Course Description (4 SH). This class builds on the fundamentals of broadcast and digital news writing from previous courses including practical, ethical and legal considerations. Students learn and advance their skills in news gathering, interviewing, writing, producing, reporting and presenting content on Titan Radio, WCN and wcn247.com. The course engages active journalism study, practice and exploration by students in all aspects of the newsroom operations including the convergence of the broadcast side of the newsroom to the online product. Prerequisites: BC 101 or 102 and BC 111.


Required supplies and equipment:

✓ Quality headphones for reviewing audio and video materials during class. Bring headphones with you to each class. I encourage you to use headphones and not earbuds.
✓ MS Office: You can download MS Office for free through LIS. You will use MS Word for all documents in this class.
✓ Lacie 9000488 1TB Rugged Thunderbolt USB 3.0 External Hard Drive (1TB) or new version. It’s the Thunderbolt USB that allows you to do real-time editing between our Macs and your portable hard drive. We know this works with all the Macs in the labs and in the TV stations. You can access and edit video files in real time. YOU ARE NOT PERMITTED TO SAVE AND KEEP FILES on the Macs.
✓ At least 2 or 3 cards with at least 16G free space each. Do not share! These must be class 10 cards. We know the following brands work in the DSLR cameras: Transcend, Panasonic, Sandisk or Toshiba. If you have problems using another brand, this is your issue to troubleshoot. I cannot help you if you do not follow the suggestions I offer.
✓ Access to a Canon Rebel T1i camera
✓ Access to a mini-to-XLR microphone cable and XLR stick or lavaliere microphone.
✓ Access to LED light to mount on Canon Rebel T1i.
✓ Tripod and monopod.

Never ask me what you missed in class or lab. Missing class or lab is your responsibility as a professional to manage. It’s on you to have arrangements with your peers for missed materials, notes, and info. Do not seek me out to arrange making up assignments or quizzes or in-class assignments. I will not accommodate your request. You will receive a loss on those specific grades regardless. You can track the progress of your grade on D2L. Missing in-class assignments, quizzes, participation exercises, etc. will impact your professionalism/participation grade.

Attendance. If you have five or more unexcused absences (this includes missing the lab, field trips, and other mandatory appointments, meetings, etc.), then you fail the course automatically. You will be asked to leave the course on that fifth absence and it’s your responsibility to decide to withdraw or accept an F
for the course grade. When you reach five unexcused absences, I will notify your advisor, coaches, Student Affairs, and Academic Dean and report the matter and request you withdraw immediately. There are no second changes.

In the workplace, people who fail to show up without notice are soon fired. I require you to approach this course as you would your chosen profession. Attendance is mandatory. If you are sick and cannot attend class, or if you are going to be late, contact me before class or lab. If you do so, you might be excused from that day's assignment. If you do not contact your instructor before class (and do not have a compelling reason* for not doing so),

A compelling reason is NOT, by the way, that your roommate forgot to contact me or that your folks have already bought airline tickets to go to Aruba. Social events or campus organization schedules are never accepted.

There are no make-up assignments, quizzes, etc. If you're out of class for a college-approved athletic competition or an approved course field trip, you must decide for what you miss in advance. If you wait until after the fact or at the last minute, you take a zero. The field trip instructor must confirm the date and location in advance.

Personal or medical emergency: if an emergency or crisis causes you to miss three or more days of class, Student Affairs can help contact ALL your professors and advisor. NUMBER TO STUDENT AFFAIRS

Students who miss three or more consecutive days because of illness or injury must present documentation from a physician. SICK IN ROOM will never be accepted. If you're that ill, you must be seen by a health care professional for diagnosis and treatment.

MISSING ASSIGNMENTS. Failure to complete any assignment this semester will cause you to fail this course. When I review the grade book at the end of the semester, you must have all assignments completed with a score from my review. Even if it is a single missing assignment, it will result in an automatic F for the class. It is your job to monitor the progress of your grades on D2L and alert me of any errors or anomalies.

Communication. E-mail is a requirement for this class. You must read my e-mails daily if not more often and respond accordingly. This is how I communicate with you and the REQUIRED method approved by the College. Your Westminster account will serve you well. You will also need to consult with mywestminster.edu continuously (that means at least daily) for access to online quizzes, assignments, grades, etc. You should have your e-mail interfaced with your smartphone so you can receive and respond to e-mails from me in a timely manner. You may also text me or reach out through Facebook messenger.

Participation and professionalism. Being on time for class is required. If you're not seated and prepared to participate, take notes, etc., when I begin, then you will receive a 0 for that class meeting's participation/professionalism score. I assess class participation based on the following criteria:

✓ being prepared for class (completing assignments, readings, etc. well before class time).
✓ being active in discussions and questions with the instructor and your peers.
✓ paying attention during discussions, viewing videos, listening to peers speaking—this means no texting, checking phones, watching videos online, listening to music, talking or other distractions that interfere with your active listening and participation. With that element of the participation/professionalism criteria established, I will not share my cell phone, laptop and computer policy.

✓ Appropriate dress code for changing situations. If you’re going to a county commission meeting, to court for a trial or hearing, or to another professional gathering, then you should dress professionally. The same logic applies to interview meetings. Depending on who and where, the dress code can change. The same for when you are in the field reporting on camera, etc. You represent out newsroom and the College. Inappropriate attire, logos, imagery or phrases are unacceptable.

✓ Smartphone/Technology Policy-You must keep your cell phone out during class, but it must be face down on the table. It can remain on with the silent settings. However, you are to ignore texts or calls during class. The same goes with a laptop for note taking, etc. We live in a connected world. I work in a field that requires it. In this class, we are engaged in some activities that requires you to connect online or communicate with someone beyond our classroom, therefore I may ask you to review a link, video, etc. with your smartphone.

If you are unable to meet any of the above criteria, you will 0 points for that day’s participation/professionalism score.

Meeting and beating deadlines. Course assignments and projects will have hard deadlines. If you miss any deadline, I will score your assignment with a 0. No exceptions.

Academic Integrity Requirement (CODE OF ETHICAL, PROFESSIONAL BEHAVIOR). It is your responsibility to be familiar with Westminster’s academic integrity policies. All your work must be genuine, original and properly credited. This means that academic dishonesty will not be tolerated. Students who I determine are engage in academic dishonesty will fail this class. For scholars, researchers and professionals in media and communications it is paramount to foster a reputation above reproach when it comes to fairness, honesty and integrity. This ethical reputation is the foundations of credibility in the field and students in this class must meet the highest ethical standards. If you engage in academic dishonesty, misrepresent yourself or situations, falsify or fabricate information, you will receive an “F” for the course. The matter will be sent to the Academic Dean’s office for further action. Academic dishonesty includes, but is not limited to:

✓ fabricating or falsifying or misrepresenting interviews, video, audio, air checks, live reports, etc.
✓ misrepresentation of audio, video or printed materials. Often students will attempt to double-dip, or use work created and submitted in other courses. This is dishonest. You will fail the class if you submit work previously created for another project or class. Furthermore, passing off work you have created for this course to another course is also cheating and will result in report from me to the instructor, the Division Chair and Academic Dean.
✓ violating LIS equipment policies by using deception or misrepresentation; abuse or neglect of equipment; theft or other breaches that impede other student work or access to equipment.
✓ failure to credit cast and crew for work and assistance of audio and video projects.
✓ failure to cite/credit original sources in written works or in presentations
✓ plagiarism.
✓ collusion with others to mislead, misrepresent, or deceive the instructor.
✓ providing false or misleading information to receive a postponement or an extension on assignments and deadlines.
✓ any act designed to give an unfair advantage to any student or the attempt to commit such acts.

Course outcomes. By the end of this course you will be able to:
1. Manage, interface and use the Associated Press wire service and WP blogging dashboard for news gathering, writing and story production.
2. Write, produce and create digital content and elements utilizing the various format for WP blogging on wcn247.com, Westminster Cable and Titan Radio.
3. Conduct and process video and audio interviews for news gathering for both short and long format purposes.
4. Demonstrate an advanced skill set and experiences for moving digital news content from blog to social media.
5. Produce television and digital media content including a television news magazine, podcasts and a radio news special.
6. Shoot, edit and report stories with Canon Rebel T5i and Smartphone apps.
7. Analyze, process and showcase original digital media content on your online portfolio.

Program Outcomes. The BC 311 course outcomes extend from the following Broadcasting and Media Production programs: The following programs outcomes directly connect to the all course outcomes and assessments listed in this document.

✓ utilize polished skills in broadcast and digital media writing, interviewing, and digital media.
✓ production that meet best practices established by the industry.
✓ understand, integrate and appraise the ethical frameworks and legal constraints for media professionals.
✓ create and produce independently and with others original media content on digital
✓ and high definition platforms under hard deadlines serving the community with programming, information and entertainment.
✓ utilize the language, aesthetic qualities, production values and media literacy skills to create a content critical review and portfolio development.
✓ understand and utilize current technologies, techniques, theories, and best practices in both the production of media content and the critical review of it.

Assessment & Grading Criteria. Your final grade for this course will be calculated by the following grading schema.

| Participation & Professionalism. Includes: weekly/regular MMJ assignments (5 points each); regular lab assignments (5 points each); required field trips (10 points); mandatory events and meetings (10 points); regular FB group discussions (at least 10 worth 5 points each). | 40% |
| TV Producing- You will produce one episode of WCN 24/7 for cable. Your peers and the instructor will review and critique your effort (50 points). You must meet deadlines to receive any points | 20 |
| Radio Show Producing- You will produce one episode of our radio show for Titan Radio/WCN. Your peers and the instructor will review and critique your effort (50 points). You must meet deadlines to receive any points. | 20 |
| Online Portfolio & Resume Updates You will update your resume to include skills, titles, experiences and positions you have held in this class and others. You will also organize and showcase your best work via an online portfolio and demo reel. 50 points possible. | 20 |
| Final Grade | 100 |

Complete All Assignments. Any missed assignments on the grade book at the end of the semester will result in an automatic F for your final grade. Any request for a deadline extension will result in a 10-point deduction from your final grade. You will have 15 days to turn in any missed deadline, but the score will remain a zero. Any incomplete assignment (regardless of the any missed deadline) will result in an automatic F for the course.
Grading scale.

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Managing your digital files. Naming, saving & submitting written assignments—Writing scripts, proposals, treatments, reflections and other documents require good grammar and spelling practices. You will also apply best naming practices for such documents for sharing. Examples of proper script labeling:

✓ DancingWithMyDreamsTreatment_Haybarger.doc
✓ DancingWithMyDreamsProposal_Haybarger.doc
✓ SingandSwingPACKAGEscript_Haybarger.doc
✓ DancingWithMyDreamTrailer_Haybarger.doc

- If you’re submitting audio or video files, apply the same protocol with the format the instructor will identify at the time of the assignment.
  ✓ WitchesNightOutPackage_Haybarger.MP4
  ✓ SingANDSwing_HaybargerInterviews.MP4
  ✓ DancingwithMyDreamTrailer_Haybarger.MP4
  ✓ VideoPodcastCapstoneReflection_Haybarger.mov
  ✓

ACCURACY IS PARAMOUNT. FACTUAL ERRORS WILL OPEN THE DOOR TO LAWSUITS. ANY STORY WITH FACTUAL ERRORS WILL AUTOMATICALLY SCORE ZERO.
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| Classes begin  
No LAB for Weaver classes |     | MP Review Assignment  
MP Test |     | Ken Romig visit- news conference (audio only) |     |     |
| 4   | 5   | 6   | 7   | 8   | 9   | 10  |
| Last day to add/drop  
LAB 2-5 PM |     |     |     | News Assignment #2 |     | Lab 2-5 PM |
| 11  | 12  | 13  | 14  | 15  | 16  | 17  |
| LAB 2-5 PM  
Record WCN 24/7 P1 |     |     |     |     |     |     |
| 18  | 19  | 20  | 21  | 22  | 23  | 24  |
| Last day to gather info on job description  
BC 311/BC 120 B  
Field Trip to WFMJ-TV  
Job Description Deadline  
News Assignment #3  
Professional Networking Symposium |     |     |     |     |     |     |
| 25  | 26  | 27  | 28  | 29  | 30  |     |
| LAB 2-5 PM  
Record WCN 24/7 #1 |     |     |     |     |     |     |
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<td>Analyzing &amp; Critique TV Packages</td>
<td>Finalizing Resumes &amp; Demo Reels</td>
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## December 2017

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|     | LAB 2-5 PM  
Podcast Production |     | Podcast Show Production |     | Last day of class  
Final Demo Reel Deadline |     |
| 10  | 11  | 12  | 13  | 14  | 15  | 16  |
|     | Final Exams | Final Exams  
BC 311 Exam Period  
8-10:30 AM | Final Exams | Final Exams  
BC 251 Exam Period  
8-10:30 AM  
BC 602 Exam Period  
11:30-2 PM |     |     |

### Assignments

- Weekly MMJ/MMP assignments
- Group Discussions & Current Events (at least 10)
- Field Trip
- PNS
- Alumni Spotlight Project
- Podcast Assignment
- TV Package #1
- TV Package #2 (off-campus)
- TV Show Producer
- Mother Fair Producer
- Demo Reel
- Resume