

Entrepreneurial Journalism

JOUR7100-001

JOUR4802-001

Spring 2014

5:30 – 8:30 Thursday 5:30pm-8:30pm

Meeman 106

Professor: Dr. Carrie Brown

Office: Meeman 314

Office Hours: Thursday 3- 5 (first-come, first-served, just stop by) and by appointment – please set up a time for appointments in advance by email or text. Can also “meet” virtually via Google+, GChat, AOL Instant Messenger, Skype etc.

Phone: 202-251-5719 (call or text)

Email: cbrown14@memphis.edu or carrielisabrown@gmail.com

COURSE DESCRIPTION:

CATALOGUE DESCRIPTION:

Examines business models and new media tools that can encourage entrepreneurial thinking and planning in various fields of mass communication, as well as the theory and practices of traditional media management. Subjects will include assessment, organization and strategy, budgeting, decision-making, and other functions in advertising, news, and public relations.

PREREQUISITE:

None.

TEXTBOOKS:

Briggs, Mark. (2011). *Entrepreneurial Journalism: How to Build What’s Next for News* [ISBN: 978-1-60871-420-9]. Jarvis, Jeff. (2011). *What Would Google Do?*

COURSE GOALS:

The goal of this course is to better prepare students for entering a tumultuous media environment by fostering an understanding of business dynamics and opportunities in media industries in the context of digital disruption. Students will get a basic grounding in the skills and knowledge they would need to not only potentially start their own businesses, but also to bring entrepreneurial, innovative thinking into legacy organizations. This course will examine a variety of emerging and traditional business models and discuss how to leverage digital media tools. Students will learn also learn about organizational culture and leadership and barriers to change efforts in existing organizations and possible strategies for overcoming those issues.

CLASSROOM FORMAT:

Lecture and discussion.

GRADING:

Business plan/pitch (will work with team).....	50%
Blog posts/assignments.....	40%
Participation.....	10%

BUSINESS PLAN/PITCH:

All semester you will be working with a team to develop a business plan for a startup and a pitch to potential investors. On the last day of class, you will do a team presentation with a pitch deck (10-minute time limit). This will be Kind of a Big Deal, as it will be attended by some people from our local media and/or startup scene – the kind of people you want to impress. Each person will submit a peer evaluation at the end of the semester in which you assess your own performance as well as that of others in your group. There will also be some deadlines and updates along the way as you build to the final product.

Blog posts/other assignments: We will be blogging and writing throughout the semester reflecting on the readings, examining case studies, covering local entrepreneurship events, and more. Some of these assignments may be targeted to possible publication in national or local media that cover entrepreneurship. We will also regularly use the hashtag #jpreneur on Twitter and other social media sites to chronicle our experiences. If you don't have a Twitter account that is unlocked and open to the public, you will need to create one for the purposes of the class. Each week, you will be asked to respond to a question or questions related to the readings.

These assignments will be discussed in class, and I will also send a reminder of what is due and when in an email to the class and/or on the class blog. Please get in the habit of not only paying attention in class and writing down any assignments mentioned, but checking your email so you know what is due – this is YOUR RESPONSIBILITY.

Students taking this course as JOUR 4802 may at times have somewhat different assignments. You will be notified when this is the case.

You should start planning immediately for the following blog post assignment:

- You must attend some kind of event on your own in related to entrepreneurship and/or technology. You will write a blog post describing that event and what you learned, including some kind of multimedia element, such as photo or video. DUE BY LAST DAY OF CLASS but do not wait until the bitter end to do this. You could attend one of the many events at Start.co or our campus Crews Center for Entrepreneurship; there are other opportunities as well.

ATTENDANCE AND PARTICPATION:

If your idea of a fun time is passively listening to your professor drone on are over while taking notes so you can regurgitate the material in an exam, this is probably not the class for you. You need to be actively engaged in your own learning process. Participation is not only verbal in-class but also in the form of comments on Facebook and in other online forums. Please join our class Facebook page: <https://www.facebook.com/groups/138719566294582/> and feel free to share links there pertaining to journalism entrepreneurship. This class may often involve co-working with other students and will most likely consume the entire three hours.

Missing class is going to be a big problem, as is being significantly late. If you miss class, especially later in the semester, you are going to be letting your whole group down, and that's just not nice. If you MUST miss class because you have a medical emergency or similar, you need to notify me BEFORE class. You get one free, because life happens, but every additional unexcused absence from class will result in a two percentage point deduction in your final grade.

TENTATIVE TIMETABLE:

Week One – January 16

Intro to the class, go over syllabus

AN INTRODUCTION TO DISRUPTION – The story of media today and what it means to you.

Why entrepreneurship matters and why it's so gosh darn exciting

Read for next week: Tow Center Report: <http://towcenter.org/research/post-industrial-journalism/>

Why Journalists Are Becoming Entrepreneurs

<http://www.linkedin.com/today/post/article/20131113184643-6114706-why-journalists-are-becoming-entrepreneurs>

Do before next class: Watch Page One movie. This is a tale of disruption in one news organization (New York Times) but some of the lessons apply beyond journalism. You should write down at least one concrete observation you made about disruption from the film. It's already getting a little bit dated, but the major themes are still relevant. The film is available on Netflix and we have some copies you can check out from the journalism office in room 300. Respond to question(s) about the readings and film for next week. Details TBA. Start thinking. What is your best media business idea? Hint: Think about a problem you could solve or a pain you could cure.

Week Two –January 23

Introduction to Design Thinking.

We will be meeting at the Crews Center for Entrepreneurship at 3618 Walker Ave. this week.

Read: Briggs Chapter 1

How to get startup ideas by Paul Graham

<http://www.paulgraham.com/startupideas.html>

Why We Need the New News Environment to be Chaotic by Clay Shirky

<http://www.shirky.com/weblog/2011/07/we-need-the-new-news-environment-to-be-chaotic/>

Jarvis, What Would Google Do? book: Read intro and first two sections “New Relationship” and “New Architecture”

Respond to question(s) about the readings for next week. Details TBA.

Week 3 – January 30

More on disruption

Some basics of entrepreneurship - key concepts

Read: Jarvis, What Would Google Do? book “New Publicness” and “New Society” sections

Do:

Respond to question(s) about the readings for next week. Details TBA.

Case study, which will be posted on the class blog. Choose a traditional media organization (PR firm, news organization, ad agency, etc.). What has this organization's response been to the changing media landscape? Do some research, and if possible (STRONGLY recommended), interview somebody from that organization, and ask them what lessons they have learned as they work to adapt. Sites/publications like Poynter, Nieman Lab, CJR, AJR, Romensko, etc. often write about legacy media organizations and how they have adapted. What kinds of opportunities did they take...or miss.... to grow audience and/or build new revenue? What specific challenges did they face? This does not have to be comprehensive, but will hopefully get you thinking. Be prepared to discuss what you learned.

Week Four – February 6

Discuss legacy case studies

Organizational culture and organizational change: What you need to know about being an intrapreneur and making change from within.

Read: E. Schein *Organizational Culture and Leadership* Chapter 1 and 2 and 13 on UM Drive
Clayton Christensen *Innovator's Dilemma* Introduction and Chapter 2 of the *Innovator's Solution* On UM Drive

Kets de Vries in *Leadership Mystique* Chapter 7 The Rot at the Top & Chapter 8 Achieving personal and organizational change on UM Drive
Selection from *Diffusion of Innovations* by Rodgers

Do:

Respond to question(s) about the readings for next week. Details TBA.

Prep a brief class blog post and presentation for next week on a new, innovative media-related startup you admire. What have they done well? What kinds of attitudes or techniques might you adopt from them? How did they define and meet a previously unmet need? Think like a business person as well as an audience member – where is their revenue coming from? What is their content strategy? Their marketing strategy?

Week Five – February 13

Class presentations on innovative media orgs

Read:

Briggs Chapter 2: Get Inspired by Success

Marc Andreessen: The Only Thing that Matters <http://pmarca-archive.posterous.com/the-pmarca-guide-to-startups-part-4-the-only>

Fred Wilson: What a CEO Does, Parts 1 & 2 <http://mba-mondays.pandamian.com/what-a-ceo-does/> and <http://mba-mondays.pandamian.com/what-a-ceo-does-continued/>

Eric Ries: The Lean Startup | Methodology <http://theleanstartup.com/principles>

Jarvis, What Would Google Do? Sections “New Economy” “New Business Reality” and “New Attitude”

Optional - Startup.com documentary

Respond to question(s) about the readings for next week. Details TBA.

Week Six February 20

Ideas: Coming up with them, filtering them. Creative process.

What problem will you solve/ pain will you cure? Can you quantify/describe that problem?

Basics of an elevator pitch/short pitch

In-class exercises on understanding ideas and problems

Read: Briggs Chapter 4

Vinicius Vacanti: How New Ideas Almost Killed Our Startup

<http://viniciusvacanti.com/2010/08/03/new-ideas-can-kill-your-startup/>

Jarvis, What Would Google Do? “New Ethic” “New Speed” and “New Imperatives”

Do: Prepare an elevator pitch of no more than two to three minutes.

Respond to question(s) about the readings for next week. Details TBA.

Week Seven February 27

Individual short pitches.

Formation of groups.

Introduction to the building blocks and the final pitch

To Do: Clear, concise write up of your problem/solution. Begin basic research process. Be prepared to start class with a pitch.

Respond to question(s) about the readings for next week. Details TBA.

Read: Briggs Chapter 5

Week Eight – March 6

Introduction to Lean Startup Methodology: Start, define, learn, experiment

Customer discovery intro

Building blocks: Customer segments, value propositions

Read: Briggs Chapter 3 and 6

Respond to question(s) about the readings for next week. Details TBA.

Do: Introductory customer discovery exercise (as individuals) Details TBA

SPRING BREAK MARCH 13 NO CLASS

Week Nine – March 20

Discuss introductory customer discovery exercise

Leveraging technology

Agile development strategies

Lean Startup Methodology: Leap, Test, Measure, Pivot

Building blocks: Customer relationships, channels, technology

Read: Brings Chapter 6 and 7 and sample business plan in the appendix

Jarvis, What Would Google Do? “Media” thru “Manufacturing”

Respond to question(s) about the readings for next week. Details TBA.

Week Ten – March 27

Show me the money: Examining different revenue models for media businesses. Paid subscriptions, advertising, nonprofits, crowdfunding, transition curve, more.

Competitive landscape

Building blocks: Revenue, keys.

Read: Briggs Chapter 8

Jarvis What Would Google Do? “Service” – “Exceptions”

Chris Anderson, “The Long Tail” <http://www.wired.com/wired/archive/12.10/tail.html>

Jeff Jarvis on content as service vs. content as product

<http://buzzmachine.com/2012/11/19/content-vs-service-in-media-education/> and

<http://buzzmachine.com/2012/11/28/journalism-as-service-lessons-from-sandy/>

On Paywalls: <http://blogs.reuters.com/felix-salmon/2010/11/02/newspaper-paywall-datapoint-of-the-day/> and <http://www.shirky.com/weblog/2010/04/the-collapse-of-complex-business-models/>

On Nonprofit Journalism: <http://www.journalism.org/2013/06/10/nonprofit-journalism/>

Respond to question(s) about the readings for next week. Details TBA.

Week Eleven – April 3

Financing models

Building blocks: Cost structure

Start talking pitching.

Read: Finish Briggs book

Lessons from Steve Outing's Enthusiast Group <http://www.ojr.org/ojr/stories/071128niles/> by Robert Niles

Give before you get by Brad Feld <http://www.feld.com/wp/archives/2013/01/give-before-you-get.html>

Watch: TechStars at least one episode of The Founder's Group <http://www.techstars.com/tv/the-founders/>

Respond to question(s) about the readings for next week. Details TBA.

Week Twelve – April 10

Pitching

Wireframing

Will have time in class to work on pitch.

Respond to question(s) about the readings for next week. Details TBA.

Week Thirteen April 17

Pitch practice

Week 14 April 24

This is it! Do your pitch.

Your pitch must include a PowerPoint. Examples and template will be given in class. No Prezi.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR7100:

- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

PERFORMANCE STANDARDS TO BE MET (demonstrable skills, abilities, techniques, applied competencies):

- Graduate seminar discussion participation, to include presentations on assigned topics and/or readings.
- Business plan including individual research into specified management or entrepreneurial
- topics regarding the application of theories and approaches in the management literature to media organizations.
- Tests, quizzes, and other assessments as needed

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given

by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.