I. Catalog Description
   This course provides practical experience working on the student newspaper. (1)
   May be repeated for maximum of 6 credit hours.

II. Prerequisite(s)
   Prerequisites: MC201 with a grade of ‘C’ or higher; completion of 15 credit hours, or
   permission of newspaper adviser. (1)

III. Objectives
   a. To provide students with an opportunity to develop proficiency in the roles of newspaper
      reporter (basic writing and editing responsibilities.)
   b. To provide students with an opportunity to explore experientially one of the three
      following areas of newspaper specialization:
      i. Newspaper management (e.g., create and maintain production schedules, budget
         control)
      ii. Online production (e.g., graphic design production and website management)
      iii. Advertising sales
   c. To acquaint students with the administrative structure of a newspaper staff by means of
      laboratory experiences

IV. Expectations of Students
   a. Each student will hold a staff position at the student newspaper in one of the following
      departments:
      i. News Production Department (producing editorial or news content, editorial
         management, graphic design and layout)
      ii. Online Production (website management)
      iii. Advertising Sales and Management (obtaining and managing client accounts,
           produce quality advertising product for publication)
   b. Each student will
      i. Attend the organizational and all subsequent general staff meetings during the
         semester;
      ii. Attend not fewer than four departmental meetings of the department in which
          he/she holds a staff assignment;
      iii. Attend a small group conference with the editor-in-chief and/or course instructor
           at mid-term ad again during the final week of classes for purposes of receiving
           performance assessment;
      iv. Complete a personal self-evaluation form at mid-term and semester’s end; and
      v. Complete a pass/fail examination on the operational procedures of the
         newspaper.
V. Course Content
   a. Introduction to newspaper policy and procedures (2 weeks)
   b. Advertising account management (2 weeks)
   c. Developing news sources (2 weeks)
   d. Effective interviewing (2 weeks)
   e. Newspaper technology and production (2 weeks)
   f. Online production (2 weeks)
   g. Newspaper ethics and law (2 weeks)
   h. Community journalism (1 week)

VI. Textbook
    None

VII. Auxiliary Materials and Resources
     The Associated Press Stylebook

VIII. Evaluation of Students
    a. Pass/Fail examination
    b. Mid-sememter and end-of-semester critiques of production performance
    c. Formative and summative performance evaluations from the newspaper adviser.