



Fall 2019

Meeting Days: Tuesday/Thursday	Instructor: Lynn Walsh
Meeting Times: 5:30-6:45pm	Phone: 614-579-7937
Meeting Location: Bond 104	E-mail: LWalsh@pointloma.edu
Office Hours: Upon request	

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

This course focuses on the future of journalism. Students will develop an understanding of various kinds of entrepreneurial journalism projects. This course will give students a firm grounding in the dynamics—the pressures and opportunities—of the news industry now and in the future. The course consists of project-based learning with activities designed to promote mastery of the subject matter. Readings, discussions, and assignments will help foster engagement, enjoyment, and learning.

COURSE LEARNING OUTCOMES

- Achieve a better understanding of the news industry and newsroom operations from the past, present, and future.
- Understand the key forces in a media business today: product, audience, revenue, marketing, distribution, globalization, costs, and risks.

- Understand changes brought about by new technologies: new efficiencies, changed economic relationships, and the growth of platforms and networks.
- Pitch and critique project ideas in a constructive, confident way
- Exhibit ethical decision making in how content is produced and presented.

COURSE REQUIREMENTS

- Students are expected to participate in class discussions and provide feedback to classmates.
- Thinking creatively and beyond the status-quo is a requirement for this course as we will be discussing the *future* of journalism.
- Attire: When presenting in class, students must dress as news professionals (no jeans, cutoffs, shorts, t- shirts, hats, etc.).

ASSESSMENT AND GRADING

ASSIGNMENT VALUES:	GRADE % SCALE:
Current Events Quiz (4-5 points each)	A=90-100
Startup Assignment (50 points)	B-=80-89
Class Participation (50 points)	C=70-79
News Consumption Diary (100 points)	D=60-69
What’s Missing Assignment? (50 points)	F=0-59
Elevator Pitch Assignment (50 points)	
News Story Assignment (50 points)	
Startup Pitch (150 points)	

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See [Disability Resource Center](#) for additional information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.

ASSIGNMENTS

News Consumption Diary (Due December 12)

Throughout the semester log your news consumption. I would like you to do this one day a week for each week of the semester.

You can log this by hand in a notebook or use [this spreadsheet](#) as a guide. If you log by hand, be sure to include the following information:

- Where you consumed the content (Facebook/Website/App/TV)
- The date you consumed the content
- Summary of content consumed (You do not have to list out every story if you consume multiple at once, just a general summary of what you consumed will work)

- Any notes on what stood out about the content.
- Why did you consume (bored, interesting headline, searching for topic specifically, etc.)

Startup Assignment (Due September 17)

List three media startups you are interested in learning more about or that you consume news from. Pick one of the three and tell me about it.

When writing (or talking) about the organization, be sure to include the following information:

- What kind of content do they produce?
- Where does their content live?
- Who do you think their audience is?
- How do you think they make money?
- What do you like about the organization/their content?
- What you don't like?
- Are there any improvements they could make?
- Do you think this organization will last? Why/Why not?

What's Missing Assignment (Due September 24)

Interview classmates, family, friends, community members, professors, etc. to find out what type of news coverage they think is missing. Do they wish there were more stories published about recreational sports or news restaurants? Maybe they would like news to be delivered to them in a different way?

The goal with this assignment is to get you thinking about what is missing in the media landscape right now and what could fill that void.

Elevator Pitch Assignment (Due October 24)

How would you pitch your new news organization? You can either record yourself pitching this or write it down.

The goal is to imagine you have just three minutes to tell a total stranger (most likely a non-journalist) about your plan for a new media company.

News Story Assignment (Due October 24)

Using non-traditional media (think digital, mobile, social) tell me a story. This story can be anything you want but must be newsworthy. The story should include journalism basics (who, what, where, when, how) incorporate journalistic ethics and be engaging.

Develop of Startup Assignment (Due December 10/12)

Develop a pitch for a media startup. Your pitch should include both a video and written component and answer (at least) the following questions:

- What's the name of your startup?

- How will the startup be funded? (advertising, memberships, etc.)
- Who will be involved? (how many employees, what will those positions be, etc. Will you allow remote work?)
- Where will your content be published?
- What type of content will you publish (what will your mission statement be.)
- Who is your target audience?
- Who is your competition (are there similar organizations that already exist)?
- What challenges do you anticipate having if you launch this?
- How will you inspire your team?
- What void is this media startup filling?
- What technologies will you be using when producing content?
- How will you measure success?

JRN 3050 Fall 2019 Topic Schedule

September 5

Syllabus

September 10/12

News Consumption in Digital Age (*Zoom*)

No Class (Sept. 12)

September 17/19

Legacy Media Landscape

News Startup Landscape

September 24/26

What's Missing?

Revenue Models for News

October 1/3

Podcasts/Audio

Newsletters

October 8/10

Engagement (*Zoom*)

Facebook

October 15/17

Instagram/Snapchat

360/VR/AR

October 22/24

OTT/Video

Aggregators

October 29/31

Advocacy Journalism & Trust

No Class (Oct. 31)

November 5/7

Ethics (Advertising/Content)

Regulations

November 12/14

Scott Lewis, Voice of San Diego

Lorie Hearn, iNewsSource

November 19/21

Promoting/Advertising

Measuring Success

November 26

Newsroom Dynamics

Freelancing

December 3/5

Failures

Trends/Future Predictions

December 10/12

Present Final Project