BC 120-B (PRACTICUM) Fall/2018
Mondays 2-5, TBA (at least 7 hours per week participation/professionalism/production)
Mondays: TV Studio A (MCC), newsroom, & field work

Instructor: Bradley Weaver, Lecturer since 2000, Master of Science in Journalism (University of Kansas) & Master of Education (University of Pittsburgh)

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Office Hours: Wednesday afternoons 3-4 or by appointment

Grading: 1-credit hour

Course Requirements/Graded Projects (100 points possible)
A. 10 points- Collaborate, participate, and help produce at least 4 episodes of the podcasts “Taste of the Town.”
B. 5 points- Review demo reels of peers, alumni, and professionals you network with online.
C. 20 points- Produce at least 4 packages or video essays to update your television news demo reel (one per month- deadlines are the final day of each month)
D. 15 points- Identify and network with a professional consultant who will agree to review your demo reel before the final day of classes. Identify the consultant by Oct. 1.
E. 5 points- Post all your original content on wcn247.com with the established protocol to extend your writing and demo reel online. Share your work via social from wcn247.com, etc. Must post it at the same time the project goes on the air.
F. 10 points- Feedback/Reflection meeting. Take the feedback from your consultant and reflect on it and draft a plan on how to integrate it into your work. Will you update it? Make changes? Put it into practice? Disagree with it and why (with specifics). Deadline: Schedule a meeting with the instructor during finals week.
G. 5 points- Update your resume’ with your most recent, professional experiences. Deadline: finals week.
H. 10 points- Update your demo reel highlighting your most recent and best work. Deadline: finals week.
I. 20 points- Work as crew/assigned role for WCN 24/7 the TV Show (as assigned by the show producer). As scheduled by the producers form BC 311.

Deadlines and Best Practices Are REQUIRED: These benchmarks for professionalism were established in BC 251 and will carry forward in BC 120, BC 311, etc. Any assignment that misses a deadline scores a zero. All television packages must qualify with best practices and our newsroom standard operating procedures to go on the air or to be graded by the instructor. If the story does not qualify, then the story will receive a zero score if submitted to the qualifying project for the semester. Any incomplete assignment that is not completed within 14 day of the original deadline will result in an automatic “F” for the course.

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. Early morning, evening and weekend work
with our stations, remote truck and online media is required. **Prerequisites:** BC major or minor and departmental consent.


**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.</td>
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<td>How is this assessed? Course requirements A-I.</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.</td>
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<th>Utilize advanced video production skills and experiences to move yourself 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.</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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<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.</td>
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<td>How is this assessed? A, C, E, F-I.</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 other 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’s 4-6 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 professional in the field. This includes dressing and conducting yourself professionally 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.

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 the second time we meet for class. Disabilities Services is in 209 Thompson-Clark Hall (724-946-7192).

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.

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 with the instructor via e-mail or D2L. To make sure your work is graded in a timely manner, you must submit scripts electronically as instructed. I only accept MS Word document files with names that include the assignment slug and your last name. Failure to name assignment documents properly will result in a 0 score for that script.

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
ACCURACY IS PARAMOUNT. FACTUAL ERRORS WILL OPEN THE DOOR TO LAWSUIT. ANY STORY WITH FACTUAL ERRORS WILL AUTOMATICALLY SCORE ZERO.

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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.