

ASCJ 420 Section 21947 – From Beauty Blogging to Equal Pay: How to Thrive in “Women’s Media” Today (And Tell Great Stories)

10/17-12/9 – 7-week course

Fall semester 2016

Time and Location:

Thursday 6:30 – 9:50 PM, ANN L409ABC

Instructor: Melissa Goidel

Office Hours: By Appointment

Contact Info: Melissa@refinery29.com 917-744-4705

Course Overview: Women's media used to be considered the "pink ghetto" as recently as...last week. It's a term that's still used much more widely than it should be (not at all) and it fails to capture the depth and breadth of what media focusing on women actually accomplishes today. And what the bar is for great publications speaking to smart, empowered women. So, if your goal is to tell great stories and really connect to women—and to make sure every woman who comes to your publication walks away feeling her life has been materially improved in some way, no matter how small—how do you thrive? How do you make stories about celebrities make sense next to reportage about Syria or Flint, Michigan? How can you get presidential candidates to talk to you while also taking seriously the power of a great beauty secret or workout hack? Human connection, boundless creativity, deep and focused insights, real-time testing, and smart distribution, and that's exactly what this class will cover.

Understanding the needed skills in today's market and then practically applying them in classroom settings will be a large part of this course experience. This course will use “on your feet” and assignment simulation as well as other hands-on tools to help “up-skill” participants. The dynamic and constantly changing demands of jobs in modern media companies also

requires the ability to think fast, collaborate with others and make real-time, data driven decisions. This course is designed to reveal the methods, strategies and underlying social and cultural influences of modern media companies.

Course Goals

By the end of the course, students should be able to:

- Develop a deeper understanding of modern media and newsrooms
- Understand the interplay of these companies' business models and their interplay with consumer credibility
- Practice skills needed to win, and keep great jobs in the industry
- Imagine the intersection between technology and media and it's impact on news, culture and global consumer connectivity
- There will be guest speakers; subject-matter experts

Course Notes

Homework will include observational and experiential assignments as well as pertinent weekly readings, plus smaller group practice assignments.

Required Readings and Supplementary Materials

Articles and book sections posted to Blackboard weekly. All posted reading mandatory.

Assignments and Grading Breakdown

Homework	15%
Group Project #1	20%
Group Project #2	20%
Participation	25%
Final Individual Presentation	20%

Assignment Submission Policy

Papers will be delivered both through Blackboard and in hard copy form by due date and time

Additional Policies

Laptops required in class

Course Schedule: A Weekly Breakdown

	Topics	Readings and Homework	Deliverable/ Due Dates
Week 1 Dates	Overview: Women's Media Past 100 years	To Be Assigned one week prior to class	
Week 2 Dates	Content Quality and Distribution	To Be Assigned one week prior to class	Group Project #1
Week 3 Dates	Data-Driven Newsrooms	To Be Assigned one week prior to class	
Week 4 Dates	Programming New Rules	To Be Assigned one week prior to class	
Week 5 Dates	Building Great Stories	To Be Assigned one week prior to class	Group Project #2
Week 6 Dates	Leveraging Testing-and-Learning in Real Time with Analytics	To Be Assigned one week prior to class	
Week 7 FINAL Date	The Business Side: How Modern Publishers Make Money	To Be Assigned one week prior to class	Final Presentations

Statement for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website and contact information for DSP: http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html, (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

Statement on Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Emergency Preparedness/Course Continuity in a Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.