



MMC 6706 – Spring 2015 Covering the Arts

**“Art is the queen of all sciences,
communicating knowledge to all the generations of the world.”
-Leonardo da Vinci**

Instructor: Dr. Johanna Cleary
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Class Meeting Time: Thursdays, 3-6 p.m. (8-10th periods)
1074 Weimer Hall and various Gainesville locations

Office Hours: Monday 1:50-3:40 p.m.
Wednesday 1:50-3:40 p.m.
and by appointment

About the Course

Required Textbooks:

The New York Times Reader: Arts & Culture (Edited by Don McLeese). Washington, D.C.: CQ Press, 2011.

Seven Days in the Art World. Sarah Thornton. New York, NY: W.W. Norton, 2009.

Suggested Textbooks:

You will need either the *AP Print Stylebook* or the *AP Broadcast Handbook* for completing the journalism assignments. You should select the manual appropriate to the format of the pieces you will produce.

Reporting the Arts II: News Coverage of Arts and Culture in America
<http://www.najp.org/publications/conferencereports/rtallentire.pdf>
(Available as a download from the Internet.)

In addition to the textbooks, there are other resources for identifying good writing about the arts, including the *ArtsJournal* blog at <http://www.artsjournal.com>.

Additional readings will be required during the course of the semester. They are outlined on this syllabus and most are available online.

Other Resources: You should keep up with current arts journalism coverage. Some suggested sources are the *New York Times*, CBS' *Sunday Morning*, airing locally at 9 a.m. on WGFL; and National Public Radio's *All Things Considered* and *Morning Edition*, airing locally on WUFT-FM. There are many other venues for good arts coverage and you should include some of your favorites in your reading, viewing and listening routine.

Course Objectives:

In this course, we will consider what makes good arts coverage and develop some perspective on how to apply those principles to our work. The course will include discussions, critiques and conversations with arts and media practitioners.

What You Will Learn in this Class:

- Fundamentals of arts coverage and marketing your arts journalism pieces.
- Critique of the current state of arts journalism.
- Overview of current trends in the business of the arts.

Class Policies

Classroom Atmosphere: Each of you plays a role in shaping this course. I encourage you to be actively involved in class discussion and activities. In fact, part of your grade will depend on your class participation. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive. Our class will include interactions with a number of guest speakers. You are expected to come prepared to ask questions. Thank you for expressing your appreciation for the time they are contributing to the class.

Cell Phones and Computer Use in Class: As a matter of courtesy to your fellow class members, please turn off all cell phones prior to the start of class.

Attendance: Like the media profession, this class is fast-moving and demanding and your attendance and participation are important to making this class a success. I expect that you will attend every class unless an emergency prevents you from doing so. If you find that you do have to miss a class due to an emergency, let me know immediately. Roll will be taken and I reserve the right to reduce grades due to excessive absences or tardiness. We will all rely on your class participation to keep discussions lively and interesting. You should come to class ready to contribute and share your opinions and insights.

Missing Deadlines or Assignments: In the communication field, completing assignments on deadline is vital. The same holds true in this class. If you believe you have an exceptional reason for missing a deadline, please discuss it with me immediately. However, a missed deadline will generally be counted as a missed assignment.

Honor Code: As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am charged with its enforcement and take that responsibility very seriously.

The Honor Code's Preamble reads: "...the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action."

Specifically, plagiarism will be grounds for significant penalty, including potentially failing the course and being expelled from the program. Plagiarism may include a failure to cite sourced material, copying portions of others' work, making up information and inappropriately reusing your own work from other courses.

I encourage you to talk with me about specific questions regarding the Honor Code and your responsibilities within this course.

Accommodations for Special Needs: I am interested in working with you to accommodate legitimate special needs in the classroom. According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester.

Course Grading and Assignments

General University policies regarding grading are found at:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

For this class, the following specific policies are in place.

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-81%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-61%
	E	below 60%

Instructors are not required to assign incomplete grades; they may be given at the discretion of the instructor in compliance with the terms and completion of the “Incomplete-Grade Contract.” As agreed to by the Graduate Faculty of the College of Journalism and Communications, **the maximum number of “I” grades that a Ph.D. student is allowed during the entire course of his or her studies for the Ph.D. is three (3) while the maximum is two (2) for students seeking a Master’s in the College.**

Your final grade will be determined by your performance on the following assignments:

Review Story	(1 x 20 percent)
In-depth News Story	(1 x 20 percent)
Feature Story	(1 x 20 percent)
Arts Story Critique and Discussion	(1 x 15 percent)
Arts Coverage Position Paper	(1 x 20 percent)
<u>Class Participation</u>	<u>(1 x 5 percent)</u>
Total	100 percent

You will be asked to submit three examples of journalistic arts coverage during the course of the semester, including one of each: 1) a review, 2) a news story, and 3) a feature story. It is a goal of the class for the stories to appear in print, on the air or online and you will receive an additional five points on the assignment if you are able to place them with a media outlet. For examples of each of these kinds of assignments from previous class members, go to:

<http://www.jou.ufl.edu/faculty/jcleary/CoveringTheArts/assignments.html>

The **review** is your evaluation of a work of art or event, including the visual, written or performing arts. You can choose the format from print, radio, television or online. This should be an individually generated assignment.

The **feature story** may take the form of a personality profile, a compilation piece or something else that you propose. You can choose the format from print, radio, television or online. This is to be an individually produced paper and should reflect only your own work.

The **news story** should focus on a “hard news” aspect of arts coverage that is deadline driven and has differing opinions connected with it. You can choose the format from print, radio, television or online. This should be an individually generated assignment.

The **story critique** will give teams the opportunity to lead a 45-minute discussion on specific arts stories. The team will provide the class with copies of the stories for discussion and will lead us in a discussion of the characteristics of the piece. More information is provided on a handout. This is a team-generated assignment and grading will be based on both the presentation content and successfully navigating through the team process.

The **arts coverage position paper** is your opportunity to apply concepts we discuss and read about regarding how the arts are covered. You will be asked to take a position on how and why the arts should be covered, offering specific suggestions based on your readings, discussions and observations. This should be an individually generated assignment.

Your **class participation** grade will be based on attendance, and preparation for and participation in discussions.

Disclaimer: While it is my intention to follow this syllabus and schedule as closely as possible, I reserve the right to make adjustments as necessary.

Meeting One January 8	Overview, State of the Arts and Writing Reviews For next class: Read McLeese Chapter 4 and review the Harn Museum website at http://www.harn.ufl.edu/visit/info.php
Meeting Two January 15	Behind the Scenes at the Harn Museum Meet at the Harn Museum, 34 th Street and Hull Road – Please be there by 3:15 p.m., and be prepared to write on deadline! Guest Speakers: Eric Segal, Harn Museum Academic Education Coordinator and the Curatorial Staff For next class: Read McLeese Chapter 1 and 2; and <i>Engaging With the Arts</i> at http://www.artsjournal.com/ajblog/2006/05/engaging_with_the_arts.html
Meeting Three January 22	Covering Feature Stories and Discussion of Harn Assignment For next class: Read McLeese Chapter 3.
Meeting Four January 29	Covering the Performing Arts Guest Speakers: Michael Blachly, Director of the Phillips Center and Matt Cox, Phillips Center Director of Operations Meet at the Phillips Center at SW 34 th Street and Hull Road – Please be there by 3:15 p.m. For next class: Read McLeese Chapters 9 and 10 .
Meeting Five February 5	Team One Story Critique and Economic Impact of the Arts Guest Speaker: Marilyn Tubb, 352Arts.org For next class: Read Thornton Chapters 6 and 7; and review McIntyre’s website at http://www.mcintyrestudio.com/ and Malgorzata’s Gallery at http://malgorzatas.com
Meeting Six February 12	Team Two Story Critique and Reporting on the Arts <i>Review Assignment Due</i> For next class:
Meeting Seven February 19	The Business of Art Galleries Guest Speakers: Mary and Mike McIntyre, McIntyre’s Stained Glass Studio; and Dr. Malgorzata Deyrep, Malgorzata’s Gallery Meet at McIntyre’s Stained Glass Studio at Thornebrook Village Shopping Center – Please be there by 3:30 p.m.! and Discussion of Reviews Assignment For next class: Read Chapters 1, 4 and 5 of <i>Seven Days in the Art World</i> .

<p>Meeting Eight February 26</p>	<p>Team Three Story Critique and Covering Local Arts and Music Guest Speaker: Bill Dean, <i>Gainesville Sun</i> Entertainment Editor For next class: Read <i>From Fear to Storytelling: Covering Disability From Outside Your Comfort Zone</i> http://www.poynter.org/column.asp?id=58&aid=104987; <i>Writing About Disabled People Fact Sheet</i> at http://www.knpd.org/pubs/pdf/writing_about_disabled_people_factsheet.pdf</p>
<p>March 5 NO MEETING</p>	<p>SPRING BREAK</p>
<p>Meeting Nine March 12</p>	<p>Covering Diverse Audiences <i>Feature Assignment Due</i> For next class: Listen to Diane Rehm’s program on art theft at http://thedianerehmshow.org/shows/2013-12-10/challenges-claiming-nazi-stolen-artwork (The segment runs 51:40.)</p>
<p>Meeting Ten March 19</p>	<p>Writing Arts News Stories and Making a Living as an Artist For next class: Read McLeese Chapter 5.</p>
<p>Meeting Eleven March 26</p>	<p>Covering Plays Meet at the Gainesville Community Playhouse at 4039 NW 16th Boulevard to attend “Little Shop of Horrors” and speak with cast after. Please be there by announced time. For next class: Be prepared to discuss <i>Seven Days in the Art World</i></p>
<p>Meeting Twelve April 2</p>	<p>Team Four Story Critique and Discussion of Feature Stories For next class: Read <i>As A Corporation Leaves Town, Grants for the Arts Go With It</i> at http://query.nytimes.com/gst/fullpage.html?res=9D05E0D8113FF93BA35753C1A9619C8B63 ; <i>Museums Look Inward For Their Own Bailouts</i> at http://www.nytimes.com/2009/01/11/arts/design/11cott.html?partner=rss&emc=rss; <i>Wish You Were Here</i> at http://www.nytimes.com/2009/03/19/arts/artsspecial/19strategies.html; McLeese, Chapter 8.</p>
<p>Meeting Thirteen April 9</p>	<p>Challenges Facing the Arts Guest Speaker: Dr. Rebecca Nagy, Harn Museum Director <i>News Assignment Due</i></p>

	<p>For next class: Read or listen to “Critics, bloggers weigh the future of arts coverage” at http://minnesota.publicradio.org/display/web/2009/07/20/arts_coverage/; and look over the <i>LA Times’ Culture Monster</i> blog at http://latimesblogs.latimes.com/culturemonster/</p>
<p>Meeting Fourteen April 16</p>	<p>Ethical Arts Coverage and Future Trends in Arts Coverage and Discussion of <i>Seven Days in the Art World</i></p>
<p>Meeting Fifteen April 23</p>	<p>Discussion of News Stories and Course Wrap Up <i>Position Paper Due</i></p>

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Team Peer Evaluation Form
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This form is due to Dr. Cleary on the day of your presentation.

Team Members: _____

Your Name: _____

Topic: _____

Please list your contributions to the presentation: _____

Please list your teammate's contributions to the presentation: _____

Please indicate how you would numerically describe the effort of each member.
(The total should be 100%.)

Your contribution _____

Your teammate's contribution _____

Please tell the instructor anything else you think is important to know in assigning a final grade:
