

Class Syllabus Fall 2012

ISSUES IN MEDIA MANAGEMENT—JOU 4930

Time: 9 a.m. to 11:30 a.m.

Class Location: Turlington Room 2336

Instructor: David Hipschman

E-mail: davidhipschman@gmail.com (I will respond within 24 hours weekdays.)

Phone: Please use e-mail unless contacting me is critical or an actual emergency. My cell number is 352-682-2921. You might try texting, as I often do not answer unless I know who is calling.

Office hours: I do not have an office, but am willing to meet with you by appointment and will do my best to make myself available.

You have prepared for your dreams at the UF Department of Journalism and land your first real job as a journalist—print, web, radio, television or documentary filmmaker—the kind of storytelling you do doesn't matter. You blink, and are promoted to running a news bureau overseeing other journalists ... you blink ... and you are promoted to editor of a small community newspaper, or radio station or TV station or department head at a big city news operation.

What do you know about hiring and managing people, and being a journalist managing journalists? Blink ... now you are the executive editor or publisher, or producer. The boss! The buck, as the saying goes, stops at your desk.

Course goal:

The goal of this course is to expose you to the intersection of journalism and the business of media by exploring how publishers, editors, content-providers, revenue-generators and their various audience/stake-holders interact. You will be confronted with real-world situations in contemporary media management and will explore the decision-making necessary to both good journalism and good business practices. We will together explore ways to launch you on the life-long journey of becoming a creative and thoughtful journalist/manager—before it happens to you.

What we will explore:

Examples of sorts of issues this class will explore include: Understanding the editor's role as manager—how thinking as an editor changes when your hand is on the tiller. Recognizing how we change when we take on the mantle of authority. How to hire great staff, keep it running on all cylinders, coach, mentor and fire folks too. Keeping collaboration from killing creativity in the multi-media, multiple-role newsroom. Understanding the publisher's role as journalist—how good publishers nurture great journalists. How great editors help publishers do what publishers need to do. What does the newsroom need to know about profitability? Why should journalists understand sales? Why, and when should you go golfing with the ad director? How you can help ensure that profit and ethical journalism co-exist.

How we'll do it:

Class participation will include "role-play" practice making decisions in various media job descriptions — publisher, sales manager, editor — as individual "deciders," as well exploring in groups seeking consensus as would be experienced in the workplace.

Class will be augmented with guest visits from working media managers and management experts.

A note about process: Learning begins with each of you. What you bring into the classroom, from your own experiences to how you imagine your life and work and career into existence, is as much a part of this class as what I bring in the door. Be aware of what you already know, and be willing to share it.

How you will be graded:

1. Class participation in making decisions in various media roles. 2. Class participation in "working groups." 3. "Take home" essay assignments. 4. A final exam, maybe. More on grading will be discussed.

Class Participation and Demeanor

You are expected to attend class. Because life happens — people get sick, cars don't start, emergencies arise — I will try to be reasonable. ***But, missing class and/or not handing in assignments will have an adverse effect on your grade.*** Professionals treat each other with courtesy and mutual respect. Newsrooms are full of bright creative people with strong opinions, but politeness matters.

Regarding Integrity

University of Florida's [honor code](#) prohibits academic dishonesty. Violations may result in a failing grade, with details forwarded to the Dean of Students Office. In the **real world you would get fired.**

Students with Disabilities

To request a disability-related accommodation, contact the [Disability Resource Center](#) as early in the semester as possible. The center will provide documentation so appropriate accommodations can be made. The center is in Reid Hall, 392-8565.