

PART 1: CONTENT ANALYSIS -- Individual

Due: 2:30 p.m. Sept. 19.

Our first step is to determine REALITY, or the current state of diversity in the Kansan. To do this, we will create a sample examining 15 weeks of coverage in 2019: most of spring semester and the first three weeks of this semester. We will then compare that data to university demographics in order to determine how representative the Kansan is of the campus community.

To start, you will examine the Monday and Thursday print issues of the Kansan, only studying the content you are assigned: Front Page News, Features/Arts&Culture, Photography, Sports, or Inside News. If you are Team Facebook, you will examine Monday and Thursday Facebook posts (and any related photos and web links) and will need to just scroll backwards in time to find your content on the Kansan Facebook page.

Your spot number on the team list determines which newspaper timeframe you will research. If your name is next to a #3, for example, you will have the weeks of March 18-April 5.

1. Jan. 28-Feb. 15
2. Feb. 18-March 8
3. March 18-April 5
4. April 8-April 26
5. Aug. 26-Sept. 16

So, if you are #3 under Sports, you will examine only Sports coverage in the Monday and Thursday Kansan print issues between March 18-April 5 – six newspapers total. If you are #2 under Features, you will examine only Features/Arts&Culture coverage in the Kansan for the Monday and Thursday print issues between Feb. 18-March 8 – six newspapers total. And so on.

The assignment involves:

1. Coding your data into an Excel template we will create in class. You will download the Excel sheet and then create an entry for each piece of content analyzed and study the sources used in that content.
2. Creating a Word document report that contains:
 - a. A chart with your tallied numbers
 - b. A 2-3 page (doubled-spaced) paper summarizing your findings (i.e. where is the Kansan doing well/not so well, why this matters and what are your initial thoughts for recommendations for change)

You will upload your Excel sheet and Word document to Blackboard by **2:30 p.m. Sept. 19.**

Late work (starting at 2:31 p.m.) will receive a zero.

This is worth 75 points: 10 points per newspaper coded (60) & 15 points for report.

PART 1: CONTENT ANALYSIS – Group

DUE: 2:30 p.m. Oct. 3

You will meet with **your team** to combine your individual data into one team report that has one chart with everyone's tallies and a 3-4 page (double-spaced) report summarizing your team's findings as a whole and including initial recommendations.

Team Roles:

TEAM SECRETARY: In charge of making sure all team members quickly receives copies of each other's individual reports to study before group meeting. Takes notes during team meeting discussion to help keep track of ideas discussed and who suggested what ideas, as well as what ideas are ultimately selected. In charge of providing raw notes to team leader to write up first draft and to Dr. Finneman as proof of everyone participating. In charge of making sure team stays on deadlines throughout entire process.

TEAM LEAD: In charge of leading team meeting and making sure all team members provide their ideas and input for the team report. In charge of creating draft of team report based on team discussion and agreed upon best ideas in secretary's notes. In charge of uploading the final team reports to Blackboard and getting copies to each team member.

TEAM PR REP: In charge of communication with the other PR reps for the other class teams to get copies of their team reports, to read them and to write a 1-2 page summary for your team of what other teams are finding. Also in charge of presenting in class your team's main findings throughout this process, thereby requiring you to be very knowledgeable about your team's status.

TEAM AD REP: You are in charge of reading your group's news report and your PR rep's summary of the other teams' findings and then writing a 1-2 page marketing plan for how the Kansan could better reach diverse communities via **SOCIAL MEDIA**. (Please note the platform changes for each round). Throughout the semester, you should be meeting with the other teams' ad reps to create one comprehensive final marketing plan.

TEAM PROOFER: In charge of collecting and proofreading all team reports before they are submitted, suggesting revisions to team members and implementing agreed on changes to create clean final reports. In charge of being aware of university demographics and ensuring accurate comparison to Kansan data. In charge of making sure everyone has read and signed off on reports before sending team lead the final reports to be uploaded to Blackboard. In charge of making sure report formatting matches all other teams' reports through conversations with Dr. Finneman & other team proofers on font size, type, headings, etc.

Team lead will upload your final Group report & supplemental materials to Blackboard by 2:30 p.m. Oct. 3. Supplemental materials = secretary raw notes, team lead original draft, proofer draft with editing/revision suggestions, PR rep summary of other teams and ad rep report. Ensure individual names are at top of all reports. Late work (starting at 2:31 p.m.) will receive a zero. This is worth 30 points.

PART 2: TEAM SIGN UP

Divide up by fault line:

Race
Religion
Generation
Culture
Gender/Sexuality
Disability/Mental Health

Team Facebook

1.

Team Photography

1.

Team Front Page News

1.

Team Features/Arts/Culture

1.

Team Inside News

1.

Team Sports

1.

PART 2: INTERVIEWS -- Individual

DUE: 2:30 p.m. Oct. 17

Our next step is to examine PERCEPTIONS, or the perceived state of diversity of the Kansan.

Each team will select a fault line for its focus. Each student must conduct two interviews with someone who matches that fault line and write up a summary for each interview. We will develop the interview questions as a class to ensure consistency throughout.

Note: At this point, you are no longer limited to your previously assigned content area. In other words, you will remain on your team, but – for example – Team Facebook is not limited to just asking questions about social media. The questions we develop as a class will be the questions everyone asks their interview subjects.

Student clubs could help you find sources for your particular fault line:

<https://rockchalkcentral.ku.edu/organizations>

Let your interview subjects know that you need to use their name in the private reports turned in to your professor, but all names will be removed in the final public version of the report.

If your interview subjects aren't familiar enough with the Kansan to give specific input, we can still make it work. We'll create a "back-up" set of questions about their perceptions of media coverage in general of their particular fault line.

Complete separate write-ups for each source. It should be clear at the top of the first page of each how the source fits the fault line. Write 2-3 pages (double spaced) about Source 1. Write 2-3 (double spaced) pages about Source 2. Submit as one file to Blackboard by 2:30 p.m. Oct. 17. Late work (starting at 2:31 p.m.) will receive a zero.

Each assignment is worth 25 points for 50 points total.

PART 2: INTERVIEWS -- Group

DUE: 2:30 p.m. Nov. 5

You will meet with **your team** to combine your individual data into one team report that summarizes the most significant themes from the interviews and includes initial recommendations based on the feedback.

The team report should be between 4-5 pages double spaced.

Team Roles:

TEAM SECRETARY: In charge of making sure all team members quickly receives copies of each other's individual reports to study before group meeting. Takes notes during team meeting discussion to help keep track of ideas discussed and who suggested what ideas, as well as what ideas are ultimately selected. In charge of providing raw notes to team leader to write up first draft and to Dr. Finneman as proof of everyone participating. In charge of making sure team stays on deadlines throughout entire process.

TEAM LEAD: In charge of leading team meeting and making sure all team members provide their ideas and input for the team report. In charge of creating draft of team report based on team discussion and agreed upon best ideas in secretary's notes. In charge of uploading the final team reports to Blackboard and getting copies to each team member.

TEAM PR REP: In charge of communication with the other PR reps for the other class teams to get copies of their team reports, to read them and to write a 1-2 page summary for your team of what other teams are finding. Also in charge of presenting in class your team's main findings throughout this process, thereby requiring you to be very knowledgeable about your team's status.

TEAM AD REP: You are in charge of reading your group's news report and your PR rep's summary of the class findings and then writing a 1-2 page marketing plan for how the Kansan could better reach diverse communities via **PRINT**. (Please note the platform changes for each round). Throughout the semester, you should be meeting with the other teams' ad reps to create one comprehensive final marketing plan.

TEAM PROOFER: In charge of collecting and proofreading all team reports before they are submitted, suggesting revisions to team members and implementing agreed on changes to create clean final reports. In charge of being aware of university demographics and ensuring accurate comparison to Kansan data. In charge of making sure everyone has read and signed off on reports before sending team lead the final reports to be uploaded to Blackboard. In charge of making sure report formatting matches all other teams' reports through conversations with Dr. Finneman & other team proofers on font size, type, headings, etc.

Team Lead will upload your final Group report & supplemental materials to Blackboard by 2:30 p.m. Nov. 5. Supplemental materials = secretary raw notes, team lead original draft, proofer draft

with editing suggestions, PR rep summary of other teams and ad rep report. Ensure names are at top of all reports. Late work (starting at 2:31 p.m.) will receive a zero. This is worth 30 points.

PART 3: FOCUS GROUPS – Mini Group

DUE: 2:30 p.m. Nov. 19

Our next step is to examine SOLUTIONS, or how the Kansan can better represent and work with diverse audiences across campus.

Your team will continue with the same fault line as before and select two campus organizations that will serve as your focus groups. The aim is to get six to eight people from each organization to participate in each one-hour session. These people may NOT overlap with the interview subjects from Part 2. There are 20,000 people on this campus. No repeats.

Your team will split in half, with two of you conducting one focus group with one organization and three of you conducting another focus group with another organization.

We will create the structure of the focus group as a class to ensure consistency throughout. It is your responsibility to arrange the meeting space/time/etc. for your focus group and to let Dr. Finneman know when/where pizza needs to be delivered.

Each team member will audio record and take notes during the focus group session and take turns asking questions. Each will write up 2-3 pages (double spaced) summarizing the focus group meeting.

You will need to have a sign-in sheet at your focus group for everyone participating, including your team members. This needs to be turned in to Dr. Finneman at the next class. However, let the research subjects know that, in the final public report, their names will not be used, only their comments.

Submit to Blackboard by 2:30 p.m. Nov. 19. Late work (starting at 2:31 p.m.) will receive a zero.

This assignment is worth 40 points.

PART 3: FOCUS GROUPS – Full Group

DUE: 2:30 p.m. Dec. 3

You will meet with **your team** to combine your individual data into one team report that summarizes the most significant themes from the focus groups and includes initial recommendations based on the feedback.

The team report should be between 4-5 pages double spaced.

Team Roles:

TEAM SECRETARY: In charge of making sure all team members quickly receives copies of each other's individual reports to study before group meeting. Takes notes during team meeting discussion to help keep track of ideas discussed and who suggested what ideas, as well as what ideas are ultimately selected. In charge of providing raw notes to team leader to write up first draft and to Dr. Finneman as proof of everyone participating. In charge of making sure team stays on deadlines throughout entire process.

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TEAM AD REP: You are in charge of reading your group's news report and your PR rep's summary of the class findings and then writing a 1-2 page marketing plan for how the Kansan could better reach diverse communities via **ADVERTISING**. (Please note the platform changes for each round). Throughout the semester, you should be meeting with the other teams' ad reps to create one comprehensive final marketing plan.

TEAM PROOFER: In charge of collecting and proofreading all team reports before they are submitted, suggesting revisions to team members and implementing agreed on changes to create clean final reports. In charge of being aware of university demographics and ensuring accurate comparison to Kansan data. In charge of making sure everyone has read and signed off on reports before sending team lead the final reports to be uploaded to Blackboard. In charge of making sure report formatting matches all other teams' reports through conversations with Dr. Finneman & other team proofers on font size, type, headings, etc.

Team Lead will upload your final Group report & supplemental materials to Blackboard by 2:30 p.m. Dec. 3. Supplemental materials = secretary raw notes, team lead original draft, proofer draft

with editing suggestions, PR rep summary of other teams and ad rep report. Ensure names are at top of all reports. Late work (starting at 2:31 p.m.) will receive a zero. This is worth 30 points.

PART 4: THE FINAL REPORT

IN-CLASS Dec. 3: Each team will review its prior three group reports and work together to create a 2- to 3-page memo summarizing its findings and recommendations to the Kansan as well as create PowerPoint slides for a 9-minute presentation per team.

All ad reps will work together to finish one comprehensive marketing plan based on individual reports as well as create PowerPoint slides for a 6-minute presentation.

IN-CLASS Dec. 10: Practice time for the public presentation. All final reports due.

25 points for active participation