

JOU 4447C: APPLIED MAGAZINE

Instructor: Cindy Spence, cindyerspence@ufl.edu/813-597-7128

Time: Tuesdays, 5:10 p.m. to 8:10 p.m.

Room: Weimer 3324

Office hours: Tuesday noon-1:30 p.m. and Thursday noon-1:30 p.m. Also by appointment. Generally, I arrive early to class, and I'm happy to talk then.

Please use your UF email account to email me to ensure your message ends up in my inbox.

You are welcome to text or call. If you call, please leave a voicemail, and I will call you back (initially, I won't recognize your number).

Welcome to Atrium!

Atrium aims to tell true Florida stories that are deeply reported and artfully told. As the staff for the magazine this semester, you will focus on issues 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.

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.

This semester, we will begin producing Atrium's fourth print edition and maintain the website. As a class, you will plan and produce the edition, as well as keep the website updated.

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

Note: This class will take a great deal of time and energy. Please take that into account as you plan your semester. Also note that fall semester is the print production cycle for the magazine, and the deadlines are firm, no exceptions.

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 of you will have a role to fulfill; you are a magazine staff.

You will be expected to produce engaging, accurate, high-quality work that is worthy of publication. You will be responsible for the content and quality of Atrium. 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 to meet the needs of Atrium will not be published.

This is an advanced JOU 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 help your readers make a little more sense of the world.

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. You will need the Associated Press Style Manual, and I recommend the online version.

The best creators consume the creative work of others. I'll recommend good content on occasion, but you can also find great work in magazines like The Atlantic, the New Yorker, Wired, National Geographic and plenty of others. Feel free to share examples of good work. Please familiarize yourself with past Atrium storytelling.

Prerequisites

You must have taken Magazine and Feature Writing and received a C or higher to be enrolled in this class.

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, you will need the proper equipment and/or software. Atrium will not be able to supply such equipment or technology. **You must have technology that works.**

You will also be required to download the Canvas and Slack (or Signal) apps on your phone and turn on notifications. Slack/Signal 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

This is journalism class. You must review your content and double-check every fact. 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.

Your work must be grammatically correct and adhere to AP style. You will lose points for grammar and style errors.

Honesty and integrity

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.

Plagiarism, fabrication and conflicts of interest will not be tolerated, and you will FAIL the class and lose credibility as a journalist.

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 people you know or people who are close to others you may know. 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.

Deadlines

Deadlines are crucial in this class as they are in the professional world. 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. Deadlines broken by one person inevitably affect someone else. Be considerate and make your deadlines.

Use of artificial intelligence

We **do not** use AI to generate text or visuals for Atrium. This includes, but isn't limited to, Chat GPT and Photoshop AI. Atrium is about the beauty of the human experience. AI has no part in what we do creatively. You will fail the class if you use AI to generate content.

What we can do is use AI as a tool. This includes software like Otter.ai to help transcribe interviews and Grammarly to double-check text. But AI use is not an excuse for laziness. Make sure to double and triple check transcriptions, text, etc. Nothing can replace a watchful human eye.

Attendance, participation and professionalism

This class meets once a week and it also serves as our staff meeting time, so it is imperative that you attend. 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.

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Communication

This class doesn't work unless you communicate with me and your classmates. You must check in via email, text and other channels regularly for discussions and announcements.

If you are having problems with your tasks, you must contact the editor-in-chief or email me immediately.

Every communication should be respectful.

DIVERSITY AND INCLUSION

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses 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 Atrium's tenets is diversity. We will be producing empathetic stories about people who may be very different than us, especially people who have been underrepresented in media and society. These differences may include race, ethnicity, gender or sexual orientation, class, age, religion, nationality, disability, culture and more. It is imperative that we treat not only these people with respect, but also the people in our own class with respect.

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.

While working on stories for Atrium, you may be faced with questions you never thought about before. You may even be uncomfortable at times. This is good. It means you are learning and changing. I hope you will lean on me and your classmates to help you navigate the process.

GRADING

You will be graded on a 600-point scale. Each of the following categories is worth 100 points. Here's the breakdown:

Participation – Did you contribute to each class?

Attendance – Did you attend each class? Missing class during a semester that is also the magazine production cycle jeopardizes your ability to make a contribution and will affect your grade.

Note: You can't participate if you don't attend. Each class missed without prior notice and a legitimate excuse will be a deduction of 25 points from the participation grade and a deduction of 25 points from the attendance grade.

*Deadlines – Did you meet deadline? Again, this semester is a print production cycle. Print deadlines are unforgiving. For content to be published, it must be on time. **Late work will not be published.***

Content – Did you produce good content for Atrium?

Peer collaboration – Did you work with your peers in a collaborative fashion? Were you a good team member?

Check-ins – Did you make steady progress? Check-ins will be brief but will be used to help you and the magazine stay on track to meet the print deadline.

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

Letter Grade	% Equivalency
A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67%-69%
D	63-66%
D-	60-62%
E, I, NG, S-U, WF	0-59%

See the current UF grading policies for more information: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

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) 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, 352-392-1575, or visit 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 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.
- **University Police Department:** Visit 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.

Academic and student support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services career.ufl.edu/.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. cms.uflib.ufl.edu/ask
- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/

- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers:

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/>.