COMM/MM 3363.010 Spring 2021

Instructor: Donald Plachno, BA, MA
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Office: Library 312 J (Inside Ram TV)

Office Hours: Monday/Wednesday/Friday: 8:00am - 10:00 am
Tuesday/Thursday 11:30am – 12:30pm
Or by appointment

We will meet in room lab 320 on the third floor of the Porter Henderson Library. Course will be held in person and with communication and activities posted on 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 packages 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 members of our University and develop a visual story surrounding topics, researched

**Press Conference:** In this project students will participate in a mock press conference to experience the process and challenges of effectively communicating and disseminating information. The mock press conference follows a disaster scenario in which students will engage their active, attentive listening skills, in order to ask pertinent questions in order to elicit more answers from the mock Public Information Officer (PIO). Students will then create a news package reporting what they have learned

**News Ethics:** We will touch base with important ethical principles and professional norms that should be employed in the practice of reporting. Students will gain knowledge of important journalistic failures and mistakes, as well as emerging areas of professional challenge, and learn how to apply this knowledge during reporting in which students will demonstrate thorough their own news stories.
**Final Exam:** Students will be tested over the 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 practical forms.

**Text:** Broadcast News: Writing, Reporting and Producing 6th edition by Ted White

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

**Equipment and Editing Systems:** Adobe Creative Cloud CC 2020 is available for your use to complete course activities. 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. A student’s unexcused absence will result in a zero for all work/assignments completed on that day. Two (2) points will be deducted from the student’s FINAL average for each 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 from family members and/or friends.

**NEWS PACKAGES (50% of grade):**

Project Guidelines: Each News Package will be between 1:30 to 2:30 minutes in length. Each group must acquire personal and location releases for each news segment where appropriate.

Topics can cover: Business Reporting, Sports Reporting, Health & Medical, Entertainment and the ASU Community. These and other topics must be approved by the instructor.

**PRESS CONFERENCE (20% of grade):** Mock press conference and news package.

**FINAL EXAM (20% of grade):** One comprehensive multiple-choice Final Exam.

**UNIVERSITY SPONSORED EVENTS**

Students who will be absent from class due to a university sponsored event must be excused through the university. In these cases, it is the responsibility of the student to complete any assignments they will be missing and to inform their groups prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

**DEPARTMENT ATTENDANCE POLICY**

The Department of Communication and 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. If you fall under that percentage, you will fail the class regardless of your current grade. This number includes both EXCUSED and UNEXCUSED absences.
LATE TESTS

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member, etc.) you must make the test up within a reasonable length of time (no more than one week or less.) It is the responsibility of the student to make all arrangements prior to the absence, if possible. A typed, signed and dated explanation must be given to the instructor upon returning to class.

COURSE COMMUNICATION:

I am available to answer questions just before and after class, during posted office hours and after office hours by appointment.

COVID 19 COMPLIANCE

1) When entering class, you will be required to: Have your mask on properly, covering your nose and mouth. You are required to wear a face mask which completely covers you nose and mouth at all times in class. If you fail to wear your mask properly or not at all, then you will be asked to leave the classroom and receive a zero for the day. You are responsible for your own mask. I will not provide a mask for you. If you forgot your mask then can purchase one in the vending machine near the elevator, while supplies last.

2) You are required to show your completed daily wellness check on your smartphone.

3) You will have your temperature taken when you enter class. If you have a reading of 99 degrees or higher, you will be required to leave class. This will be treated like an absence. If you provide a note from the clinic, then you will be excused.

4) You will then use disinfecting gel on your hands and grab a disinfectant wipe. You will then wipe down your work station and throw the wipe away.

5) When you are in class you will maintain social distancing.

CLASS ETIQUETTE

Please be a courteous student and peer. UNAUTHORIZED USE OF SMARTPHONES in class will result in an absence for the day, and will result in a ZERO for any work completed for that day. Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their presentations in the classroom. Live Streaming or Recording students or faculty inside the classroom is forbidden. Failure to comply with this rule will result in you being reported to the Dean of Student Life.

DRESS REQUIREMENT

This is a hands-on class in which you will be operating equipment in the studio, lab, on campus and possibly around San Angelo. You are expected to dress appropriately and practice good hygiene in class and when you are out on assignment.

RELIGIOUS HOLIDAY OBSERVANCE

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20. B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.
HONOR CODE POLICY

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at


DISABILITY STATEMENT

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting: Mrs. Dallas Swafford, Director of Student Development 325-942-2047 office or 325-942-2211 Fax dallas.swafford@angelo.edu University Center, Suite 112B

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.

TITLE IX AT ANGELO STATE UNIVERSITY:

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Title IX Coordinator at:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu
You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

This syllabus is subject to change without notice.