BC 120-B (PRACTICUM) Fall/2017
Mondays 2-5 + another two-hour newsroom shift (must have 5 hours/week)
TV Studio A (MCC, Master Control, & Newsroom

Instructor: Bradley Weaver, Lecturer since 2000; M.S. in Journalism (University of Kansas) & M.Ed. (University of Pittsburgh); Broadcast Journalist Since 1985
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Office Hours: Fridays 1:30-3:30

Grading: 1-credit hour

Course Description: Students engage in experiential learning and professional development in multi-media 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. Early morning, evening and weekend work with our stations, remote truck and online media is required. Prerequisites: BC major or minor and departmental consent.

Practicum requires students to manage their time and progress and report to the instructor, staff, and student leaders. If you have difficulty managing your time or operating in a self-directed capacity, alert the instructor at the first practicum meeting. We will need to make other arrangements.

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 to 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 5 working hours per week. It’s your practice, your rehearsal, and it’s where grow as a professional. You will seek out opportunities to serve the local audience, build your demo reel, update your resume, work to improve your skills, and mentor fellow students.
In this section or practicum, we produce our television news magazine. We also create content for wcn247.com and update the web site with stories and show you produce. Practicum opportunities, positions, and roles include:

1. Show producer
2. Show director
3. Segment producer
4. Multimedia Journalist/Reporter
5. Videographer
6. Interview host/producer
7. TitanTown Sports Host/Anchor/Producer
8. Segment host/anchor
9. Show host/anchor
10. Web writer/producer
11. Script writer
12. Video editor
13. All-tease producer
14. Show crew (teleprompter, audio, technical director, graphics, camera, floor manager, etc.)

Grading Criteria- ASSESSING YOUR PRACTICUM PROGRESS/PROFESSIONALISM/PARTICIPATION

Missed shifts, scheduled times or deadlines- If you miss any scheduled shift, assignment, or deadline you will only be eligible for a “A-” during the semester.

A second missed shift, assignment, or deadline will result in an in additional grade reduction to a “B” for the course. The third time the grade goes down to a “C” for the course. The fourth time you drop to a “D.” You miss five shifts, assignments, or deadlines and you fail practicum.

If your scheduled shift or our Monday time is interrupted by a break, you must still make up the time and complete your assignments.

You will schedule a time during the semester after 2/21 and before 4/18 for a review with the instructor. You will need an updated resume for this review. You will need to research an internship or job posting. You will draft a list of questions a potential employer would ask of one of your references. You will work with the instructor as the reference to examine your work performance in this practicum.

Required Materials
- Access to a Canon DSLR T5i.
- Class 10 SD cards compatible with Canon DSLR T5i.
- 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.

Course Outcomes: At the end of this practicum you will be able to:

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<th>Demonstrate a higher level of media literacy and critical thinking when it comes to the production elements of images, audio and video presented and shared online.</th>
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<td>This outcome connects to the following BDC outcome: Understand and utilize current technologies, techniques, theories, and best practices in both the production of media content and the critical review of it. How is this assessed? Participation, experience, &amp; portfolio building.</td>
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<th>Critically assess shared online content for production aesthetics and quality, legal and ethical values and effectiveness for communicating meaning and message.</th>
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<td>This outcome connects to the following BDC outcome: Understand, integrate and appraise the ethical frameworks and legal constraints for media professionals. How is this assessed? Participation, experience, &amp; portfolio building.</td>
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<th>Utilize advanced video production skills and experiences to move forward as a beginning professional in digital media.</th>
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<td>This outcome connects to the following BDC outcome: Utilize the language, aesthetic qualities, and production values and media literacy skills to create a capstone project for critical review and portfolio development. How is this assessed? Participation, experience, &amp; portfolio building.</td>
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<th>Share originally produced media content via social media platforms, wcn247.com and to populate your online portfolio demonstrating industry best practices as well your personal style and storytelling.</th>
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<tr>
<td>This outcome connects to the following BDC outcome: Utilize polished skills in broadcast and digital media writing, interviewing, and digital media production that meet best practices established by the industry. How is this assessed? Participation, experience, &amp; portfolio building.</td>
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Communication with the Instructor - E-mail is a requirement for this class. You must read my e-mails regularly and respond accordingly. This is how I communicate with you and the preferred method you will use during the semester to communicate with me. Your Westminster account will serve you well. However, if you wish to use an alternate Yahoo Mail, G-mail or another account, please notify me immediately for me to adjust my e-mail address book.

Attendance, Professionalism & Participation Required - No Exceptions - Professionalism includes the care, maintenance and proper use of equipment. Therefore, professionalism and participation are the minimum standards for everything you do in the course. You must be able to budget and manage your time outside of class to complete assignments on your own. That includes a standing newsroom shift for two-hours beyond the scheduled session on Mondays.

Because the world of media is a highly competitive, professional field with constant deadlines, it is paramount for you to take all deadlines in this course seriously. Your assignments will require you to gather information, conduct interviews and represent information and facts credibly and fairly, you are a representative of our newsroom and must look and act professionally in the field. This includes dressing and conducting yourself for work on camera and behind the scenes. You will adjust your attire according to the venue you are functioning. Regular class attendance along with promptness, active participation and attention to protocol and formats are also elements of professionalism you are expected to meet.

Cheating will not be tolerated! Students in this course are expected to be familiar with Westminster’s academic integrity policies. All your work must be genuine, original and properly credited. Students who engage in academic dishonesty (fabrication/cheating/plagiarism/etc.) are subject to Westminster’s disciplinary penalties in addition to automatically failing this course. Cheating includes, but is not limited to:

- fabricating or falsifying interviews, video, audio, air checks, live reports, etc.
- misrepresentation of audio, video or printed materials
- 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
- violating copyright
- 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.
ACCURACY IS PARAMOUNT. FACTUAL ERRORS WILL OPEN THE DOOR TO LAWSUITS. ANY STORY WITH FACTUAL ERRORS WILL AUTOMATICALLY SCORE ZERO.

Addressing Accessibility—Westminster College actively strives for the full inclusion of all our students. Students with disabilities who require access solutions for environmental or curricular barriers should contact the Office of Disability Resources, by Sept. 21, 2017. You can reach Disabilities Services in 209 Thompson-Clark Hall (724-946-7192).

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.