

BROADCAST JOURNALISM ASSESSMENT PLAN 2013-14

Guidelines Drawn from Assessment Manual (pp. 31-38)

I. Key Assignments

- a. WRI312 TV News Writing
- b. COM313 TV Package Production
- c. COM413 TV Newscast Production
- d. COM414 Long Form Documentary

II. Rubrics for Key Assignments

Key Assignments in WRI 312, COM 313, and COM 413 were assessed using the same rubric:
Local Broadcast Journalism Story Production Rubric

SELECTED COURSES	KEY ASSIGNMENT	RUBRICS	DIRECT OR INDIRECT	FORMATIVE OR SUMMATIVE
WRI 312	TV News Writing	Local Broadcast Journalism Story Production Rubric	Direct	Formative
COM 313	TV Package Production	Local Broadcast Journalism Story Production Rubric	Direct	Formative
COM 413	TV Newscast Production	Local Broadcast Journalism Story Production Rubric	Direct	Summative
COM 414	Long-form Documentary	Long-form Broadcast News Production Rubric	Direct	Summative

III. Criteria for Success: Performance Targets

(See 2011-12, 2012-13 Annual Assessment Reports)

TV News Writing	CRITERIA OF SUCCESS
WRI 312 TV News Writing	75% or higher on Local Broadcast Journalism Story Production Rubric
COM313 TV Package Production	75% or higher on Local Broadcast Journalism Story Production Rubric
COM413 TV Newscast Production	75% or higher on Local Broadcast Journalism Story Production Rubric
COM414 Long-form Broadcast News Production Rubric	75% or higher on Long-form Broadcast News Production Rubric

IV. Summary of Data Collected from Key Assignments

COM313 Television News Production

When: Two packages from each student enrolled in COM313 are provided, with a Local Broadcast Journalism Story Production Rubric to two professional TV news people for review within the semester following the completion of the course.

Where: Reviewers are selected from around the U.S. based on their experience in TV news.

Methods: Reviewers watch the news stories and input scores, based on the Local Broadcast Journalism Story Production Rubric into a spreadsheet. The file is returned to PLNU for data analysis and reporting.

Results in Major: The course will be assessed during the spring of 2014.

Results in Broad Range of Liberal Arts: N/A

COM413 Advanced Television News Production

When: In teams, students fill the role of newscast producer by producing one Coastline newscast during the semester in which the course is offered. It is critiqued immediately after completion of newscast and students provide self-assessment.

Where: PLNU TV studio

Methods: Students are scored on their ability to produce and manage a newscast based on an appropriate rubric. The scores are tabulated and results analyzed.

Results in Major: See Appendix

Results in Broad Range of Liberal Arts: N/A

COM414 Long-Form Broadcast News

When: In teams, students produce two NPR-style radio features and one 60 Minutes-style TV news story during the semester in which this course is offered. It is assessed immediately after production of 60 minutes-style TV news story.

Where: Reviewers of the stories will be selected based on their expertise in documentary production.

Methods: 60 Minutes-style TV news stories will be sent to outside reviewers for critique and completion of an appropriate rubric. Data will be analyzed and reported.

Results in Major: This course will be assessed during the spring semester of 2014.

Results in Broad Range of Liberal Arts: N/A

V. Analysis of Assessment Data, Review Results and Conclusions

How shared with department, program faculty, staff, students to determine necessary action? How summarized in Annual Assessment Report? How describe system for storing, managing, and accessing data?

Results of each analyses listed above will be incorporated into the annual broadcast journalism report that provides assessment according to established PLOs.

Comments and scores from outside reviewers each year are used as a basis for additional instruction where needed to improve students' writing and production abilities. The annual reports of assessment are disseminated to the department chairs of Communication and Theatre, and LJML and the deans over these area. The report is saved on university computers of professors teaching Broadcast Journalism classes.

VI. Determine Improvements, Revisions, and Planned Changes to Curriculum and Program Based on Assessment Information (Recursive Revisions in Assignments, Outcomes, and/or Curricular Maps, Surveys)

What Improvements Made (APC Proposals)? How Results Disseminated and to Whom? How Are Results Reviewed? How Implications of Results Discussed?

No APC proposals have been written or submitted at this time.

VII. Student Involvement in Creating and Using Measurement Tools:

Current Students	NA
Graduating Seniors 12-13	NA
Alumni	Some outside reviewers are PLNU alumni

VIII. CLOs in Syllabi

- Listed/Posted/Communicated to Students in course syllabi (ongoing in various formats in course syllabi; see COM 313, 413, 414, and WRI 312 samples below)
- Aligned to PLOs and DLOs in course syllabi (ongoing in various formats in course syllabi; see COM 313, 413, 414, and WRI 312 samples below)
- NOTE: All CLOs have been aligned to PLOs
- NOTE: Bloom's Taxonomy has been indicated in all CLOs: **Knowledge, Comprehension, Application, Analysis, Synthesis, Evaluation**

IX. Course Assignments Align to CLOs

- Aligned to PLOs in course syllabi (ongoing in various formats in course syllabi; see COM 313, 413, 414, and WRI 312 samples below)
- Aligned to DLOs in course syllabi (ongoing in various formats in course syllabi; see COM 313, 413, 414, and WRI 312 samples below)

COM313: TELEVISION NEWS PRODUCTION

ALIGNMENT OF STUDENT LEARNING OUTCOMES & COURSE ASSESSMENTS

Students who complete COM313 will be able to:

1. Create (**Synthesis**) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.
2. Create and edit (**Synthesis**) a news story based on accepted industry standards for the appropriate medium.
3. Employ (**Application**) aural and delivery skills appropriate to various news performance situations.
4. Select (**Evaluation**) ethical decision making in story selection and content.
5. Exhibit (**Application**) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.

Program	Course	Assessments
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 1 Create (Synthesis) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.	News script
PLO 3 Students will create and edit a news story based on accepted industry standards and values.	CLO 2 Create and edit (Synthesis) a news story based on accepted industry standards for the appropriate medium.	Story production
PLO 4 Students will employ aural and delivery skills appropriate to various news performance situations.	CLO 3 Employ (Application) aural and delivery skills appropriate to various news performance situations.	Story production
PLO 6 Students will identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.	CLO 4 Select (Evaluation) ethical decision making in story selection and content.	Story production
PLO 5 Students will demonstrate professional socialization skills in various news media environments.	CLO 5 Exhibit (Application) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.	Team story production (Action News Day)

COM413: ADVANCED TELEVISION NEWS PRODUCTION

ALIGNMENT OF STUDENT LEARNING OUTCOMES & COURSE ASSESSMENTS

Students who complete COM413 will be able to:

1. Create (**Synthesis**) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.
2. Formulate and build (**Synthesis**) television news stories commensurate with advanced production abilities.
3. Employ (**Application**) aural and delivery skills appropriate to various news performance situations.
4. Select (**Evaluation**) stories and content based on ethical decision making.
5. Validate (**Evaluation**) individual behavior appropriate to TV news professionals through leadership, teamwork, dependability and responsibility in TV newscast production.

Program	Course	Assessments
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 1 Create (Synthesis) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.	News script
PLO 3 Students will create and edit a news story based on accepted industry standards and values.	CLO 2 Formulate and build (Synthesis) television news stories commensurate with advanced production abilities.	Story production
PLO 4 Students will employ aural and delivery skills appropriate to various news performance situations.	CLO 3 Employ (Application) aural and delivery skills appropriate to various news performance situations.	Story production
PLO 6 Students will identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.	CLO 4 Select (Evaluation) stories and content based on ethical decision making.	Story production
PLO 5 Students will demonstrate professional socialization skills in various news media environments.	CLO 5 Validate (Evaluation) individual behavior appropriate to TV news professionals through leadership, teamwork, dependability and responsibility in TV newscast production.	Team story production (Action News Day)

COM414: LONG-FORM BROADCAST NEWS (LAST REVISED 11/26/13)

ALIGNMENT OF STUDENT LEARNING OUTCOMES & COURSE ASSESSMENTS

Students who complete COM414 will be able to:

1. Choose (**Evaluation**) news stories and content that correctly align with news values.
2. Critically analyze (**Analysis**) radio and television long form news stories.
3. Investigate (**Analysis**) news topics for radio and television long-form news using appropriate research techniques.
4. Create (**Synthesis**) radio and television long-form stories using industry-accepted production methods.
5. Employ (**Application**) ethical standards in producing news stories.

Program	Course	Assessments
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 1 Choose (Evaluation) news stories and content that correctly align with news values.	News script
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 2 Critically analyze (Analysis) radio and television long form news stories.	Story production
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 3 Investigate (Analysis) news topics for radio and television long-form news using appropriate research techniques.	Story production
PLO 3 Students will create and edit a news story based on accepted industry standards and values.	CLO 4 Create (Synthesis) radio and television long-form stories using industry-accepted production methods.	Story production
PLO 6 Students will identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.	CLO 5 Employ (Application) ethical standards in producing news stories.	Team story production (Action News Day)

WRI 312: TV NEWS WRITING

ALIGNMENT OF STUDENT LEARNING OUTCOMES & COURSE ASSESSMENTS

Students who complete WRI312 will be able to:

1. Create (**Synthesis**) news copy clearly and accurately according to values appropriate to a variety of formats and platforms;
2. Create and edit (**Synthesis**) a news story based on accepted industry standards;
3. Employ (**Application**) aural and delivery skills appropriate to various news performance situations;
4. Select (**Evaluation**) stories and content based on ethical decision making;
5. Validate (**Evaluation**) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.

Program	Course	Assessments
PLO 2 Students will write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.	CLO 1 Create (Synthesis) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.	News script writing
PLO 3 Students will create and edit a news story based on accepted industry standards and values.	CLO 2 Create and edit (Synthesis) a news story based on accepted industry standards.	News script writing and editing
PLO 4 Students will employ aural and delivery skills appropriate to various news performance situations.	CLO 3 Employ (Application) aural and delivery skills appropriate to various news performance situations.	Story production
PLO 6 Students will identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.	CLO 4 Select (Evaluation) stories and content based on ethical decision making.	Story production
PLO 5 Students will demonstrate professional socialization skills in various news media environments.	CLO 5 Validate (Evaluation) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.	Team story production (Action News Day)