COMM/MM 3363.010 Spring 2019
Instructor: Donald Plachno, BA, MA
Email: dplachno@angelo.edu
Telephone: (325) 486-6855
Office: Library 312 J (Inside Ram TV)
Office Hours: Monday/Wednesday Friday: 8:00am - 10:00 am
Tuesday/Thursday 12:00pm – 2:00pm
Or by appointment

We will meet in room 105 in the Academic Building. Some course communication and activities will be in Blackboard.

Course Description: This is an introductory course in news writing and production for the broadcast industry. Students will work on studio and field news reporting.

Student Learning Outcomes: Upon completion of this course, students will be able to:

• gather, analyze, evaluate, and synthesize information relevant to a question or issue. (CT 1 – Critical Thinking)

• develop, interpret, and express ideas through effective oral communication. (CS2 – Communication Skills)

• develop, interpret, and express ideas through effective visual communication (CS 3 – Communication Skills).

• acquire skills in working with others as a member of a team. (TW1 – Teamwork)

• demonstrate civic knowledge and responsibility by developing news judgment through the ability to decide what the news is and how the element of the story should be reported (SR2 – Social Responsibility).

• demonstrate technical and analytic skills that are appropriate to their fields of study and applicable to future careers.

Method for Assessing Student Learning Outcomes:

Productions 1-5: Students create news segments that help to demonstrate the process of writing, filming and editing for news production as well as explore civic responsibility by reporting and delivering relevant content, exercising ethics and recognizing news judgment. Projects in this course require students to engage with the community and develop a visual story surrounding topics, researched. Students reflect on the significance of the story to the community and to themselves, they highlight what was learned and describe the challenges and successes of creating the production.

News Production Journal and Final Exam: Students will develop specialized knowledge and skills appropriate to enter into professional news markets by: demonstrating research skills, practicing
vocabulary for critical discourse and applying classroom learning in a combination of reflective practice and experiential education.


- **Course Materials**: Students may need the following supplies: 16 GB SDHC memory card, SDHC card reader, 16 GB flash drive.

**Equipment and Editing Systems**: Adobe Creative Cloud CC 2019 is available for your use to complete course activities. You will be assigned one external hard drive, which will be checked in and out of the editing lab. It is recommended that students supply their own headphones for use during shooting and in the editing facility.

**Attendance**: The Department of Communication & Mass Media has a departmental attendance policy requiring students to be present at a minimum of 75% of all class meetings in order to pass the class. Exams or assignments missed due to an unexcused absence will receive a zero. Work handed in late without a proper excuse will not be accepted. Attendance will be taken and counted beginning the first day of class and the subsequent lab. The student is allowed to miss 2 days (T/R), without penalty to the final grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Once a student misses more than the allotted absences mentioned above, two (2) points will be deducted from the student’s FINAL average for each additional unexcused absence. You will be counted absent if you are not present for the entire class, this includes lab.

Three tardies (more than 10 minutes) will result in an absence. The following are considered to be acceptable absences providing the student presents a typed, signed and dated excuse from a professional (Doctor, police officer, funeral director, university sponsor/advisor, etc.) Excuses will not be accepted form family members and/or friends.

**Projects (40% of grade)**:

**Project Guidelines**: Each News segment will be between 2:00 to 2:30 minutes in length. Each group must acquire personal and location releases for each news segment. The final project, the class will be divided into three groups. Each group produce and anchor a 15 minute (minimum) LIVE newscast from the Ram TV studio.

**Business Reporting**: opinion in studio, on location footage resources: economics department, business organizations on campus

**Sports Reporting**: studio or on location interview of guest, panel format, includes game highlights. resources: ASU basketball, baseball, softball practices, games and ASU athletes and coaches.

**Health & Medical**: on location stand-up, interview resources: ASU health clinic hospitals, medical centers, interview-staff member

**Entertainment**: interview, studio & field production, bridges, incorporate footage resources: plays, art, concerts.

**Final Project**: (40% of grade) Live news broadcast. Group members will broadcast live from Ram TV. You will be responsible for finding news content, writing lead-ins, intros, outros, teases and pitches. Content will include news packages, voice overs and sound on tape. Group members will share the
responsibilities for shooting and editing the packages and will be graded on their total participation in the project. Each member of the crew will be reviewed by the other group members. News pitches will be turned in during scheduled production meetings.

**Test:** (20% of grade) One comprehensive multiple choice Final Exam

**Course Communication** I am available to answer questions in person before and after class and during office hours.

**Honor Code** Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook.


**American Disability Act** Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents' RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191.

URL: [http://www.angelo.edu/services/student_life/policystatement.html](http://www.angelo.edu/services/student_life/policystatement.html)

Grade Appeal Process As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at [http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc](http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc).

**Week 1**

1/15
Overview of course objectives and equipment checkout procedure. 1/15

1/17
Assign students to crews.
Read pgs. 165-181.

No Lab

Remaining Schedule will be posted later