Broadcasting & Media Production Practicum
BC 120-03 | TBA | Spring 2019
Weaver

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.

You are responsible for assignments given to you by the executive producer for each week of practicum. You must complete 5 hours a week and attend a weekly practicum meeting. You will work the 2-5 TV show shift on Mondays. You will post assigned stories as well as Titan Athletic stories to wcn247.com. Your primary duties are focused on creating story content for the TV show and wcn247.com.

Communications & media careers are extremely competitive. Employers require their staffs to:

- understand the target audience
- generate creative ideas for projects
- solve problems and see the big picture and embrace the challenge (never whine or complain)
- craft messages that work effectively with multimedia elements to communicate with the audience
- demonstrate a work ethic that includes showing up early and staying late
- volunteer to say yes to all sorts of work-related tasks from managers
- manage mistakes and correct problems immediately
- apply best practices in writing and audio and video production

**Missed shifts, scheduled times or deadlines**- If you miss any scheduled shift or deadline, you will only be eligible for a C during the semester. Failure to complete any additional shift, requirement or deadline will result in an F for the course.

You will want to impress your instructors and peers with your work ethic, willingness to volunteer, participate, learn and mentor. You will seek to report and solve problems and advance your experience in working in broadcast and digital communications.

**Best Practices**-- Best practices for audio production, broadcast writing, and video production are established in the associated classes: BC 102, BC 111 & BC 251. Students should access syllabi, manuals, texts, notes and other materials from those classes if they have a need to review. Failing to meet the best practices established in previous classes will reflect negatively in your review for your practicum grade and in the qualifying exam project.
To get the "C" for BC 120

______ Complete 3 hours of practicum participation/activity per week.

To receive the "B" for BC 120

______ Complete 4 hours of practicum participation/activity per week.

To receive the "A" for BC 120

______ Complete 5 hours of practicum participation/activity per week.

______ Crafted a semester calendar for shifts, newsroom meetings, etc. Calendar due by 1/24/19.

______ Complete all shifts and made sure PA Recap airs on Titan Radio.

______ Update your resume and demo reel.

Academic Integrity Requirement (CODE OF ETHICAL, PROFESSIONAL BEHAVIOR)- It is your responsibility to be familiar with Westminster’s academic integrity policies in the Student Handbook. All your work must be genuine, original and properly credited. This means that academic dishonesty will not be tolerated. If you engage in academic dishonesty, you 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 foundation 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, 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. Additionally, passing off work you have created for this course to another course is also cheating and will result in a 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 or copyright infringement/violation.
✓ Collusion with others to mislead, misrepresent, or deceive the instructor.
✓ Providing false or misleading information to receive a postponement or extension on assignments and deadlines.
✓ Any act designed to give an unfair advantage to any student or the attempt to commit such acts.
PRACTICUM OUTCOMES (all course outcomes connect to program outcomes 1-5)

At the end of this semester you will have:

- tracked your progress, activity, participation and experiences through weekly work logs submitted to the instructors.
- 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.

Program Outcomes

1. Utilize polished skills in writing for electronic media, interviewing, and digital media production that meet best practices established by the industry. Assessment: Scriptwriting and editing assignments, script analysis and long format reporting project.

2. Understand, integrate and appraise the ethical frameworks and legal issues for media professionals. Assessment: Scriptwriting, script analysis, and course projects.

3. 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. Assessment: Scriptwriting for Titan Radio, WCN & wcn247.com along with long format reporting project.

4. Utilize the language, aesthetic qualities, production values and media literacy skills to create a capstone project for critical review and portfolio development. Assessment: Scriptwriting, script analysis & long format reporting project.

5. Understand and utilize current technologies, techniques, theories, and best practices in both the production of media content and the critical review of it. Assessment: Scriptwriting, script analysis, and long format reporting project.

Required course text, supplies, etc.

- MAONO Lavalier Lapel Microphone with Omnidirectional Condenser Clip-on Mic with Jack Adapter & 6.5mm Adapter, Hands-Free, for iPhone, Android, Camera, DSLR, Sony, PC, Laptop, Youtube. This microphone is used for interviews. It is also used in BC 111, BC 112, BC 150, BC 251, BC 311, BC 312, BC 601, & BC 602. If you buy something else, I can't help you with it. If you have an iPhone 8 or higher, you'll need the dongle to connect the mic!
- 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. Access to a smartphone or other digital device and microphone that will allow you to record interviews and natural sound in the field.
- Twitter account for monitoring news feeds. Facebook account to access WCN Newsroom FB Group.