



Fall 2021

Meeting Days: Wednesday	Instructor: Lynn Walsh
Meeting Times: 6:00-8:40pm	Phone: 614-579-7937
Meeting Location: RLC 108	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.

COURSE DESCRIPTION

Students will learn to shoot video with a professional camera and put together stories for TV newscasts with professional editing software. This class will also discuss story selection, ethics of using video, audio and images and discuss how to ethically produce and share content on social media platforms.

COURSE LEARNING OUTCOMES

- Achieve a better understanding of the broadcast news industry and newsroom operations.
- Demonstrate the knowledge necessary to produce a newscast and write news copy clearly and accurately for broadcast and digital platforms.
- Create and present news stories based on accepted industry standards for the appropriate medium, including social media.
- Exhibit ethical decision-making in story selection and in how content is presented.

COURSE REQUIREMENTS

- When reporting stories or presenting to the class, students must dress as news professionals (no jeans, cutoffs, shorts, t- shirts, hats, etc.). Students appearing on camera during a newscast must wear appropriate attire.

ASSESSMENT AND GRADING

ASSIGNMENT VALUES*:	GRADE % SCALE:
Weekly Current Events Quiz (4-5 points each)	A= 90-100
Class Participation (50 points)	B= 80-89
Video Exercise (50 points)	C= 70-79
Set Photo (10 points)	D= 60-69
Story Pitching Assignment (40 points)	F= 0-59
Social Video Assignment (50 points)	
Interview Assignment (50 points)	
Document Video Assignment (50 points)	
Copyright Assignment (50 points)	
TV News Stories (100 points each)	
*Other assignments may be added	

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 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.

ASSIGNMENTS

Video Exercise (Part 1) DUE Sept. 15

Using a video camera, shoot as much video as you think would be needed in order to produce a TV package that is one minute in length. I do not need you to edit the video together, but just record different shots, angles, types of video for a TV news package.

I am not assigning a type of story, that is up to you. So, you could decide you want to shoot video for a sports story, a traffic story or maybe it is a back-to-school story.

The point of the assignment is to get you comfortable with using the camera and see what kind of footage you capture.

Please upload the video files to your assigned folder [here](#)

Video Exercise (Part 2) DUE Sept. 22

Using a video camera, re-shoot the video from the first video assignment. Remember, you are shooting enough video to produce a TV package that is one minute in length. I do not need you to edit the video together.

The point of the assignment is to see how your shots and angles improve from the first assignment and help you get comfortable with using the camera.

Please upload the video files to your assigned folder [here](#)

Story Pitching Assignment: Due Sept. 29

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

Requirements: Students must submit seven story ideas/content pitches. Pitches should include best practices for submitting pitches, including:

- Why the story is important
- What would the impact of the story be
- What format would the story be produced in
- Why the story or angle is unique

Copyright Assignment: DUE Oct. 6

Description: Students will decide whether or not they should use content in a video.

Requirements: Make a copy of this Google document. Imagine you are an editor and a reporter/producer hands you a script to edit. Through the document there are comments containing broll directions. As the editor, you have to decide if you can use the photos/images being suggested. Ask questions if necessary. Ultimately, decide whether or not you will use the video/images as described by the reporter by responding in the comments.

Set Photo: Due Oct. 27

Description: Take a photo of yourself “on set” for the Point TV Instagram account.

Requirements: Take a photo of yourself “on set” to be used on the Point TV Instagram account. The goal is to show you working “behind the scenes” for Point TV. These photos can be a selfie of you using the camera, socially distanced shooting an interview, scouting a location, etc. In addition to submitting the **photo** for the assignment, you will be expected to submit a **caption** to be used with the photo.

Interview Assignment DUE Oct. 27

Use a video camera to record an interview that could be used in a TV news package.

You are responsible for choosing who to interview and where to conduct the interview. You are also responsible for writing questions for the interview, conducting the interview and all interview prep. Part of the assignment will include you explaining why you chose the particular location, setting, etc.

VO for Document Story Assignment DUE Nov. 3

Using techniques learned in class produce a 30 second VO for a document-heavy story. Remember to get creative but also not make it distracting.

Please also write the text copy as we will be presenting the VO in class using your copy for the story.

Social Video Assignment DUE Nov. 17

Create a video for use on a social media platform (Facebook, Instagram, Twitter, Snapchat) that tells a news story.

The video should incorporate best practices for video related to social platforms. That means it should keep the mobile audience in mind. A reminder of things to consider: how users watch vs. listen to video on social platforms, the use of features native to the app and video orientation.

TV News PKG Assignment DUE Oct. 27, November 23 and Dec. 8

Produce THREE TV news PKG that falls into one of these categories:

- Local government
- MOS
- PLNU community
- Business/Consumer
- Crime
- Feature

Each story should come from a separate category. At least two stories should include some sort of on-camera intro and/or a standup. All should have a web script, image and social media element.