GOALS OF THE COURSE

JAMS 559 has two sets of goals. First, the course seeks to help you recognize the rights and responsibilities of media professionals. Second, it offers you an understanding of freedom of expression and its relationship to changing conditions in American society.

JAMS 559 deals with challenging material, but it is not a hard course. The material is interesting, and even fun. If you keep up with the reading and ask for help when something doesn’t make sense, you’ll do fine.

REQUIRED READING

Required reading includes Pember and Calvert’s *Mass Media Law, 18th edition*. I have ordered the book through the UWM Bookstore, but you may be able to get a better price online at sites such as [www.slugbooks.com](http://www.slugbooks.com) and [www.cheapesttextbooks.com](http://www.cheapesttextbooks.com). The 18th edition is from 2012, but I am not comfortable asking you to pay lots more for a copy of the most recent edition, which is from 2014. Any important developments since 2012 will be covered on the course’s D2L site.
ONLINE MATERIAL, TESTS AND GRADING

Please don't let the lack of face-to-face class meetings in this class lull you into thinking that JAMS 559 doesn't require a significant investment of your time. You should expect to spend at least five hours a week reading and digesting the class material.

The course outline at the end of this syllabus and the course D2L site both provide week-by-week assignments. Please keep up with the podcasts and reading. Don't make the mistake of falling behind and thinking that you will be able to catch up in time to do well on an exam – there's just too much material for last-minute cramming to be successful.

The D2L site contains links to required material (court decisions, laws, studies, songs, and even a couple of comic books) other than the textbook. Included are written notes and audio podcasts intended to help you understand challenging material. Be sure to check your UWM email regularly for updates.

Media law can be complex, so when something isn’t clear please let me know. If you wonder about the wisdom of a certain area of law – for example, is it legal for the media to publish the names of victims of sensitive crimes such as sexual assault? – send your question to me. I will respond to questions (via email to everyone in the class, if appropriate) as quickly as I can.

Your grade in JAMS 559 will be based on three equally weighted exams that you take via D2L. The exams will be timed, open-book, problem-solving essay tests designed to test your mastery of course content. Final grades will reflect the percentage of points you have earned on exams, according to the following scale:
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Final grade</th>
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<tbody>
<tr>
<td>80% or more</td>
<td>at least A-</td>
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<tr>
<td>70 to 79.99%</td>
<td>at least B-</td>
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<tr>
<td>60 to 69.99%</td>
<td>at least C-</td>
</tr>
<tr>
<td>50 to 59.99%</td>
<td>at least D-</td>
</tr>
<tr>
<td>less than 50%</td>
<td>F</td>
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</tbody>
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Students who do not complete an exam within the allotted time will receive an exam grade of 0 unless there is a valid reason for not completing it. Technology problems, including problems with D2L, are not valid reasons for failing to complete a test. D2L is cumbersome and clunky, so be sure to save your exam answers often as a guard against D2L crashes.

I do not grade on a curve, which means you’re not competing with others in the class for grades. That means that everyone could get an A, which would be great! Of course, in theory it is also possible that everyone in the class could get an F. We’d all be very depressed if that happened.

ACADEMIC MISCONDUCT

You may use any sources you think will help you write good answers to test questions, but your answers must be in your own words. Do not copy material directly from the Internet or other sources (even if you place the material in quotation marks). You must provide citation information about the sources of any ideas and words that are not your own.

Attempting to pass off someone else's work at your own work is academic misconduct. UWM’s definition of cheating/academic misconduct is at [http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm](http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm).
Students who cheat risk automatic course grades of F and possible suspension from the university. I understand the pressures that may tempt you to take an ethical shortcut. But please don’t – it’s risky and it’s wrong. If you are having trouble with the material, let me know. I’ll be glad to do everything I can to help you make sense of media law.

ABOUT THE PROFESSOR

Before joining the UWM faculty, David Pritchard was a tenured faculty member at Indiana University in Bloomington. In addition to teaching at Indiana and UWM, he has been a visiting professor at a number of international universities (Université Laval in Canada, Université Panthéon-Assas in Paris, Université Lumière in Lyon). Before moving into the academic world, Pritchard was a newspaper reporter for seven years.

Pritchard has published two books (Les journalistes canadiens: Un portrait de fin de siècle and Holding the Media Accountable: Citizens, Ethics, and the Law) and more than 50 scholarly articles. He has done research and consulting for major media corporations, law firms, and government agencies in both Canada and the United States. He has received research grants from numerous sources, including the U.S. Department of Justice and the Federal Communications Commission. He has supervised five Ph.D. theses and about 60 M.A. theses.

OFFICE HOURS

I enjoy meeting with students who take online classes. If you’d like to arrange an appointment, please email me so that we can set up a mutually convenient time either for a face-to-face meeting in my office (Bolton 578) or a phone conversation.
Course schedule

Tuesday, May 31 – Introduction to law and courts.
• Pember and Calvert, chapter 1, pp. 1-32.

Wednesday, June 1 – First Amendment, part 1.
• Pember and Calvert, chapter 2, pp. 33-77.

Thursday, June 2 – First Amendment, part 2.
• Pember and Calvert, chapter 3, pp. 80-143.

Friday, June 3 – EXAM
• Take EXAM 1 on between 12 a.m. and 11:59 p.m.

Monday, June 6 – Libel, part 1 (elements of libel).
• Pember and Calvert, chapter 4, pp. 147-177.

Tuesday, June 7 – Libel, part 2 (fault).
• Pember and Calvert, chapter 5, pp. 179-215.

Wednesday, June 8 – Libel, part 3 (defenses, state law)
• Pember and Calvert, chapter 6, pp. 217-251.
• Wisconsin Statutes, section 895.05(1) (reporter’s privilege), https://docs.legis.wisconsin.gov/statutes/statutes/895/I/05/1.
• Wisconsin Statutes, section 895.05(2) (retractions and corrections), https://docs.legis.wisconsin.gov/statutes/statutes/895/I/05/2.
• Wisconsin Statutes, section 942.01 (defamation), http://docs.legis.wisconsin.gov/statutes/statutes/942/01.
Thursday, June 9 – False and misleading news.
- Wisconsin Statutes, section 12.05 (false representations affecting elections), http://docs.legis.wisconsin.gov/statutes/statutes/12/05.
- Wisconsin Statutes, section 942.03 (giving false information for publication), http://docs.legis.wisconsin.gov/statutes/statutes/942/03.

Friday, June 10 – EXAM.
- Take EXAM 2 between 12 a.m. and 11:59 p.m.

Monday, June 13 – Privacy.
- Pember and Calvert, chapter 7, pp. 253-289.
- Pember and Calvert, chapter 8, pp. 291-307.
- Kim Janssen, "Jordan says 'it was never about the money' after $8.9M jury award," Chicago Tribune, August 21, 2015 (on D2L).

Tuesday, June 14 – Copyright 1.
- Pember and Calvert, chapter 14, pp. 518-565.
Wednesday, June 15 – Copyright 2.

- Lydia Hutchinson, "George Harrison's 'My Sweet Lord' Copyright Case," Performing Songwriter, February 10, 2014.
- The Chiffons, "He's So Fine" (on D2L).
- George Harrison, "My Sweet Lord" (on D2L).

Thursday, June 16 – Regulation of advertising.

- Pember and Calvert, chapter 15, pp. 569-607.
- Click on “Advertising & Sales Claims” and read all entries (“Bait and Switch” through “Unfair Business Practices”), http://datcp.wi.gov/Consumer/Law_at_Your_Fingertips/Advertising_and_Sales_Claims/Bait_and_Switch/index.aspx.
- Code of Federal Regulations, §73.1212 (Sponsorship identification; list retention; related requirements), http://www.ecfr.gov/cgi-bin/text-idx?SID=b581e4841f271d9689ae2c12fd6139e6&node=47:4.0.1.1.2.8.1.17&rgn=d iv8.

Friday, June 17 – EXAM.

- Take EXAM 3 between 12 a.m. and 11:59 p.m.