Lesson Plan – Wed., Sept. 5
Managing a Media Environment/Editors role

Student Objectives
- Understand main concepts of managing in a media environment.
- Discuss and analyze the manager’s role in a converged newsroom.
- Develop skills needed to coach writers in a fused newsroom – class activity involving writers and editors.
- Introduce and explain the newspaper visit project.

Materials
Textbooks
Coaching activity handout
Newspaper visit project handout

Take roll
Set agenda

Overview of reading, Balancing on the Wire: Chapter 2: Managing in a Media Environment – 40 minutes.
Introduction to the role of managers in the newsroom.

PowerPoint presentation/lecture (10 slides): Overview/Introduction of the top 5 newspapers in Florida and the way their corporate hierarchy works. Break down the different managers in the newsroom by job duty. (Circulation manager, managing editor, publisher, etc.)
- Use example of article by professors at University of North Texas – breakdown of how media management has evolved during the development of converged newsrooms.
- Break for questions.

Short video clip: Orlando Sentinel converged media room.
- Notice the leadership styles.
- Pay particular attention to the new role managers play in the newsroom. (Both broadcast and news).

Finish PowerPoint slides reviewing the historical timeline of management in media corporations (mergers, etc.)
- Break for questions

Break – 5 minutes

Discussion – 20 minutes.
- Probe questions for classroom discussion: How have management roles changed? How should management/leadership training programs change to keep in sync with how newsrooms are working?

Managers’ role as the editor in a converged newsroom with explanation of coaching activity – 20 minutes.

PowerPoint presentation/lecture (5 slides): Overview of editor’s role in the converged newsroom. Explanation of why type of “manager” they become in a newly evolved converged
newsroom. Explain and review coaching writers chapter regarding how to deal with journalists who are working with print, broadcast and the Internet.

- Explain coaching activity.

Coaching activity – 30 minutes.
- Break students into pairs. Each pair will receive a role-playing situation. (i.e. you are a reporter who is working on a story about the local landfill expanding – how will you work with your editor, etc.)
- Give students 10-15 minutes to discuss with their partner how each of their roles would work.
- Students will regroup and present their findings.
- Leave time for other students to discuss each other’s role-playing situation.

Break – 15 minutes.

Overview of reading, Convergent Journalism, An Introduction: The Multimedia Assignment Editor and Producer – prompt for Newspaper visit project – 10 minutes.
Quickly review the assignment editors role and how that affects either newspapers or broadcast stations.

Overview of Newspaper visit project – 40 minutes.
Pass around handout. Overview purpose, date, procedure and expectations of the project. Structure the discussion of the project based on the handout. (What the assignment will involve, what preparation is needed, what the expectations are in terms of writing, a timeline, expectations of the in-class presentation and newsroom etiquette. Leave time for questions.
Lesson Plan – Wed., Nov. 14
Multimedia Advertising/Public Relations

Student Objectives
- Understand main concepts of advertising and news gathering.
- Discuss and analyze the role advertising and public relations plays in a multimedia newsroom.
- Group exercise to show the importance of marketing in the newsroom.
- Group 2 presentation.

Materials
Textbooks
Advertising and public relations activity handout
Group 2 presentation evaluation forms

Take roll

Lecture: Short overview of media laws concerning copyright/obscenity and the link to advertising.

Break – 10 minutes

PowerPoint and lecture (10 slides): Define advertising and provide a brief history. Transition to main lecture for today: multimedia advertising.
- The cost of media advertising is based on how many people are exposed to it. The bigger the audience = the higher the cost.
- Internet advertising revenues.
- SPAM e-mail – direct affect to advertising.
  - Short video clip of Jon Stewart’s Daily Show, featuring an interview about corporate e-mailing/advertising. (While watching the clip be sure to pay attention to the types of “priority big business has – and why).
- Instant messaging
- Blogs
- Advertising evolution to multimedia industry.

Public Relations
- Public Relations in the digital age: What has changed and what hasn’t (prompt the class to answer before giving presentation).
- Building relationships/communicating with media.
- How do you up circulation numbers/Web site hits? How to do community outreach with new media.

Discussion – 20 minutes
- Prompt discussion:
Meredith A. Cochie

- Do you view TV ads differently than those in the newspaper or magazine?
- Have Web ads become obtrusive or do you tune them out?

**Group 2 presentation and evaluation – 60 minutes.**

- Group 2 presents on the redesign of a newsroom in terms of hierarchy of staff and seating/desk arrangements.
- Group 2 will present their way of revamping the newsroom.
- Hand out evaluation sheets before presentation begins.
  - Evaluation sheets are passed out to everyone in the class who is NOT doing the presentation – they will evaluate the group’s presentation – that feedback will be taken into consideration when the final grade is assigned.