staff member, you will be assigned specific tasks, to be completed on real-world deadlines. Your teamwork and leadership skills will also be tested.

### **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.

- Be aware to the role of minorities in the magazine business.

- 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 digital publishing.

- Practice using social networks to develop brands and audiences and improve writing skills

## **ABOUT THE MAGAZINE**

Our staff reports on social, racial and economic justice for its newly revised magazine format. It will also receive a new name and logo this fall.

Stories for MJR take a variety of formats, from long-form features to shorter profiles, essays, columns, Q&A's, service pieces, listicles and department briefs. Our bias is toward visual and innovative forms of storytelling and design. The typical page contains fewer than 500 words.

The cover package will consist of a longform narrative and several sidebars of varying length. It will be accompanied by a multimedia product featured on the MJR website.

Five to six feature stories on other media issues will make up the magazine's well, at a length of 1,000 to 2,000 words each. We will also publish a few columns in the 500-word range.

Our three departments (magazine speak for sections) will contain an array of shorter stories. Some will be briefs ~ ideally 50 to 100 words ~ while others will take the form of a small infographic, Q&A or photo with caption. Each department will have 4-8 pages and start with a leader (narrative, interview or column) that's up to 500 words long.

The cover story, some departmental stories, the features, infographics, and photos in our magazine will be contributed by students and alums. And we may have one piece by a professional.

We will use social media to build community, preview content, promote the publication and drive the conversation about journalism in Montana and other Western states. The printed magazine will be published in December. At that time, we will also launch a new website.

## **MJR STAFF**

Editors-in-Chief: Keith Graham & Jeff Galius

Managing Editor: Sam Weber

Deputy Managing Editor: Suzanne Downing

Senior Editor: Heather Fraley

Staff Writer: LJ Dawson, Maggie Dresser, Jenny Gessaman, Hannah Kearsae, Ryan OConnell,  
Keith Szudarski

Art Director & Web Editor: Cassidy Alexander

Photo Editors: Louise Johns and Skylar Rispens

Staff Photographers: Gabby Friedlander, Sam Pester, David Evans

Multimedia Editor and Staff Videographer: Reed Klass

Web Designers: Cassidy Alexander & Mollie Lemm

Print Designers: Cathryn Haberman-Fake, Kate Cier, Savannah Sletten, Caitlin Slotesz

Cartographer: Amelia Hagen-Dillon

Copy Chief: Sam Pester

Copy Editors: Skylar Rispens, Jenny Gessaman, Ryan OConnell, et al

Social Media Editor: Jessica Sheldahl

Social Media Staff: Quinn Corcoran, Kate Cier, Lexi Framness

Sales and Development: Jessica Sheldahl, Heather Fraley

Special Projects: Mollie Lemm

## **COURSE STRUCTURE**

### **CLASS TIME**

*Attendance at our classes is mandatory. You get one free absence.*

Tuesday meetings will be led by the course instructors. Though there will be time to discuss urgent magazine business, the focus will be on the principles of magazine publishing. Expect mini-lectures, in-class workshops and occasional guest speaker visits.

Thursday meetings will be led by the managing editor and her deputy. They will start with a general update, and then break the group into smaller teams, to allow for progress reports and workshops.

Please be aware that you will have to invest substantial time outside of class, so we can produce a quality magazine by the end of the fall semester.

### **STAFF ASSIGNMENTS**

Each of you will receive an individualized checklist that describes your position, the chain of command and specific tasks you're expected to complete. Read your checklist closely and ask if something needs clarification. Ultimately, your grade depends on how well you fulfill all these tasks.

During finals week, we will schedule a 30-minute individual review with each of you, where we will evaluate your performance and discuss your grade for the class.

### **TIMELINE**

The magazine will go to press **November 20**. This means that crunch time for the print edition will be in the second half of October and the first half of November. Editors, copy editors, designers: Please clear your calendars for this crucial phase of MJR production. Don't plan a trip around Election Day or Veterans Day - and for some you will be here during Thanksgiving week.

The first half of the semester will focus on planning, ad sales, reporting and editing (print, photo and graphics). The last half 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, Sammye & Prijatel, Patricia *The Magazine from Cover to Cover*. Third Edition, New York, NY: Oxford University Press, 2013.

### **PROFESSIONALISM**

To learn is your responsibility. Don't squander the opportunities this course affords.

Make sure you understand assignments and meet all deadlines.

Don't be late. Class doesn't start at 4:01 p.m. It starts at 4:00 p.m.

Notify an instructor in advance if you need to miss a class for a valid reason.  
You get one “free” absence, as long as you notify an instructor in advance.  
You’ll need to complete an extra assignment for each additional class you miss.  
*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](http://www.umt.edu/vpsa/policies/student_conduct.php) ([http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)).

## **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](http://life.umt.edu/dss) (<http://life.umt.edu/dss>) will assist in the accommodation process.