

**JOU 4447C/MMV6936: APPLIED MAGAZINE**

Instructor: **Moni Basu (Prof B)**

**Tuesdays, 12:50 to 3:40 p.m.; Weimer 1090**

Email: [mbasu@ufl.edu](mailto:mbasu@ufl.edu); Phone: 352.273.3529

Office: **3108 Weimer Hall**

Office hours: **Wednesdays, 9 a.m. to 11 a.m.**

and by appointment on **Zoom: <https://bit.ly/3AKmc7c>**

Need to talk about class? Anything that is bugging you? I will make myself available during office hours or by phone or Zoom to meet with you. Please email me on your UF account to set up a time. I will try my best to respond within 24 hours.

\* \* \* \* \*

**Welcome to Atrium magazine!**

Atrium aims to tell true stories from Florida that are deeply reported and artfully told. As the staff for the magazine this semester, you will focus on topics important or unique to the Sunshine State — from the environment to changing demographics to racial justice. You'll tell stories of people whose voices have not always been heard and of communities that have been underserved. You'll tell compelling stories told on a variety of platforms.

Atrium is named after the open space in Weimer Hall that allows the Florida sun to shine in, bringing light into the heart of our building. Similarly, we hope our namesake magazine will help illuminate the heart of our state. Atrium launched online in May 2021 and now, it's up to you to keep it going.

We will publish a print issue this semester. As a class, you will plan and produce content for Atrium in print as well as online, create a lineup, edit stories and build web pages. I want you to aim high; think of your competition as the Bitter Southerner or Flamingo. Think of yourselves as magazine professionals.

This is **NOT a lecture** class. It is **NOT even an interactive** class. **It is a workshop. You will function as a magazine staff;** this class will serve as office space. That means you will have to work hard outside of class, communicate with each other not just on Tuesday afternoons but throughout the week. You will be asked to attend as many Atrium meetings (day and time TBD) as your schedule allows. You must be passionate about producing a narrative nonfiction magazine.

**Note:** Please don't take this class if you have a full load of classes or if the bulk of your energy will be spent elsewhere. The bar is set high in this class.

You will learn the ins and outs of producing a magazine: reporting and writing stories, shooting photos, editing and copy-editing, fact-checking, designing pages and promoting Atrium on

social media. Beyond writing, each one of you will have a role to fulfill; you are the staff of a real magazine!

You will be expected to produce engaging, accurate, high-quality work that is worthy of publication. We will workshop the content and design but much of the quality control is up to you and your fellow staff members.

I am here to give you feedback on ways to improve, but I am **NOT** the editor of Atrium.

Work that does not rise up to meet the needs of Atrium will not be published.

This is an advanced JOURNALISM class and you will be challenged. You will have to work extremely hard to earn a high grade. But I hope you will enjoy the process. And that you will be bold and brave in your magazine roles; that you will stretch and take risks; and help your readers make a little more sense of the world. I will be pushing you to utilize not just your brain but also your heart and soul.

**Here are a few things we will focus on during our semester together:**

- Idea generation and conceptualization
- How to refine and articulate your ideas
- The difference between a feature story and a true narrative
- Magazine hierarchy
- Editing and copy editing
- Copy flow
- Fact-checking
- Visual storytelling
- Design and layout
- Setting deadlines
- Social media
- Marketing
- Ethical issues

## **COURSE REQUIREMENTS**

### **Textbooks**

There are no required textbooks for this class. You will, however, need access to the Associated Press Style Manual, 2020 or newer.

I also recommend that you devour good magazines. Here are some of my favorites: The New York Times Magazine, the New Yorker, The Atlantic, Oxford American, Bitter Southerner, Flamingo, Esquire, Vanity Fair, New York magazine, and Mother Jones. And of course, I expect you to read everything that has been published already on Atrium online. Also take a look at the

Atavist and Narratively – both are digital sites.

## **Prerequisites**

You must have taken Magazine and Feature Writing and received a B or higher to be enrolled in this class. Narrative Nonfiction is recommended but not required. If you are a visual journalist, it is recommended that you take Advanced Photo or Advanced Design before you take this class. Otherwise, you must have a set of skills listed in the list of topics we will focus on in this class. Everyone will be required to get their hands dirty in WordPress.

## **Minimum technology requirements**

The University of Florida expects students to acquire computer hardware and software appropriate to their degree program. For this class, you must have, a smartphone or a recording device, Microsoft Word and Zoom capability. If you are taking on a visual role, I expect you to have the proper equipment and/or software. Atrium will not be able to supply such equipment or technology.

You will also be required to download the Canvas and Slack apps on your phone and turn on notifications. Slack is the primary mode of communication for Atrium magazine. You will be added to the Atrium channels after the first day of class.

## **COURSE POLICIES**

### **Accuracy, fairness and style**

Never forget that this is journalism class. You must review your content and double-check every fact. Inaccuracies or fabrication will not be tolerated. You are expected to have a strong command of spelling and grammar and will lose points for mistakes. Your copy should be clean and polished before the magazine gets laid out.

You are also expected to engage in storytelling that is **fair, complete and based on information gathered from diverse sources**. A greater understanding of societal differences will help you become reporters who are sensitive, culturally aware and better equipped to write across differences. **Please pay attention to diversity** in Atrium's content.

Your work must be grammatically correct and adhere to AP style. If you do not already own The Associated Press Stylebook and Manual, please buy one (either the online version or print edition available on Amazon). You will lose points for grammar and style errors.

## **Honesty and integrity**

The media plays a vital role in our democracy. The public depends on journalists for news and a deeper understanding of the world around them. As such, there is nothing more important than our **honesty, fairness and transparency**.

I cannot stress this enough: **Plagiarism, fabrication and conflicts of interest will not be tolerated, and you will FAIL the class and lose credibility** as a journalist.

By now, I'm sure all of you know the basic ethics code of journalism. But just in case: Plagiarism is stealing someone else's ideas or work, including copy from the Internet. Fabrication is the use of invented information or the falsification of material. Conflicts of interest include writing about your roommate, boyfriend, parents, business partners or others with whom you have close relationships or financial ties without divulging those connections. If you are unsure about whether you are facing a conflict of interest, please discuss with me.

You are expected to abide by the UF Honor Code, which you can read here:

<https://sccr.dso.ufl.edu/process/student-conduct-code/>

Also keep in mind that all content – written and visual -- in this class belongs to Atrium magazine. By taking this course, you agree that no material, stories or story ideas may be shared with members of other media, including WUFT or The Independent Florida Alligator.

## **Deadlines**

In the world of professional journalism, **meeting deadlines is mandatory** as it will be in this class. We will work backwards from print day to set deadlines for each section of the magazine. No matter your role, you must meet your deadlines. Otherwise, the entire staff of Atrium will suffer and we will not be able to make print.

## **Attendance, participation and professionalism**

This class meets only once a week and it also serves as our staff meeting time. So it is imperative that you attend. You are encouraged to be self-directed and take responsibility for your share of the work on this magazine. If you have an emergency and cannot make it to class, you must let me know. You must contact the editor-in-chief and find out what you need to make up in terms of your role on the staff. You will lose 25 points for every unexcused absence. Absences for serious illness, family emergencies and other urgent matters will be excused only if you speak with me before class begins. If you need to miss multiple classes, you will be required to provide appropriate documentation of the problem.

[catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)

Please note that participation in this class doesn't just mean speaking a lot; you will be judged on the quality of what you say and how focused you are in class, even when you are not speaking. You will also be expected to post comments on the Canvas discussion board for this class. Your

insights and comments should be respectful to all.

Journalists learn from one another, so you are expected to come to class each week fully prepared to participate in discussions. You will see below in the grading structure that participation counts for a chunk of your grade.

## **Communication**

Journalists are in the business of communication and you **must communicate** with me and your classmates in this class. **You must check Slack, Canvas and UF email** regularly for discussions and announcements.

If you are having problems with your tasks, you must contact the editor-in-chief or email me immediately and not wait until class to discuss them. Good communication is extremely important. I am here to help you but cannot unless you let me know.

## **DIVERSITY AND INCLUSION**

Please take careful note of this section of the syllabus. These are principles that have always been extremely important to me and given the current climate in the United States, I believe them to be critical.

The UF Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions. UF journalism courses are expected to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

One of the topics we will be discussing in this class is how to produce stories – **with empathy** -- about people who are vastly different from you or people who have been underrepresented in every segment of society, including in the media. By that I mean not only differences in **race, ethnicity, gender or sexual orientation but also class, age, religion, nationality, disability, culture and other visible and non-visible differences**. I consider our differences to be a great asset and this class is intended to realize the greatest potential of that asset.

I will show the utmost respect for you, no matter your background or perspective, and I expect that you will do the same for me as well as your fellow Atrium staffers. I hope to foster a learning environment in which you will feel free to voice your thoughts and opinions without fear, intimidation, embarrassment, or shame. Please let me know if you have any thoughts on how to improve inclusivity or if someone or something has made you feel uneasy.

Diversity in journalism is vital, as we have seen from issues that have surfaced over the last few years over police killings and the mass protests in American cities and towns. I expect you to engage in storytelling that is fair, complete and based on information gathered from diverse sources. That means gathering information that may feel uncomfortable or daunting even. But that is a fundamental objective of this class and I hope you will lean on me and your classmates

to help you navigate the process.

## **GRADING**

You will be graded on originality, creativity, productivity and organization. And on communication with others. Grades are based on a 500-point scale. Here is the breakdown:

### **Atrium story: 200 points**

You are expected to produce at least one piece of content for Atrium. It can be an essay, a narrative, a photo or video story or any other multimedia production. You will be judged on originality and execution. Only the primary designer of the print issue will be exempt from this assignment.

### **Website producing: 100 points**

You will help write headlines and captions as well as build stories and maintain the Atrium website. You may be called upon to troubleshoot issues and work with others to resolve them.

### **Peer and self-evaluations: 100 points**

You will evaluate your performance as well as that of one other classmate. In your own evaluation, you will be asked to write at least 300 words on what you learned in this class or, the takeaway.

### **Attendance, participation and meeting deadlines: 100 points**

In the world of magazines, deadlines are critical. And you will be expected to meet the deadlines set for Atrium stories. You will lose 25 points for every day that you fail to meet a set deadline. If you have an issue with a deadline, you **MUST** communicate with the editor-in-chief at least five days prior to the deadline. You are a team player in this class and you must contribute to class discussions. Please note that each class missed without a legitimate excuse will mean a deduction of 25 points.

## **Graduate students**

Graduate students will have an extra assignment and be expected to turn in constructive feedback on three Atrium stories. You will be graded on the feedback you give on subject matter, structure, sources and writing.

## **Grading Scale**

<b>Letter Grade</b>	<b>% Equivalency</b>	<b>GPA Equivalency</b>
<b>A</b>	93-100%	4.0
<b>A-</b>	90 – 92%	3.67

<b>Letter Grade</b>	<b>% Equivalency</b>	<b>GPA Equivalency</b>
<b>B+</b>	87 – 89%	3.33
<b>B</b>	83 – 86%	3.00
<b>B-</b>	80 – 82%	2.67
<b>C+</b>	77 – 79%	2.33
<b>C</b>	73 – 76%	2.00
<b>C-</b>	70 – 72%	1.67
<b>D+</b>	67 – 69%	1.33
<b>D</b>	63 – 66%	1.00
<b>D-</b>	60 – 62%	.67
<b>E, I, NG, S-U, WF</b>	0 – 59%	0.00

See the [current UF grading policies](#) for more information.

## **ABOUT ME**

If you are an intrepid reporter, you will have Googled me by now. I began my career as a journalist in Tallahassee (home of that “other” university) and have been reporting and editing now for 39 years. I covered presidential elections, hurricanes, earthquakes and the Iraq War since its inception in 2003. On several trips, I was embedded with the U.S. Army and earned the moniker, Evil Reporter Chick -- affectionately, of course. My e-book, *Chaplain Turner’s War* (2012, Agate Publishing) grew from a series of stories on an Army chaplain at war. I’m not a superhero but I was featured in Marvel Comics’ “Civil War” series. Most recently, I was a senior writer at CNN. I began teaching at UF in 2018 and in 2020, I was named the university’s Undergraduate Teacher of the Year. I also teach in a low-residency MFA program in narrative media at the University of Georgia.

Most students at UF know me as Prof B. Those who have taken my class will tell you that I’m a narrative nonfiction junkie. I love good writing and am here to help you become better writers. I want you to reach out and ask for help. I will make myself available.

You can find me on:

**www. monibasus.com**

**Twitter: @TheMoniBasu**

**Instagram: @evilreporterchick**

And my journalist **Facebook page: <https://bit.ly/2KCXScJ>**

(I’m not doing the **TikTok thing**, though I have an account to see what you are up to.)

## **UF POLICIES**

### **University Policy on Accommodating Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **University Policy on Academic Conduct**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### **Communication Courtesy**

All members of the class are expected to follow [rules of common courtesy](#) during, before and after class, in all email messages, threaded discussions, and chats.

## **GETTING HELP**

### **Technical difficulties:**

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

### **Health and wellness**



- **U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [umatter.ufl.edu](http://umatter.ufl.edu) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit [counseling.ufl.edu](http://counseling.ufl.edu) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit [shcc.ufl.edu](http://shcc.ufl.edu).
- **University Police Department:** Visit [police.ufl.edu](http://police.ufl.edu) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [ufhealth.org/emergency-room-trauma-center](http://ufhealth.org/emergency-room-trauma-center).

### Academic and student support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services [career.ufl.edu/](http://career.ufl.edu/).
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. [cms.uflib.ufl.edu/ask](http://cms.uflib.ufl.edu/ask)
- **Teaching Center:** 352-392-2010 General study skills and tutoring: [teachingcenter.ufl.edu/](http://teachingcenter.ufl.edu/)
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: [writing.ufl.edu/writing-studio/](http://writing.ufl.edu/writing-studio/)

### COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### TIPS FOR SUCCESS

Here are some tips that will help you get the most of this course while taking full advantage of this format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. Schedule writing time for yourself when you can be relaxed and feeling "zen." You will receive a reduction in points for work that is turned in late!

- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

## **PRIVACY AND ACCESSIBILITY**

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
  - [Privacy Policy](#)
  - [Accessibility](#)
- Zoom
  - [Privacy Policy](#)
  - [Accessibility](#)
- YouTube (Google)
  - [Privacy Policy](#)
  - [Accessibility](#)
- Microsoft
  - [Privacy Policy](#)
  - [Accessibility](#)
- Adobe
  - [Privacy Policy](#)
  - [Accessibility](#)

## **COVID-RELATED PRACTICES**

In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- As per UF's decision, you are "encouraged" to wear approved face coverings at all times during class and within buildings. (I strongly recommend that you wear masks when we are meeting out of respect for the safety of us all.) Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the

Office of Student Conduct and Conflict Resolution.

- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow my guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.

If you are experiencing COVID-19 symptoms ([guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Find more information in the [UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#)