



Fall 2020

Meeting Days: Tuesday	Instructor: Lynn Walsh
Meeting Times: 3-4:15 pm PT	Phone: 614-579-7937
Meeting Location: Zoom	E-mail: LWalsh@pointloma.edu
Office Hours: 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.

The purpose of this course is to provide you with the opportunity to practice and learn more about the writing, production, and promotion of TV/film programming. This is one (1) of only three (3) courses offered in the major (other than the LAFSC courses for film studies students) designed to be used for "building your reel" -- which will display your best work from college. This reel will be a part of your portfolio you will use to present to future employers and convince them to hire you. This course was also created to provide a structure and system for PLNU's *Point TV* television station management and production crew to produce programs to serve the PLNU ASB student body and resident community.

COURSE LEARNING OUTCOMES

- **Students will** display knowledge and skill in the film and/or television production process, including pre-production (producing, writing, story development), production (teleprompting, floor direction, engineering, etc.) and post-production (editing video and audio).
- **Students will** display knowledge and skill in program exhibition and promotion--including loading finished projects and information onto the *Point TV* website AND Instagram, Twitter, Facebook, Vimeo, and YouTube pages.
- **Students will** create ethical, accurate and fair content using TV production tools by completing assignments and participating in class.

- **Students will** apply appropriate ethical and legal standards in all assignments by abiding by and learning ethical and legal requirements and suggestions.
 - **Students will** think and speak freely in class, while respecting the opinions and thoughts of other students, the professor and any class visitors by listening and participating in class.
 - **Students will** think critically by participating in class and asking questions whenever needed.
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COURSE REQUIREMENTS

This is an advanced course, which means you should already have mastered the basics of reporting, writing and editing television news and film content. My goal is to help you improve and give you the knowledge you need to hone those skills.

Attire: When reporting stories and producing content, students must dress as news professionals (no jeans, cutoffs, shorts, t- shirts, hats, etc.). Students appearing on camera during a newscast or for a news story 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 one-unit class. Specific details about how the class meets the credit hour requirement can be provided upon request.

ASSESSMENT AND GRADING

Grades will be based on the completion of assignments and attendance.

ASSIGNMENT VALUES:	GRADE % SCALE:
Critique(s) of a Newscast/Film (25 points each)	A=90-100
Story Pitching (15 points each)	B=80-89
Misinformation Assignment (40 points)	C=70-79
Class Participation (50 points)	D=60-69
TV News Stories/Film Content (50 points each)	F=0-59
Digital/Social News Stories (50 points each)	
FOIA/CPRA Assignment (50 points)	

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

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.

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. See [Disability Resource Center](#) for additional information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all synchronous class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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. In some courses, a portion of the credit hour content will be delivered asynchronously and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the Technology and System Requirements information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-

request@pointloma.edu. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.

COURSE ASSIGNMENTS

News Viewing Critiques:

Description: Students will watch local TV news AND consume/experience/watch/read other non-traditional/non-mainstream news content throughout the semester. You must also be up to speed on local, national and international news.

Requirements: Write a critique of the news you consumed. Once a month (due dates for critiques can be found [here](#)) students are expected to write about the news they are consuming. The critiques should be thoughtful and can be produced using audio/video if students would like. While critiquing the news you are consuming, consider the following questions:

- Did you feel the news was trustworthy and unbiased? Why/Why Not?
- What was the purpose of the news you consumed? Was it meant to inform? Persuade? Make you feel good? Get you to take action? Uncover something?
- How was the storytelling? Was the story engaging? Was it boring?
- Would you change anything about the news content? Could it be more visually appealing? Better writing? Did it leave you left with unanswered questions?

Story Pitching Assignment:

Description: Students will pitch and discuss stories and video content that they want to create for the semester.

Requirements: Students must submit seven story/video content pitches (due dates can be found [here](#)). Pitches should include the best practices discussed in class.

News stories/Digital Content:

Description: Students will produce video content meant for a TV newscast or film/video consumption.

Requirements: Stories must be newsworthy and timely. Students are expected to produce four pieces of content throughout the semester (due dates for content can be found [here](#)) and must choose between the following categories below. ***Students cannot produce a piece of content from the same category more than once. One of the four stories has to be meant for a digital audience.***

- Election 2020
 - COVID-19
 - Environment
 - Business/Technology
 - Sports
- Entertainment
 - Health
 - Crime
 - Education
 - Investigative
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FOIA/CPRA Request:

Description: Students will research, write and submit at least one FOIA or CPRA request.

Requirements: Students are responsible for writing the request and submitting it to the proper agency. The student is also responsible for following up with the request and ideally is able to receive documents back from an agency to produce video content. When the assignment is due (due dates can be found [here](#)) students will provide a copy of the original requests and any responses or back and forth received. The student will then decide if they can use the information to produce a story. In addition, students will be prepared to talk about the experience in class.

Show Booking Assignment:

Description: Students will schedule guests for a live broadcast TV show.

Requirements: Students must contact individuals to invite to a simulated TV show, plan the interviews (including conducting pre-interviews) and organize the rundown of the show (due dates can be found [here](#)).

Misinformation Assignment :

Description: Students will learn how to tell if information is misleading or created to deceive the public.

Requirements: Complete (due dates can be found [here](#)) the following online course and to test your knowledge of misinformation/disinformation and gain a better understanding of how to report on conspiracy theories and incorrect information shared online.

- [Identifying and Tackling Manipulated Media](#)
- [Geolocation Challenge](#)
- [Observation Challenge](#)