



Fall 2017

<b>Meeting days:</b> T	<b>Instructor title and name:</b> Sarah Witmer, M.A.
<b>Meeting times:</b> 6:00-8:40pm	<b>Phone:</b> N/A
<b>Meeting location:</b> RLC 102	<b>E-mail:</b> switmer@pointloma.edu
<b>Final Exam:</b> Thursday, Dec. 7 <sup>th</sup> Coastline News Performance Final	<b>Office location and hours:</b> upon request

**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**COURSE DESCRIPTION**

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Provides students with the theory and organization of newscasts, as well as skills in conducting live news remotes, coordinating newscasts, supervising news personnel, anchoring, using news production software, and applying advanced reporting skills in various news situations.

**REQUIRED TEXT**

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Managing Television News: A Handbook for Ethical and Effective Producing Silcock, B. W, Heider, D., & Rogus, M. T. (2007).

**COURSE LEARNING OUTCOMES**

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- Achieve a better understanding of the broadcast news industry and newsroom operations.
- Demonstrate the knowledge necessary to produce a newscast and write news copy clearly and accurately for broadcast and online publication.
- Create and present news stories based on accepted industry standards for the appropriate medium.
- Exhibit ethical decision making in story selection and in how content is presented.

## **COURSE REQUIREMENTS**

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- This is an advanced course, which means you should already have mastered the basics of reporting, writing and editing television news stories. My goal is help you improve and give you knowledge you need to hone those skills.
- Students in this course are required to participate in all productions of Coastline News. It is each student’s responsibility to sign up for video equipment and editing time in a manner that will facilitate the timely completion of assignments. Software malfunctions or equipment problems are not an excuse for failing to complete a project.
- Attire: When reporting stories, students must dress as news professionals (no jeans, cutoffs, shorts, t- shirts, logo shirts, hats, etc.). Students appearing on camera during a newscast must wear appropriate attire.

## **COURSE CREDIT HOUR INFORMATION**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

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## **ASSESSMENT AND GRADING**

<b>ASSIGNMENT VALUES:</b>	<b>GRADE % SCALE:</b>
Weekly news viewing critiques (10 total: 3 pts each) – 30 points	A=93-100
Production Meeting Leader (4 total: 5 pts each) – 20 points	A-=92-90
Packages (4 total: 25 pts each) – 100 points	B+=87-89
Newscast team production– 80 points	B=83-86
Newscast team self-critique– 20 points	B-=80-82
Textbook Chapter Essay– 20 points	C+=77-79
Textbook Chapter Presentation– 30 points	C=73-76
<b>Total points: 300</b>	C-=70-72
	D+=67-69
	D=63-66
	D-=60-62
	F=0-59

## **GRADE CONCERNS:**

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If you feel that you were unjustly evaluated on any assignment, please talk with me within 2 weeks after the assignment has been returned. An appeal is welcome by scheduling an appointment. Please come with a well-reasoned and written explanation of why the grade should be changed, and I will be

happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment or stop by my office. I want to help you learn and succeed in this course.

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### **INCOMPLETES AND LATE ASSIGNMENTS**

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All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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### **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

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### **PLNU COPYRIGHT POLICY**

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Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

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### **PLNU ACADEMIC HONESTY POLICY**

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Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

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### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at [DRC@pointloma.edu](mailto:DRC@pointloma.edu). See [Disability Resource Center](#) for additional information.

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### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.

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**Note:** Students who will miss because of a required university activity must submit any assignment due *prior* to the date missed.

**Note:** In the event that you miss class, you will be expected to get notes, handouts, and assignments from someone in class and from Canvas. Do not ask Professor Witmer. You are responsible for missed material.

**Note:** Scripts and news videos will be shown and discussed in class, and shared with outside reviewers for assessment of the broadcast journalism major.

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## **COURSE ASSIGNMENTS**

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### **News viewing critiques:**

**Description:** Students must watch at least one-half hour of local TV news a minimum of two days each week and provide an analysis of newscast organization with an emphasis in production, including story selection and angles. (for the first 10 weeks of class)

**Requirements:** 1 full page, uploaded to Canvas **before** the start of class.

**Style Standard:** APA style, cover page, double-spaced, times new roman 12 pt. font.

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### **Production Meeting Leader:**

**Description:** Students must individually lead four (4) different in-class production meetings during the COM313 class sessions. As leader, it is your job to: facilitate students sharing their story ideas, provide constructive feedback on those ideas, and help the group work through the decision process until every student has an assigned story for the upcoming week. You will review the final list of stories in-class to make sure everyone is on the same page and then email that list to the Coastline News Manager.

**Requirements:** Lead 4 production meetings in-class on the assigned dates. Come prepared with extra story ideas and give good feedback to other students. Take notes. Make sure to list each student and the stories they plan to work on in the upcoming week. After class, email the Coastline News Manager this list for his final approval (make sure to CC: Professor Witmer to get full points).

**Style Standard:** N/A

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### **News stories:**

**Description:** Students must individually produce four (4) packages for Coastline News.

**Requirements:** Every package needs to be submitted with a tease and website version of the story. Stories must be newsworthy, timely and, ideally, originate off campus.

**Style Standard:** Stories will not all run as packages, so be prepared to rewrite the story as a reader, VO or VO/SOT.

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### **Textbook Chapter Essay:**

**Description:** Students will each be assigned one chapter from the textbook to examine in-depth. Based on the chapter, students will write an essay to summarize the main points, reflect on when and where you have seen these more complex news concepts at play in real life, and apply those ideas to make the Coastline News production better.

**Requirements:** 3-4 Pages

**Style Standard:** APA style, cover-page, double-spaced, times new roman 12 pt. font.

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### **Textbook Chapter Presentation:**

**Description:** Students will each be assigned one chapter from the textbook to examine in-depth. Based on the chapter, students will individually prepare a formal presentation to summarize the main points, reflect on when and where you have seen these more complex news concepts at play in real life, and apply those ideas to Coastline News production better.

**Requirements:** 10-15 minutes, with visuals to accompany the oral presentation.

**Style Standard:** N/A

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### **Coastline Team Production:**

**Description:** Students will work in three-person teams to produce one Coastline newscast.

**Requirements:** Conducting the news assignment meeting, researching story ideas, creating and organizing stories in the rundown using EZ News, monitoring reporters' story production deadlines, editing scripts for conformity to broadcast format and style, discussing writing and production issues with reporters, coordinating newscast technical crew, coordinating live shots, and supervising and monitoring the live newscast. Teams must present the rundown for discussion prior to the newscast.

**Style Standard:** N/A

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### **Coastline Trio Production Self-Reflection Essay:**

**Description:** Following the newscast production, students will individually write a (1-2 page) self-critique.

**Requirements:** Really reflect on what the experience was like for you. Do not merely describe the newscast. What went well? What would you change? What did you learn?

**Style Standard:** APA style, double-spaced, times new roman 12 pt. font.

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## COURSE SCHEDULE

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
September 5	<u>Topic:</u> Syllabus & course overview following the COM313 class.	
September 12	<u>During COM313:</u> Conduct Production Meeting (Ortiz #1) <u>Due before class:</u> News viewing critique #1	
September 19	<u>During COM313:</u> Conduct Production Meeting (Proctor #1) <u>Due before class:</u> News viewing critique #2, First PKG video and script	<b>September 21: First Coastline</b>
September 26	<u>During COM313:</u> Conduct Production Meeting (Ybarra #1) <u>Due before class:</u> News viewing critique #3	
October 3	<u>During COM313:</u> Conduct Production Meeting(Ortiz #2) <u>Due before class:</u> News viewing critique #4, Second PKG video and script	<b>October 5: Second Coastline</b>
October 10	<u>During COM313:</u> <b>Textbook Chapter Presentations</b> Conduct Production Meeting (Proctor #2) <u>Due before class:</u> News viewing critique #5	
October 17	<u>During COM313:</u> Conduct Production Meeting(Ybarra #2) <u>Due before class:</u> News viewing critique #6, Third PKG video and script	<b>October 19: Third Coastline</b>
October 24	<u>During COM313:</u> Conduct Production Meeting (Ortiz #3) <u>Due before class:</u> News viewing critique #7	
October 31	<u>During COM313:</u> Conduct Production Meeting(Proctor #3) <u>Due before class:</u> News viewing critique #8, Fourth PKG video and script	<b>November 2: Fourth Coastline</b>
November 7	<u>During COM313:</u> Conduct Production Meeting (Ybarra #3) <u>Due before class:</u> News viewing critique #9	
November 14	<u>During COM313:</u> Conduct Production Meeting (Ortiz #4) <u>Due before class:</u> News viewing critique #10 (done with 413 PKGs, but first PKG assignment is due for 313)	<b>November 16: Fifth Coastline</b>
November 21	<b>NO CLASS- Thanksgiving Break</b>	
November 28	<u>During class:</u> Conduct Production Meeting (Proctor #4) <u>Due before class:</u> Textbook Chapter Essay, Ideas for Coastline Team Production.	
December 5	<u>During COM313:</u> Conduct Production Meeting (Ybarra #4) <u>Due before class:</u> Concerns/ questions about Coastline Team Production, (done with 413 PKGs, but second PKG assignment is due for 313).	<b>December 7: Sixth Coastline</b>
December 7	<b>PERFORMANCE FINAL (Coastline News)</b> <b>Due after final:</b> Coastline Newscast Reflection	