Food Writing and Blogging • 019:120:SCA

Monday and Wednesday • 3:30 to 5:30 p.m. • W236 AJB

Instructor
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Office hours: Monday and Thursday 2:30 to 3:30 p.m., Wednesday 5:30 to 6:30 p.m., by appointment

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Course Description
This is a writing course focused on food and drink from the field to the table. Students will develop blogs, find their voices, post regularly, explore what multimedia adds to their online writing, and build audiences. Beyond the intensive writing in this course, students will be introduced to the technical aspects of blogging that are required of today's writers.

Required Texts and Materials
There isn’t a textbook for this class. Instead, readings will come from the Web (where, you know, bloggers tend to write) and from you. I’ll provide some additional pieces, too.

You are required to check my blog at food.jmc.uiowa.edu for reading links.

You might find it helpful to have a Dropbox account. It magically syncs its contents between computers, makes it available online and on your smartphone, and provides an easy way to revert to a previous version should you do something stupid. Like I said, you might find it helpful, but it’s not required.

Grading
Grading is the worst part of teaching, really, but until we figure out something better, that’s what we’ll do.

It should go without saying that grading, especially in a writing class, somewhat subjective. It should also go without saying that simply meeting an assignment’s requirements does not entitle you to an A. Rather, it entitles you to a passing grade. A’s are reserved to exemplarity work. A+ is only used in exceptional circumstances.

It should also be noted that a grade does not directly reflect how much work you feel you did on an assignment; it reflects the idea and its execution.

Final grades breakdown like so:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>94 - 100%</td>
<td>A</td>
</tr>
<tr>
<td>90 - 93%</td>
<td>A-</td>
</tr>
<tr>
<td>88 - 89%</td>
<td>B+</td>
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</tbody>
</table>
Participation, attendance and in-class work 20%

We’ll do a fair amount of in-class workshopping and discussion. You’ll need to be in class and actively participating for that to work. You’ll also be responsible for choosing and distributing a piece of food writing and leading an hour-long discussion and critique of it. Please schedule doctor appointments, interviews, tryouts, vacations and other things outside of class time. And please don’t text or check Facebook or read I Can Has Cheezburger or whatever because it’s distracting. And it’s not hard to tell when you’re doing these. Arriving in class more than 20 minutes late counts as unexcused absence.

If you have 3 or more unexcused absences, you’ll automatically lose 5% of your final grade.
If you have 5 or more unexcused absences, you’ll automatically lose 10% of your final grade.

Blog 40%

Once you’ve pitched your blog in the second week of class, I will expect you to blog regularly. You are required to post at least twice each week and write a total of at least 35 posts by the end of the semester. (If you do the math, you will see that means writing more than two posts about every third week.)

Stories 40%

You’ll write three 1,500- to 3,000-word stories. They can build off of work you’ve done for your blog, as long as they’re original to this class.

Extra credit

To encourage you to write for the outside world, I’m am offering these extra credit opportunities (and only these opportunities). Some fine print: you can only earn each bonus once, and a single post or story can only earn one bonus. Please don’t try to game the system; doing so will And know that I’ll know if you’re gaming the system because it’s not hard to tell.

Blog post garners 200 unique visitors in 72 hours from a referrer: 1% to final grade.
Blog post garners 1000 unique visitors in 72 hours from a referrer: 5% to final grade
Story sold to a publication with a circulation greater than 15,000: 1% to final grade.
Story sold to a publication with a circulation greater than 75,000: 5% to final grade.
Key dates
Some key dates to be aware of during the semester. This is subject to change and modification.

Jan. 18, 2011
First day of class

Jan. 25, 2011
Pitch blog idea

Feb. 6, 2011
Pitch first story

Feb. 20, 2011
Workshop first story

Feb. 29, 2011
First story due in class

March 5, 2011
Pitch second story

March 12 and 14, 2011
Spring Break, no class

March 21, 2011
Workshop second story

April 4, 2011
Second story due in class

April 9, 2011
Pitch final story

April 23, 2011
Workshop final story

May 2, 2011
Final story due in class
College of Liberal Arts and Sciences Policies and Procedures

Administrative Home The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook [wwwclasuiowaedustudentsacademic_handbookindex.shtml].

Electronic Communication University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Academic Fraud Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

CLAS Final Examination Policies Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Accommodations for Disabilities A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowaedu/~sds/ for more information.

Understanding Sexual Harassment Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowaedu/~eod/policiessexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)

*The CLAS policy statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual.
The Iowa Dozen

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards.

We learn to
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore
10. Theories and concepts.
11. The history, structure and economy of media institutions.
12. The role of media in shaping cultures.