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:
- Your DSLR Canon T5i
- SD cards
- Smartphone w/ 5G free space & Wi-Fi
- Access to a microphone that you can use with DSLR and smartphone
- Headphones
- MS Office
- Social Media Accounts- FB, Twitter, Instagram

PREPARE YOURSELF FOR WORKING AND LIVING IN THE NEWSROOM.
It's stressful, and there is pressure. Life in the newsroom is fast-paced. It’s chaotic. It's competitive. It's also exciting. Each day is different, but any newsroom shift is driven by deadlines and those deadlines are demanding. You must be flexible. Stories change. News breaks. A story idea may fall apart on you. It can be frustrating, but you must cope with the pitfalls, get the story, and get it right.

You must be a critical thinker questioning sources, facts, and the motivations of individuals. You must be dedicated to reporting the facts while representing information and individuals fairly. You must manage your time. You have to do the background research. You must organize and plan your assignments.


The learning in this class is embedded in the doing. It’s an immersive experience where you learn from your mistakes while building your portfolio. You will switch assignments. You’ll put in a lot of time. When it’s over, you should have a good idea if your compatible for what it takes to function in the world of digital journalism.

Course Requirements/Assessment

<table>
<thead>
<tr>
<th>Immersive experiences and proactive participation</th>
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<tbody>
<tr>
<td>Class attendance- 5 points/class</td>
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<tr>
<td>Lab participation/attendance- 10 points/lab</td>
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<tr>
<td>TV show crew duty &amp; peer review assignments -10 points/show</td>
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<td>Newsroom shifts- 25 points/shift</td>
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<thead>
<tr>
<th>News gathering, reporting and deadlines- 700 points possible</th>
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<tbody>
<tr>
<td>Reporting/Producing Assignments (100 points possible for each assignment/deadline)</td>
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<tr>
<td>Packages/Video Essays- 40 points/each</td>
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<td>Holcad submissions-20 points/each</td>
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<td>Mother Fair &amp; WCN News Update Podcast submissions- 15 points/each</td>
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<td>Social media posts- 15 points/each</td>
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<tr>
<th>Professional development- 100 points possible</th>
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<tr>
<td>Researching &amp; securing a consultant- 20 points</td>
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<tr>
<td>Portfolio &amp; resume review with consultant- 20 points</td>
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<tr>
<td>Updated demo reel- 20 points</td>
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<tr>
<td>Updated resume- 20 points</td>
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<td>Consultant report- 20 points</td>
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Grading scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tr>
<td>A</td>
<td>95-100</td>
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<tr>
<td>A-</td>
<td>90-94</td>
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<tr>
<td>B+</td>
<td>87-89</td>
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<tr>
<td>B</td>
<td>83-86</td>
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<tr>
<td>B-</td>
<td>80-83</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<td>C</td>
<td>74-76</td>
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<tr>
<td>C-</td>
<td>70-73</td>
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<tr>
<td>D+</td>
<td>67-69</td>
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<tr>
<td>D</td>
<td>64-66</td>
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<tr>
<td>D-</td>
<td>60-63</td>
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<td>F</td>
<td>0-59</td>
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Missing Assignments. Failure to complete any assignment this semester will cause you to fail this course.

Codes of Journalism Ethics. Students will serve as WCN journalists in our converged newsroom practicing ethical guidelines mapped based in codes from the National Press Photographers Association (NPPA) and the Society of Professional Journalists (SPJ).

Academic Integrity. You are expected to know the elements and ramifications of academic dishonesty as stated in the 2018-2019 Westminster College Student Handbook. Any academically dishonest act will result in failure of the assignment and failure of the class for the semester. Cheating, or the perception thereof, will result in your dismissal from class, failure of the course, or both. Cheating is considered to be plagiarism, copyright violation, misrepresenting your work, violating Pennsylvania’s Wiretapping Law, trespassing, having someone complete your work for you, or simply taking credit for another’s work and claiming it as your own. Cheating serves no one well and will be dealt with accordingly.

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.

Participation and professionalism. Digital media, journalism and broadcasting are highly competitive. You must understand it’s deadline driven and requires time flexibility and a hardcore work ethic. Student athletes spend lots of time training and practicing. Musicians and performers rehearse and perform hours upon hours. You must invest your time and energy as they do to succeed in this industry. Being on time for class is required. I assess class participation based on the following criteria:

✓ being prepared for class (up to date on current events, completing all assignments, shifts, etc.).
✓ being active in discussions and questions with the instructor and your peers.
✓ Appropriate dress code for changing situations. You represent out newsroom and the College. Inappropriate attire, logos, imagery or phrases are unacceptable.
✓ Professional behavior. Use of appropriate language, temperament, and being courteous to your peers, people you interview, officials, etc.

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

Course Timeline: subject to change to accommodate news cycles, breaking news, equipment issues, etc.
Remember newsrooms are chaotic and journalist must be fast and flexible to adapt to the news cycle.
Week 1- Intro to news meeting, WP training, current events, and news literacy.
Week 2- Radio/Podcast training. News shifts begin. First story assignment deadline announced.
Week 3- Formatting stories for The Holcad & TV packages. Legal issues & PA wiretapping law.
Week 4- Interviewing for packages & for long format segments. Fairness, balance, & First Amendment.
Week 5- TV show schedule, crew assignments, show reviewer duties, segment producing.
Week 6- The Alumni Spotlight Project & Consultant Project. WP and web producing reviews.
Week 7- Package & video essay reviews.
Week 8- Radio/Podcast Reviews. Social media best practices.
Week 9- Holcad Story Reviews
Week 10- Mother Fair the Podcast. Consultant project updates. Demo reels & resumes.
Week 11- TV Show Review
Week 12- TBA
Week 13- TBA
Week 14- TBA
Week 15- Demo reel and portfolio revie
Course outcomes. By the end of this course you will be prepared to meet the majority of the requirements identified in job postings for a multimedia journalist or digital news content producer for a small market news operation. You will be able to:

<table>
<thead>
<tr>
<th>DCP Outcomes</th>
<th>MMJ Outcomes</th>
<th>Assessment</th>
<th>Connection to Program Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate you have developed solid news judgement to work in a professional newsroom.</td>
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<td>Immersive experiences and proactive participation assignments, reviews, and feedback.</td>
<td>1-6</td>
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<tr>
<td>Able to update resume with 3 months hands-on experience engaged in digging up news, engaging in current events, and cultivating news literacy skills.</td>
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<td>News gathering, reporting and deadlines requirements.</td>
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<tr>
<td>Completed reporting assignments across media platforms.</td>
<td>Completed reporting assignments across media platforms.</td>
<td>Professional development activities, analysis, feedback, and reflections.</td>
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<tr>
<td>Document experience pitching story ideas, serving as a gatekeeper with AP content, and planning newsroom coverage.</td>
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<tr>
<td>Critically analyzed roles in the newsroom and the impact it has on perceptions of journalism.</td>
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<tr>
<td>Define and defend the role of journalists under the First Amendment.</td>
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<tr>
<td>Performed as a responsible, ethical journalists practicing fairness and objectivity.</td>
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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.

1. utilize polished skills in broadcast and digital media writing, interviewing, and digital media.
2. production that meet best practices established by the industry.
3. understand, integrate and appraise the ethical frameworks and legal constraints for media professionals.
4. 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.
5. utilize the language, aesthetic qualities, production values and media literacy skills to create a content critical review and portfolio development.
6. understand and utilize current technologies, techniques, theories, and best practices in both the production of media content and the critical review of it.