



Fall 2017

<b>Meeting days:</b> T	<b>Instructor title and name:</b> Sarah Witmer, M.A.
<b>Meeting times:</b> 6-8:40 p.m.	<b>Phone:</b> N/A
<b>Meeting location:</b> RLC 102	<b>E-mail:</b> switmer@pointloma.edu
<b>Final Exam:</b> Tuesday, December 12 <sup>th</sup> 7:30 p.m. to 9:30 p.m.	<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**

Provides students with an in-depth understanding of newscast operations, as well as skills in writing and filming/editing news stories for TV and web, conducting live news remotes, coordinating newscasts, working various news personnel positions, using news production software, and developing reporting skills for various news situations.

**REQUIRED TEXT**

No Textbook is required for this course. However, links to online readings will be posted periodically to Canvas. Students must be prepared to discuss posted readings in class the date they are due.

**COURSE LEARNING OUTCOMES**

- Write news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.
- Create and edit news stories based on accepted industry standards for the appropriate medium.
- Employ delivery skills appropriate to various news performance situations.
- Exhibit ethical decision making in story selection and in how content is presented.
- Exhibit behavior appropriate to TV news professionals, including leadership, teamwork, dependability

and responsibility.

## **COURSE REQUIREMENTS**

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- Assignments must be submitted before class or at the beginning of class on the date they are due. Assignments that are late or submitted in any other manner than specified will not be accepted and will receive zero points. All written assignments will be graded for grammar, sentence structure, format, and spelling in addition to assignment specific rubrics.
- Students in this course are required to participate in all productions of Coastline News. Absolutely no exceptions will be made without a University-approved note of emergency (such as a doctor's note from the emergency room). If such an emergency should arise, it is the student's responsibility to notify Professor Witmer and the Coastline News Manager well ahead of time of the newscast, as well as make-up for that lost production time with an additional assignment.
- Students who will miss class because of a required university activity must submit any assignment due *prior* to the date missed.
- 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.
- All students will report directly to the Coastline News Manager for assignment meetings and Coastline stories.
- Students are responsible for posting their own stories to EZ News and for submitting completed videos of stories by the deadline determined by the Coastline News Manager.
- Participation on Coastline News, including timeliness of story submissions, cooperation and attendance at Coastline meetings, will be reported to Professor Witmer by the Coastline News Manager and will be included in your grade.
- Software malfunctions or equipment problems are not an excuse for failing to complete a project. Students should keep this in mind, working to finish projects well ahead of the due date in case of technological issues.
- Ensure your camera, mic, lights, etc. are working and properly configured before you take the equipment to the field. This course assumes you are proficient in the basic operations of field cameras, audio, lighting, and editing software.
- Students are responsible for signing up for equipment and editing time in a manner that facilitates the timely completion of assignments. Learning how to meet deadlines despite encountering various problems will prepare you for the real world. Professor Witmer and Rick Moncauskas are here to help you accomplish your goals. However, you must seek our advice early in the process and not expect us

to drop everything the moment you need help. If you ask for help the day before a project is due, it is too late. Plan accordingly.

- 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.

### **INCOMPLETES AND LATE ASSIGNMENTS**

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.

### **FINAL EXAMINATION POLICY**

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.

### **PLNU COPYRIGHT POLICY**

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.

### **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**

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.

## 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.

## COURSE ASSIGNMENTS

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### Story Ideas:

**Description:** Students must come to each class with two *written* story ideas to pitch to the class. These are stories that you would like to write, shoot, and edit for the following Coastline News.

**Requirements:** Two story ideas must be *thoroughly explained* on paper **before** class begins. This includes summarizing the story idea, briefly discussing the news values, possible interviews, and the angle of the story.

**Style Standard:** N/A. After sharing the ideas with the class, students will hand over their papers to Professor Witmer to get full credit toward this section of the class grade.

### News stories:

**Description:** Students must individually produce two VOs, two VO/SOTs, and two Packages during the semester.

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

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

### Newscast Roles & Reflections:

**Description:** In addition to producing a newscast, all students will fulfill at least four of the following six duties for Coastline at some point in the semester: News anchor, weather anchor, consumer reports producer/anchor, live shot reporter, field producer. After each newscast role is completed, students will write a reflection on their experience. What went well? What went wrong? What did they learn?

**Requirements:** Four (4) out of six (6) Coastline positions fulfilled on set during the semester: News anchor, weather anchor, consumer reports producer/anchor, live shot reporter, field producer. The written reflection is due after the Coastline in which the position was performed, and before the following Tuesday class session. The reflection should be no more or no less than exactly one (1) page,

uploaded to Canvas via PDF of .doc or .docx.

**Style Standard:** Appropriate dress & presentation for each position. Reflection: APA style, cover page, double-spaced, times new roman 12 pt. font. Uploaded to Canvas via PDF of .doc or .docx.

### ASSESSMENT AND GRADING

ASSIGNMENT VALUES:	GRADE % SCALE:
Weekly news story topics (11 total: 2 EACH) – 22 points	A=93-100
VOs (2 total: 10 EACH) – 20 points	A-=92-90
VO/SOTs (2 total: 15 EACH) – 30 points	B+=87-89
Packages (2 total: 25 EACH) – 50 points	B=83-86
Newscast roles (6 total: 5 EACH) – 30 points	B-=80-82
Class participation- 18 points	C+=77-79
Written final- 30 points	C=73-76
<b>TOTAL: 200 Points</b>	C-=70-72
	D+=67-69
	D=63-66
	D-=60-62
	F=0-59

### GRADE CONCERNS:

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.

### COURSE SCHEDULE

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
September 5	Syllabus & course overview, First Production Meeting.	
September 12	<b>GUEST SPEAKER: ANDIE ADAMS</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, VO basics & common mistakes, rolls in the newsroom. <u>Due before class:</u> First story ideas (to be handed in during class), first OTS Graphic and RDR Script (uploaded on Canvas).	
September 19	<u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, VO & script readings, 413 PKGs	<b>September 21: First Coastline</b>

	<u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, VO video and script (#1)	
September 26	<b>GUEST SPEAKER: CASEY WILSON</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, Coastline review, VO prep. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, Newscast Role Reflection	
October 3	<u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, VO & script readings, 413 PKGs. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, VO video and script (#2)	<b>October 5: Second Coastline</b>
October 10	<b>COM 413 Chapter Presentations</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, Coastline review, VO/SOT values & pitfalls. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, Newscast Role Reflection.	
October 17	<u>Topic:</u> OTS & RDR readings, 413 PKGs, VO/SOT readings. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, VO/SOT video and script (#1)	<b>October 19: Third Coastline</b>
October 24	<b>GUEST SPEAKER: KYLE STANLEY</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, Coastline review, VO/SOT prep. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, Newscast Role Reflection.	
October 31	<u>Topic:</u> OTS & RDR readings, 413 PKGs, VO/SOT readings, <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, VO/SOT video and script (#2)	<b>November 2: Fourth Coastline</b>
November 7	<b>GUEST SPEAKER: LARA HOCHULI</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, Coastline review, PKG prep. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, Newscast Role Reflection.	
November 14	<u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, PKGs, <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, PKG (#1)	<b>November 16: Fifth Coastline</b>
November 21	<b>NO CLASS- Thanksgiving Break</b>	
November 28	<b>GUEST SPEAKER: CHELSEA DAVIS (VID)</b> <u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, Coastline review, PKG prep. <u>Due before class:</u> Story ideas, OTS Graphic and RDR Script on Canvas, Newscast Role Reflection.	
December 5	<u>Topic:</u> Production meeting: present story ideas, OTS & RDR readings, PKGs, <u>Due before class:</u> Final OTS Graphic and RDR Script on Canvas, PKG (#2)	<b>December 7: Sixth Coastline</b>
December 12	<b>FINAL (written)</b> <b>Due before final:</b> Final Newscast Role Reflection	