Communication 371: Publication Workshop
Chaminade University of Honolulu
Syllabus, Spring 2000 for Advertising Manager
Advisor: Barbra Pleadwell

A student taking this course for three credits may fulfill the requirements by filling the position of Advertising Manager. The advertising manager is responsible for soliciting advertising, negotiating ad rates and contracts, designing and producing ads when necessary, working with layout editor(s) to determine how ads will be layed into the paper, billing advertisers, and maintaining organized and clear records.

The advertising manager who decides to fulfill her/his requirement solely through work in this position must demonstrate efforts equal to that of her/his classmates taking this course. Logs of phone calls, visits, and follow up efforts should be maintained and submitted at the end of each issue for consideration in grading.

Communication with the editors of her/his activities is critical. The ad manager should provide staff with updates on the number and size of ads expected. Space reservation deadlines and camera ready deadlines must be set. It is the responsibility of the ad manager to maintain these deadlines. (NOTE: Never turn down an ad because it is a few days late.)

Advertising revenues are to be deposited into the Silversword account soon after they have been received. Statements should be sent to advertisers regularly with tear sheets. Following up with late payment or nonpayment is the responsibility of the advertising manager. The current ad manager is also responsible for following up on accounts overdue from previous semesters.

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PUBLICATION Workshop

SD '00

Chaminade University of Honolulu - Communication Course No. 371 - Syllabus - Spring 2000

Advisor:
Barbra An Pleadwell
Home: 735-9819
Work: 947-0797
barbra@lava.net

Producing a publication people read

The purpose of this course is to practice the principals of publication by putting out the student newspaper. This includes story writing, headline writing, editing, designing and laying out pages, meeting deadlines and being part of a team effort which sees the paper through to distribution. Students are expected to learn desktop publishing programs and become familiar with the Macintosh computer format.

## What's expected for the semester

Students are expected to publish three to five issues of the *Silversword Newsmagazine.* Publication dates will be decided the first week of class.

The purpose of the *Silversword Newsmagazine* is to inform the Chaminade community. Plan your stories with your readers in mind - the students, faculty, administration and staff.

Each issue should be at least eight pages long. If there are more pages, the deadline for publication must still be met.

A good paper contains a healthy amount of advertising. Some students may be involved in selling advertising, rather than editorial and/or production work.

Selling advertising for credit, instead of other Work, can be arranged with the advisor.
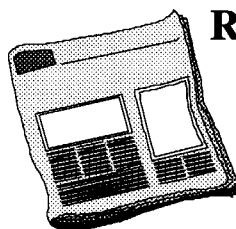
Requirements

✐ **Attendance:** A good attendance record is critical for doing well in this class. If the class as a whole is able to work independently and communicate effectively, some class meetings may be cancelled to give you time to work on your stories and the paper layout. The paper is critiqued by the advisor and the class just after the newspaper is distributed. Attending the critique sessions is critical for your improved performance during the semester. Repeated errors will be counted against staff members.

Written contributions and photographs: Stories, columns, editorials, photos, etc. will be required.
® Design/Layout: You'll be graded on whether you learned the skills. Did your layouts progress over the course of the semester? Did someone else have to redo your work? Did you see the pages through to the end or did someone have to finish for you? Do your layouts follow basic design principals? Did you plan ahead and have a suitable graphic or photo on the page?
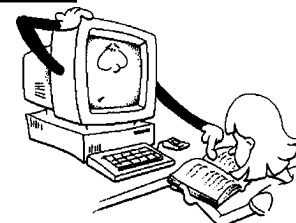
Learning to use the computer

Students in this course will be using at least two desktop publishing applications: QuarkXpress and Photo-Shop. If students are interested in using other software, advertising money can be used to add them to the *Silversword Newsmagazine* inventory. QuarkXpress and PhotoShop are standard programs in the publishing industry.

There is a lab for COM371 on Wednesday evenings. The time in this class is to be used primarily for learning the tools of the trade and secondarily for completing the work necessary to publish the paper. The majority of the design and layout should be done outside of the lab time, and reviewed and improved during lab time.

The *Silversword* office holds valuable hardware and software. Handle the equipment with care.

1, 2 & 3 CREDITS

1: Design and lay out at least one page per issue. Proofread, copy edit, and write one feature-length or investigative story or two less involved informative stories.
2: Write two major articles per issue. Assist in production and lay out one to two pages per issue.
3: Fulfill duties of editor or other titled position OR write two major articles per issue (feature-length or investigative). Assist in production and lay out two to three pages per issue.

Your chance to get published

Having published work is valuable when looking for a job in the communication field. Take pride in the finished product as it will reflect your potential as an employee.

Goals: accuracy, proper grammar and punctuation, appropriate word use and style, balance and fairness in reporting, concise and clear writing, adherence to deadlines, logical and aesthetically pleasing layout, good photos and good use of photos, and effective advertising.

Picture perfect
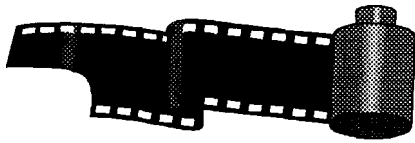
Photos need to be developed ahead of the layout dates. When photo-taking and developing are left to the last minute, the entire publication process is held up.

Because this is a small operation, each staff member must think about their own photographic needs. Partnerships with other staff members can be arranged so that opportunities for good shots are not missed because of schedule conflicts.

Photos are to be scanned and adjusted in PhotoShop. When you complete the QuarkXpress tutorial at the beginning of the semester, you should also go over the photo-scanning process.

A photo morgue is to be kept in the Silversword Office. Students are responsible for making sure the photos they take are filed properly so that they can be found again easily for future stories.

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Deadlines & cooperation

Deadlines: They are critical and will count against you if you don't meet them. There will be dates that stories should be submitted by, photos should be in by, and layouts should be completed by. Also, if your classmates fall behind, you must pick up the slack so that the paper gets to the printer on time.

Cooperation: This is perhaps the most important skill you can gain from this workshop. Putting together a newspaper is a cooperative effort. If you think you did all your work but the paper doesn't get to the printer on time, then you haven't met your responsibilities. The advisor will be on call to assist, but it is not the advisor's job to put the paper together. If you need help, have a question, or have a gripe, don't hesitate to call the advisor.

Grading: The bottom line

You will receive two grades for each issue: one for your individual performance, and one for overall staff performance. These grades will be valued equally and averaged at the end of the semester for your course grade.

Written Contributions & Photos: 30%
Design & Layout: 20%
Meeting Deadlines: 300
Cooperation: 20%

*See details on 1, 2 or 3 credits on page 1. Attendance: For every eight **unexcused** (no doctor's note) absences, your grade will be lowered by one full letter grade.*

Don't forget: Turn in a string book for each issue

Students are required to turn in a string book detailing their work for each issue. String books are due one week from the publishing date of the paper. Students are to list the articles they wrote, photos they took, pages they were responsible for laying out, and other duties completed for the issue.

Respect your student editors

Editors are ultimately responsible and are charged with giving assignments, editing your material and asking you to redo that which needs to be redone. Their job is to oversee the layout work, too. Silversword staff can argue with an editor, but they make the final decision. If there is a serious disagreement or you feel editorial power is being abused, consult with the advisor. In some cases a staff member may received contradicting information from his/her student editors. Instead of getting frustrated about it, bring it to their attention as well as the advisor's. Remember, even the editors are learning. Open discussions of problems help everyone work better together.