

### 1. Expanded Statement of Purpose or Program Mission Statement

Storytelling has always mattered to humanity. It is how we have understood our world and our place in it, how we have dialogued with our God and with one another. It has informed us, entertained us, warned us, encouraged us. With the 21<sup>st</sup> century, we are inundated by a virtual tsunami of new media. But the next generation of journalists will still be storytellers. The PLNU journalism program helps students adapt to the best practices of the changing media environment by building on the strong foundation of stories well told.

### 2. Program Learning Outcomes (PLOs):

1. Students will exhibit effective research and reporting practices.
2. Students will display strong interpretive, analytic, and critical thinking skills.
3. Students will communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience.
4. Students will employ appropriate ethical and legal standards and professional codes in their service to their communities and cultures.

**1. Curriculum Map:** See Assessment Wheel. *This section identifies where the learning outcomes align with the curriculum (where students encounter opportunities in the curriculum to gain knowledge and skills pertinent to the designated outcomes, I= Introduce, D=Developed, M=Mastered).* Please see the Assessment Wheel: Curriculum Map for the Broadcast Journalism Curriculum Map.

**2. Multi-Year Assessment Plan:** See Assessment Wheel. *This section identifies the learning outcomes and the years in which they will be assessed. Please attach appropriate documents(s).*

**Assessment Activities:** *This section will be completed annually for each PLO measured during this Academic Year (as described in your Assessment Plan).*

- 3. Methods of Assessment and Criteria for Success:** *This section describes how student learning was assessed for each PLO during this Academic Year (AY) according to your Assessment Plan.*
- *How do you know students are learning and to what degree you have been successful?*
  - *What measures were used, direct and/or indirect? Also attach copies of any rubrics that were used.*
  - *When was the assessment conducted and by whom?*

- *What were the criteria for success, the performance targets selected for each learning outcome assessed this Academic Year?*

**4. Summary of Data collected:** *This section should discuss the results of the assessment process for the designated SLO.*

- *What information/data was collected?*
- *How was the data analyzed?*

The courses evaluated for the 2014-2015 academic year were WRI 340 Media Ethics and Law and WRI 430 Multimedia Journalism.

**I. Key Assignment: WRI 430 Multimedia Journalism.**

Assessment of PLO 3 (Communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience) was achieved by having the 12 students submit various media to a blog in a culminating assignment that included all elements of media the students had learned about over the course of the semester. The assignment (see appendix 1) was graded based on an appropriate rubric (WRI430 Multimedia Final Post Rubric, see appendix 2). Criteria for Success: Score of 85%.

*Summary of data collected*

The scores were tabulated and results analyzed.

*WRI430 Assessment Summary*

An average score above 90% reflects exemplary knowledge. An average score of 80-89% will be considered as reflecting above average knowledge. Scores between 70-79% reflect average knowledge, a score in the 60-69% range is viewed as deficient. The students scored a mean of 93. Appendix 3 shows the results. Eleven of the twelve students meet the Criterion for Success. The outcome was met.

## **I. Key Assignment: WRI 340 Media Ethics and Law**

Assessment of PLO 4 (Employ appropriate ethical and legal standards and professional codes in their service to the communities and cultures) was achieved by having the 11 students take an extended pretest at the beginning of the semester and a posttest which examine student knowledge of media related to the historical development, content, audiences, and function of U.S. media. The test included 100 mostly multiple choice questions covering these areas.

### *Summary of data collected*

The professor evaluated the answers of the students, comparing their answers before and after lessons on the topics.

### *WRI340 Assessment Summary*

An average score above 90% reflects exemplary knowledge. An average score of 80-89% will be considered as reflecting above average knowledge. Scores between 70-79% reflect average knowledge, a score in the 60-69% range is viewed as deficient. The students scored a mean of 75% on the pretest and 89% on the posttest. The outcome was met. Appendix 4 is a copy of the assignment while appendix 5 are the results.

## Appendix 1 - WRI 430 Key Assignment for PLO 3

### **Final WRI430 Blog Post**

You need complete this project by the time we take our final.

**1. Post a story to your blog at least 400 words.** The post must relate to your blog topic.

**2. Include two of these elements:**

**Photo**

**Audio**

**Video**

**3. Include at least two elements from the Tech Tools site.**

(stephengoforth.com/techtools.com)

**4. Email a script with info on your recording and editing.** It should be typed, double-spaced of *only* what you post on the blog. Also, tell me how your created your post and what tools you used.

As before, meeting the deadline and following instructions will be included in the grading. See the Final Post Rubric for a breakdown of how the project will be graded.

## Appendix 2 - WRI 430 – FINAL BLOG POST RUBRIC

	1 (Inadequate)	2 (Novice)	3 (Good)	4 (Excellent)	Total
<b>Writing</b>	Many errors in writing, including composition and content. Does not follow proper grammatical and structural rules or	Script has some merit, but still contains errors in writing and broadcast journalism style.	Most of the story follows correct broadcast writing style.	Evidences superior ability in grammar, structure, and broadcast journalism style.	
<b>PHOTOS</b>	Photos show little originality and poor visual composition.	The photos show an attempt at originality and an attempt at creative composition.	The photos show originality and show creative visual composition.	Highly inventive with excellent and creative composition.	
<b>Audio</b>	Many inconsistencies in audio levels. Failure to compensate for wind and other environmental noises and distractions. Poor	Minor audio inconsistencies. Environmental noise is present, but less of an issue. Mic placement is a problem	Demonstrates basic audio skills. Most noises and other distractions are at a minimum. Mic placement is correct.	High quality audio production. Talent voice is clear. No inconsistencies in sound levels.	

<b>Video</b>	Contains many errors in focusing, framing and camera movement. Video is static, with no camera or lens movement	Story contains a few critical problems regarding the shooting techniques. Few uses of lens and camera movement when	Most shots evidence skillful camera set up and operation. Periodically incorporates lens and camera movement	Story evidences skillful camera set up and operation. This includes using lens and camera movement to depict various
<b>Data Visualization</b>	Little use of design principles, inadequately illustrating the data visually, minimally adding value to the	Some use of design principles, partly illustrating the data visually, adding some value to the overall post.	Smart use of design principles, fairly illustrating the data visually, significantly adding to the overall post.	Effective use of design principles, expertly illustrating the data visually, creatively adding value to the overall post.
				<b>Total Points</b>

**Appendix 3 - WRI 430 Journalism PLO three results out of 100 possible points**

**WRI 430 Journalism PLO three results out of 100 possible points**

<b>STUDENT</b>	<b>RESULT</b>
<b>1</b>	<b>95</b>
<b>2</b>	<b>98</b>
<b>3</b>	<b>98</b>
<b>4</b>	<b>91</b>
<b>5</b>	<b>93</b>
<b>6</b>	<b>70</b>
<b>7</b>	<b>96</b>

<b>8</b>	<b>92</b>
<b>9</b>	<b>89</b>
<b>10</b>	<b>98</b>
<b>11</b>	<b>98</b>
<b>12</b>	<b>99</b>
<b>Mean</b>	<b>93</b>

**Number of students meeting  
the Criteria for Success:**

**11**

**Appendix 4 - BJ PLO 6 WRI340 assessment tool (pretest and a posttest)**

**WRI 340 – MEDIA ETHICS AND LAW / FALL 2014**

**NAME \_\_\_\_\_**

Each question is worth one point unless indicated otherwise. There could be more than one “right” answer. Look for the answer that best reflects what we discussed in class.

1. In order to ensure college and university students get information about criminal activity on campus, Congress passes this act, requiring universities to reveal all crime reports. Campus security must maintain a log of crimes committed on campus and distribute an annual report detailing crime statistics.

- a. Digital Rights Management Act
- b. The Clery Act
- c. The Family Educational Rights and Privacy Act
- d. There is no such law

2. Which of the following is NOT a right protected by the First Amendment?

- a. Press
- b. Speech
- c. Privacy
- d. Petition

3. Speech Codes are extra limits to free speech imposed by colleges.

- a. True
- b. False

4. The First Amendment gives reporters:

- a. special rights not given to average citizen such as the right to withhold the identity of a source to whom the reporter promised confidentiality
- b. no special rights
- c. it is unclear
- d. none of the above



5. If a movie star dies, CNN will not have to get permission from the copyright owner to air short segments of a recent film featuring the actor because of:

- a. public domain
- b. fair use
- c. copyright licensing
- d. prior permission agreements

6. Identifying and granting ownership of a given piece of expression, \_\_\_\_\_ is designed to protect the creator's financial interest in that expression.

- a. public domain
- b. fair use
- c. copyright
- d. ascertainment

7. This allows commentators to criticize films without fear it will led to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

8. This is the legal term indicating the press can report comments of a speaker or witness at a public event without fear it will led to claims of libel or slander.

- a. truth
- b. privilege
- c. fair comment
- d. due cause
- e. a press ID

9. When a media outlet distributes content with knowledge of its falsity or a reckless disregard for the truth, it has acted with:

- a. prior restraint
- b. due cause
- c. lack of privilege
- d. prior review
- e. actual malice

10. The power of the government to prevent the publication or broadcast of expression is called:

- a. prior restraint
- b. actual malice
- c. prior review
- d. lack of privilege

11. The false and malicious publication of material that damages a person's reputation (typically applied to PRINT media) is:

- a. Slander
- b. libel
- c. privilege
- d. fair comment

12. According to the FCC, language or material that depicts sexual or excretory activities in a way that is offensive to contemporary community standards is:

- a. obscene
- b. pornographic
- c. offensive
- d. indecent

13. A FOIA is:

- a. A banned book
- b. Something you file with the government to obtain information
- c. An online newsgathering service
- d. Requires broadcasters to determine the nature of their audiences interests, convenience, and necessity.

14. Concerned that not all broadcast content is suitable for all audiences, the FCC developed the concept of \_\_\_\_\_, times of the broadcast day (typically 10:00 p.m. to 6:00 a.m.) when children are not likely to be in the listening or viewing audience.

- a. ascertainment
- b. the traffic cop
- c. safe harbor
- d. the seven dirty words you can never say on television

15. Obscenity is protected by the constitution.

- a. True
- b. False

16. Pornography is protected by the constitution.

- a. True
- b. False

17. Copyright laws on the Internet fall under:

- a. digital rights management
- b. public domain
- c. ASCAP
- d. ascertainment

18-20. Indicate which three of these six things in a news story WOULD be considered libelous, if false (and yes, the courts have ruled specifically on these issues in past cases):

1. calling a lawyer a crook
2. calling a woman a call girl
3. calling a TV show contestant a local loser, chicken butt or big skank
4. saying a politician has ties to the mafia
5. bitch or SOB
6. describing someone as a menace

21. Why was the maker of the Hope Poster sued by Associated Press?

22. Stacks of the campus newspapers are taken out of racks because the issue contains a critical article about the school's president. What two kinds of crime is this?

23. When *public* college administrators have tried to shut down or take over a student newspaper because it makes too many errors or produces poor quality stories, this is what the courts have said—and why.

24. If a news outlet offers an outrageous report, gets sued but claims it was just a joke, only satire, the courts will ask *this* question to determine whether the new organization has committed libel.

25. This is the *oral or spoken* defamation of a person's character.

26. When the copyright has expired for material, it can be used without permission because it falls under this legal designation.

27. What is the *full name* of the federal agency that regulates broadcasting.

28. Name one of the three major music licensing companies.

29. A news report is protected from libel and slander even if it damages someone's reputation provided that *this* is the case.

30. A television story about child molesters may show people walking down the street. If the voice-over implies the people shown are involved in some criminal activity, even by accident, this could be considered an example of what legal concept?

31. This is the use of material on-the-air for secret pay For instance, a DJ is getting paid to play certain songs and the radio station's management is unaware of the arrangement.

32. This is the on-the-air promotion of goods or services by a TV or radio station in which someone controlling the broadcast material has an undisclosed financial interest.

33. Give an example of unprotected speech.

34. What's the difference between a public figure and a private figure, when it comes to the issue of libel?

35. In your view, who qualifies as a journalist?

36-44. Arrange these steps in the judicial process in their correct order. Put "1" beside what takes place first and so forth.

\_\_\_\_\_ Sentencing

\_\_\_\_\_ Trial/adjudication of guilt

- \_\_\_\_\_ Arrest
- \_\_\_\_\_ Appeals
- \_\_\_\_\_ Plea bargaining
- \_\_\_\_\_ Arraignment

45. The New York Times forbids reporters to participate in the practice of 'quote approval.'  
What is "quote approval"?

46. What is one way quote approval could get a journalist in legal trouble?



47. Like the public, journalists aren't allowed in a crime or disaster scene without approval of law enforcement. However, there is an exception in California. What is it?

48. Someone tells a journalist he or she can get illegally obtained information for an important news story. Would encouraging it to happen be considered "crossing the line" by the courts?

a. Yes

b. No

49. A TV reporter and cameraman is recording an interview in public and they inadvertently pick up a nearby conversation on the tape. One of the parties in that conversation sues the TV for invasion of privacy, claiming the TV station did not obtain his permission before recording him. What question will the California courts ask to determine whether this really is an invasion of privacy.

50. Is it legal for a journalist to enter a private residence YES NO  
as long as the police say it is all right?

51. Is it legal to go through someone's trash for a news story? YES NO

52. Is it legal for a news organization to record and YES NO  
rebroadcast emergency traffic from a police scanner?

53. Is it legal to for a journalist to enter a condo when the YES NO

renter is absent, as long as the landlord says it is all right?

54. Is it a violation of the First Amendment for a police officer YES NO

to take a protester's sign on a public sidewalk?

55. It is a violation of the First Amendment for some irate YES NO

passerby to seize the sign?

56. It was September 1975 and Gerald Ford was President. As Ford left a San Francisco hotel after addressing a conference, a woman named Sara Jane Moore pulled out a gun and aimed it at the President. Billy Sipple, who just happened to be there, saw the gun and grabbed her hand just as she squeezed the trigger. He affected her aim just enough to cause the bullet to miss Ford and ricochet, hitting a taxi driver (who survived). The media declared Sipple a hero. A San Francisco Chronicle columnist outed Sipple in hopes of changing the public's mind about gay stereotypes. Sipple sued the Chronicle for invasion of privacy, along with seven named newspapers for publishing the disclosures.

How did the courts rule?

For 57-60, indicate whether the follow statements about the campus crime log and yearly crime report is true or false.

57. The rules apply to public but not private colleges.

a. True

b. False

58. The crime log for the most recent 60 days must be available to the public during normal business hours.

- a. True
- b. False

59. The crime log must include the nature, date, time and general location of each crime.

- a. True
- b. False

60. The yearly crime report is due by the end of each calendar year.

- a. True
- b. False

61. You are at a press conference of the Vice President of the U.S. and you are in a place where you are not supposed to be standing. You are told by the VP's people to erase the photos you have taken. If you decide not to comply, what law will you base your argument on?

62. If you know prosecutors have charged someone with a serious crime, why is it significant to offer the accused person a chance to respond?

63. The FCC requires all radio and TV stations to have their "public files" available to the public during business hours. One of these files is the Quarterly Needs file. What goes in this file?

64. xx

65. Is undercover reporting legal in the United States?

66. Do you think it *should* be legal? Why?

67. Is it ever right for journalists to be deceptive when working on a story and if so, under what conditions?

68. xxx

69. What is the key question the courts will consider related to trademark infringement?

70. What is DRM?

71. Which involves threats or violence? Theft, burglary, or robbery?

72. Why would many news organizations have a problem with one of its journalists starting a story with, "Bob Smith was arrested for drunk driving"?

Explain what area of media law each of these three cases impacted and how.

73. FCC v. Pacifica

74. Food Lion, Inc. v. Capital Cities/ABC, Inc.

75. New York Times v. Sullivan

Aristotle was the first person to systematize the rules of logic. He identified two forms of logical inference:

76. \_\_\_\_\_

77. \_\_\_\_\_

78. This type of reason yields probable conclusions. It moves from the particular to the general. An example would be moving from "This swan is white" to a general conclusion like "All swans are white." One of the characteristics of such inductive arguments is that you expect that the future will resemble the past. This type of reasoning is called:

79. As with the scientific method, this type of reasoning starts with a conclusion that is tested. It moves from the general, to the specific. An example would be moving from a general conclusion like "All swans are white" to a particular like "this swan is white." This type of reasoning is called:

The Greek philosopher Aristotle came up with three laws of thought. Match the correct law with its name.

80. \_\_\_\_\_ The principle of contradiction

81. \_\_\_\_\_ The principle of identity

82. \_\_\_\_\_ The principle of the excluded middle

a. This principle asserts that everything is equal to itself. Ex: "X is equal to X"

b. A statement cannot be true and false at the same time. Ex: "It is raining and it is not raining." Statements of this form can never be true.



c. This law says that a statement must be true or false. Ex: "It is raining or it is not raining." It is either raining or not; there is no third or "middle" possibility.

T F 83. Cogent reasoning is arguing from premises, supported by evidence to a valid conclusion.

T F 84. A fallacy is an argument that should persuade a rational person to accept its conclusion.

85. "Sugar is an essential component of the body, a key material on all sorts of metabolic processes," is an example of this type of fallacy:

- a. Inconsistency
- b. Doubtable Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

86. "President Obama is a great communicator because he had the knack of talking effectively to the people," is an example of this type of fallacy:

- a. Inconsistency
- b. doubtable Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

87. "Have you stopped beating your wife?" is an example of this type of fallacy:

- a. Inconsistency
- b. doubtful Statement
- c. Begging the question (or Circular reasoning)
- d. Ambiguity
- e. False Dilemma

88. "She does not deserve reelection; her husband had a gambling addiction," is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

89. "If you don't vote this way, you hate children" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

90. "Who cares what that fat loudmouth says about the health care system?" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

91. "This new phone is everyone's must have item. You need one!" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

92. "It turns out that people who get into car wrecks have eaten hamburgers sometime in the week prior to the accident. Therefore, eating hamburgers causes accidents!" is an example of this type of fallacy:

- a. Guilt by Association
- b. Ad Hominem Argument
- c. Fallacy of accidental correlation (or Oversimplification  
or Post Hoc Fallacy)
- d. Bandwagon Appeal
- e. Non Sequitur

### **Short Essay- 8 points**

The US Constitution mentions only one industry by name as deserving special protection: The press. The first amendment explicitly states that "Congress shall make no law.. abridging the freedom of speech, or of the press."

What is one key challenge facing this freedom? Where do you see potential roadblocks or potholes for the First Amendment right to free speech and the press right now in the U.S.?

### **BONUS ESSAY QUESTION**

The following essay question will only be counted if you are “on the bubble” between two grades. *Write your name below* and your answer on the back of this piece of paper.

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The US constitution mentions only one industry by name as deserving special protection: The press. The first amendment explicitly states that “Congress shall make no law.. abridging the freedom of speech, or of the press.” In the space below and on the back of this paper, formulate an argument about one key challenge facing this freedom. Where do you see potential roadblocks or potholes for the First Amendment right to free speech and the press right now in the US?

#### **Appendix 5 - BJ PLO 6 WRI340 (pretest and a posttest results)**

##### **OUT OF 100 POSSIBLE POINTS**

<b>STUDENT</b>	<b>PRE-TEST</b>	<b>POST-TEST</b>
<b>1</b>	<b>80</b>	<b>95</b>
<b>2</b>	<b>77</b>	<b>80</b>
<b>3</b>	<b>65</b>	<b>80</b>
<b>4</b>	<b>80</b>	<b>85</b>

<b>5</b>	<b>70</b>	<b>85</b>
<b>6</b>	<b>60</b>	<b>75</b>
<b>7</b>	<b>75</b>	<b>95</b>
<b>8</b>	<b>77</b>	<b>90</b>
<b>9</b>	<b>81</b>	<b>100</b>
<b>10</b>	<b>87</b>	<b>95</b>
<b>11</b>	<b>74</b>	<b>98</b>
<b>Mean</b>	<b>75</b>	<b>89</b>