Broadcast Communications Practicum BC 120- Fall 2017-

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Practicum Hours/Dates vary from student to student

Course Description

Students engage in experiential learning and professional development in multimedia content and programming with the campus radio and cable television stations and WCN 24/7. Hands-on experience may include radio on-air or news anchor shifts, television news anchoring or reporting, serving on television and remote crews, news writing, videography or similar approved activities. On-air radio and television positions require an audition. Practicum requires each student to demonstrate best practices, competency and advancement of audio, video and writing skills. Students cannot receive practicum credit for work done for other BC classes, labs or assignments. Students must be involved at the stations a minimum of five hours per week.

Advice to students

Approach the experience as an internal internship. You want to learn and grow in a professional media setting. You want to gain valuable experience. You want impress the instructors (your employers) by showing up on time (arriving early, staying late), seeking out challenges, learning new things, problem-solving and being dependable. You will learn from doing. You will engage in a minimum of 7 hours per week activity/contributions as well as monthly weekend work. You will seek out opportunities to serve the local audience. You will also work to improve your skills and mentor fellow students.

Practicum Options-Student will need to choose an area

1. Improve announcing — on air skills
   a. Live radio
   b. News anchor
   c. VT radio
   d. Game announcing
   e. WCN or Coaches Corner anchoring

2. Production skills
   a. Remote crews
   b. Directing shows
   c. Editing video
   d. Studio crew proficiency

A portion of your 7 hours a week will be assigned and the other portion can be elected based on your schedule.
PRACTICUM OUTCOMES

At the end of this semester you will have:

- tracked your progress, activity, participation and experiences through weekly work logs submitted to the instructor.
- reviewed and assessed your activity, skills and contribution with faculty and staff
- updated your resume and added it to your e-portfolio and demo reel with original content that demonstrates an understanding of target audiences.
- applied the importance of meeting and beating deadlines.
- developed confidence and advanced competency in best practices introduced in your courses including audio production, broadcast writing and video production.
- cultivated a richer understanding of the importance of developing a strong work ethic from hands-on experiential opportunities
- demonstrated how you have challenged your skills in regard to best practices and professional standards for audio, video and writing for broadcast and digital communications.

Missed shifts, scheduled times or deadlines:

If you miss any scheduled shift or deadline, any of the remote shifts, etc., you will only be eligible for an A- during the semester. A second missed shift or class will result in an additional grade reduction to a B for the course. A third missed shift result in a C for the course. A fourth missed shift results in a failing grade. Medical; illnesses can be made up if faculty or student leadership is contacted prior to the missed shift. Sick in room is not be accepted as a medical excuse.

Grading Criteria/Checklist/Scale

To get the “C” for BC 120 you must complete 7 hours of practicum participation/activity per week.

To receive the “B” for BC 120 you must complete the requirements established above and: complete weekend work at least once a month for each month of the semester. Weekend work can include working TV remotes, live game announcing or going into the field and shooting news and sports packages.

To receive the “A” for BC 120 you must complete the requirements above and: have a perfect record for attending your duties, shifts and activities. If you have not completely satisfied the faculty and staff and impressed them with your work ethic, attendance, participation, leadership and advancement of skills, you will NOT receive the A. Only the best students can earn an A. Impress me,