

Magazine Editing and Concepts (JRN 4040-1)
Point Loma Nazarene University, Spring 2024
Mondays 6-8:45pm; Ryan Library Room 220

INSTRUCTOR: Erin Chambers Smith, erin.chambers.smith@gmail.com, 619-200-5548
Office hours: Mondays, Ryan Library 220 after class

By the end of this class, you will be familiar with how a magazine is produced, from start to finish. You will also become familiar with the key roles of magazine staff: the editorial team, the sales and marketing functions, the art/design element, and audience development. You will also learn the history of the magazine format, as well as the current state of the industry and its more innovative advances.

Most of your time will be spent writing, editing and analyzing magazine stories. The stories should be original, based on real-world topics and focus in the areas of food, travel, profiles, and service journalism feature packages. By semester's end, you will develop a magazine portfolio as well as a plan for how to develop an audience for the magazine and engage the audience through social media and events.

The portfolio and audience engagement plan combined will be part of your final exam. Class participation in discussion and research, as well as a quiz or two will also factor into the overall grade.

Each of you will be responsible for writing, assigning and editing magazine stories: the articles will range from 600 words to 1,500 words for feature stories. Students will also need to create a plan for presenting each magazine story on multiple platforms: print, digital and social media as well as engaging events and/or experiences.

CLASS OBJECTIVES

- 1. Develop, report and write magazine feature stories and department stories
- 2. Edit magazine stories (using InDesign Template)
- 3. Audit an existing magazine, and create an audience development and engagement plan including social media strategy and events
- 5. Demonstrate (knowledge, comprehension) an understanding of the magazine media industry history and trends.

CLASS FORMAT

Class meetings will include lectures as well as individual and group exercises. Students may need to use the campus media lab as well on their own time. The class will be a mix of lectures, hands-on InDesign, writing and editing sessions, one-on-one critiques and group discussions. There will be occasional quizzes and check-ins to ensure you are retaining the basis of the lectures.

OUT-OF-CLASS REQUIREMENT

Reading magazines is a critical way to learn the format. Students will be required to read and discuss in class one magazine per week (instructor will provide a library of magazines from which to choose). Most of the class will be devoted to hands-on work on articles and layouts, but in order to efficiently use our allotted in-class time, reporting and writing must also be done outside of class.

- Week 1 Jan 9: Introduction to Magazine Media. History of the medium, current state of the industry, review of new and emerging business models.
- Jan 16 No Class MLK Jr. Holiday
- Week 2 Jan 23: Anatomy of a magazine + Best of Magazine writing + cover design. How to audit a magazine for diversity and content.
- Week 3 Jan 30: Food writing unit. (history, styles, new media)
- Week 4 Feb 6: Food writing unit cont. (technique, photos, editing). Guest Speaker (food critic)
- Week 5 Feb 13: Travel writing unit
- Feb 20: Presidents Day Holiday – virtual class
- Week 6 Feb 27: Travel writing unit cont. Guest speaker (travel writer or photographer)
- March 4-9 Spring Break no class
- Week 7 March 12: Profile writing unit (review narrative styles + Q&A format) *food review due*
- Week 8 March 19: Profile writing cont. *QUIZ* (Quiz to focus on magazine industry stats, history, facts from first two lectures)
- Week 9 March 26: Social media, sales + marketing + events topics (as related to multiplatform magazine brands)
- April 2: Easter recess no class
- Week 10 April 9: Magazine audit review + multiplatform engagement plan review
- Week 11 April 16: Feature package unit (photo essay, service journalism, etc.)
essay/opinion piece due
- Week 12 April 23: Feature package cont. + review, edit, write, layout.
- Week 13 April 30-May 7: Feature review and Final exam in class

*the weekly schedule may be adjusted.