

Fall 2022	
<b>Meeting days:</b> Tuesdays & Thursdays	<b>Instructor title and name:</b> Nathan Gibbs Associate Professor of Multimedia Journalism
<b>Meeting times:</b> 5:30 – 6:45 p.m.	<b>Office Phone:</b> (619) 849-2415
<b>Meeting location:</b> Bond 151	<b>Email:</b> <a href="mailto:nathangibbs@pointloma.edu">nathangibbs@pointloma.edu</a>
<b>Final Exam:</b> N/A	<b>Office location and hours:</b> BAC 123 MTRF 9:30 a.m. – 12:30 p.m. and by appt.

## 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

Focuses on current aspects of journalism with a different concentration each time it is offered. May be repeated for credit as content varies up to six units.

This semester’s course will be focused on podcasting. The landscape of journalism is always changing. Audio storytelling has become a go-to medium for delivering news and information. This course will explore the business, content, production and delivery of podcasts. Gain insight and hands-on practice by creating your own episodes using multiple podcasting styles.

## COURSE LEARNING OUTCOMES

By the end of this course, you should be able to:

Outcome	Assessment
Demonstrate understanding of how podcasting works, industry norms and strategies for independent podcasters.	Canvas module assignments Quizzes
Analyze the effectiveness of recording, editing and writing techniques for audio storytelling.	Canvas module assignments Presentation
Develop a podcast concept along with unique story ideas for episodes.	Canvas module assignments Branding
Create and publish multiple podcast episodes.	Canvas module assignments Interview episode Narrative episode

## PROGRAM LEARNING OUTCOMES

The Department of Literature, Journalism, Writing & Languages uses the following outcomes to assess the Multimedia Journalism program.

Outcome	Assessment
Students will exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.	Written Communication Information Literacy Critical Thinking
Students will identify and apply appropriate ethical and legal standards in their service to their communities and cultures.	Critical Thinking
Employ oral communication appropriate to various news performance situations.	Written Communication Oral Communication
The student will be able to describe how technologies shape the way people perceive and interact with the world and apply (Application) these digital tools and technologies appropriately for the communications professions in which they work.	Written Communication Information Literacy Critical Thinking Quantitative Reasoning

## REQUIRED TEXTBOOK

*NPR's Podcast Start Up Guide*, 1<sup>st</sup> ed., 2021. Weldon.

## ASSESSMENTS AND GRADING

Your grade is based on the following areas of work:

Canvas Modules	20%
Interview Episode	15%
Narrative Episode	30%
Branding	10%
Presentation	10%
Quizzes	15%

The following grading scale will be used to determine the final grade:

A	90 or higher
B	80 - 89
C	70 - 79
D	60 - 69
F	59 or lower

*Canvas Modules (200 points)*: A variety of assignments will be given in Canvas that may include research, responses to readings, written analysis, and other project elements. These assignments will be assessed for a total of 20% of the final grade.

*Podcast Episode 1 (150 points)*: The first project is an interview style podcast episode. You will propose the topic, guest and tone. The introduction and ending will be scripted. Appropriate music will be edited

into the introduction and ending. The interview, production elements and overall quality will be assessed for a total of 15% of the final grade.

*Podcast Episode 2 (300 points):* The second project is a narrative style podcast episode. This will involve research, multiple interviews, field sound and effective storytelling structure. The overall storytelling and production quality will be assessed for a total of 30% of the final grade.

*Branding (100 points):* Create branding elements for two podcasts, which may include cover art, logos, descriptions and other visual assets. These branding elements will be assessed for a total of 10% of the final grade.

*Presentation (100 points):* Give a presentation about an established podcast pro including background on the host(s), business model, content scope, branding and social media strategy, and highlight examples from representative episodes.

*Quizzes (150 points):* Three quizzes will be given during the course based on the readings. The overall point value for quizzes will account for 15% of the final grade.

## **STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

## **INCOMPLETES AND LATE ASSIGNMENTS**

Deadlines for publication are set in collaboration with the editors of *The Point*. If you miss a deadline and the story is not of sufficient quality to be published, no credit will be given for that attempt. You can try again on another story and still receive full credit for a given project category.

## **PLNU COPYRIGHT POLICY**

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

## **PLNU ACADEMIC HONESTY POLICY**

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.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of 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.

## **SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

## **COURSE SCHEDULE**

See Canvas for deadlines, assignments, readings and quizzes.