

## Midwestern State University

## MASS COMMUNICATION

## ELECTRONIC NEWS GATHERING – MCOM 3313

## Fall 2019: FA D101, MW 9AM – 10:20AM

## Contact Information

Instructor: Jonathon Quam

Office: Fine Arts D105

Office hours: M 2PM-3PM, W 11AM-12PM, TR 8:30AM-10:30AM

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## Course Description

This course serves as an introduction to broadcast news writing and production. Specific areas covered include proper broadcast form, story construction, news selection, and the application of ethical standards in the broadcast medium. Evaluations are based on style, form, content, and creativity. Basic videography and editing skills will also be introduced. This course will allow students to develop the video production skills geared toward single and multi-camera video production outside the studio environment. The course will focus on competencies in preproduction, lighting, audio, directing, videography and grip work as applied to remote production.

Course Objectives:

* Demonstrate appropriate writing and editing skills in a broadcast setting.
* Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
* Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
* Understand effective visual language and how to apply it to convey messages and enhance the communication process.

Required Materials: Sony MiniDV Tape, CF Card (32GB)

Recommended Text: Television Production Handbook (12th ed.), Herbert Zettl, 2014

## Student Handbook

### Refer to: [Student Handbook 2017-18](https://mwsu.edu/Assets/documents/student-life/student-handbook-2017-18.pdf)

## Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual’s to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

Plagiarism: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Any writing that is not the work of you or your group members is plagiarism. Students in this course are expected to adhere to the MSU Student Honor Code.

## Grading

Productions: Each student will complete a variety of single and team productions designed to give a hands-on study of field production techniques including: short documentaries, interview projects, multitrack audio editing, news packages, and event/performance based projects. Talent: Students will have the option of becoming on-air talent, but it is not required.

Location Strike: Whenever an outside production is required; it will be the responsibility of all in the class to transport all needed gear to and from the location in a safe and timely manner. All items must be stored properly and returned in working order. If there is an issue with damage or malfunctioning equipment a proper report must be logged before you go out on location.

| Assignments | Percentage |
| --- | --- |
| Shot Composition | 10 |
| News Package Project | 15 |
| Interview Project | 15 |
| Audio Project | 10 |
| Newswriting Assignments | 15 |
| Basic Video/Audio Test | 25 |
| Participation | 10 |

Late work will not be accepted. Projects are to be turned in at the beginning of class on the date they’re due. Any late work will receive a failing grade. Grading will be based on your comprehension and use of theory, methodology, and technique discussed in class.

Senior Portfolio Requirement: Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU¹s reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio.

Please see me, your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on our department web page: http://finearts.mwsu.edu/masscomm/.

Deadlines must be met. All missed deadlines result in a 25% loss on the project. Three missed deadlines will result in being dropped from the course. Deadlines will be handed out with assignments.

Course Activities: This class will consist of lectures, in and out of class screenings, and audio/video projects.

Course Materials and Readings: In addition to the recommended chapters in the text, a number of current articles will be distributed, usually via D2L (these will be required readings).

Refer to: [Drops, Withdrawals & Void](https://mwsu.edu/student-life/development/learning/index)

## Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](https://d2l.mwsu.edu/) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance: Each student will be allowed 3 absences for any reason. If you are to be absent on the date a project is due, you must still turn your project in to me on time. Beyond these two absences, the student will lose 25% of their final semester grade for any absences for any reason that is not university approved. Missing a production day will result in a failing grade on that production.

* **THE INSTRUCTOR’S RECORDS REGARDING ABSCENCES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS’ RESPONSIBILITY TO CHECK IN IF LATE.**

Withheld Grades/Semester Grades Policy: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Course Conduct: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom.

## Cell Phones and Other Recording Devices

## The use of cell phones and other recording or electronic devices is strictly prohibited during class. The instructor may direct, from time to time, on the possible use of cell phones for legitimate class reasons. Recording the class is prohibited, unless it is part of a reasonable accommodation under ADA, or by obtaining written consent by the instructor.

## Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a100% refund of applicable tuition and fees. Dates are published in the Schedule of Classeseach semester.

## Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

## Services for Students With Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to <http://www.mwsu.edu/student-life/disability>.

## College Policies

### Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](https://mwsu.edu/campus-carry/rules-policies)

### Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

### Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

## Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [Undergraduate Catalog](http://catalog.mwsu.edu/content.php?catoid=14&navoid=655#Appeal_of_Course_Grade)

NoticeChanges in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

## Course Schedule:

Use this area to tell the students what is scheduled for the duration of the class. Please note the disclaimer above and include that with your schedule. There can be no blanks in your table. You must put some kind of text in all the blanks such as: N/A or No content. (Use the same color text as background if you want to keep it uncluttered for your sighted learners). Tables must not extend to another page (cannot be wider than the page). If it is going to extend to next page, you will need to create another table with heading. You can use a dash (-) or “to” between dates, avoid using the @ sign unless in web address.

Course Schedule

|  |  |
| --- | --- |
| **Week 1** 8/26 – 8/30 | **COURSE INTRODUCTION**  **AUDIO UNIT**  **Lecture**: The Power of Sound/ Intro to Audio Editing in ProTools |
| No Content | No Content |
| **Week 2** 09/03 – 09/06 | **AUDIO UNIT / NO MONDAY CLASS**  **Lecture**: The Power of Sound/ Intro to Audio Editing in ProTools |
| No Content | No Content |
| **Week 3**  09/09 – 09/13 | AVID ProTools Practice  AVID ProTools Practice |
| No Content | No Content |
| **Week 4** 09/16 – 09/20 | **<PROJECT WORK DAY>**  **<PROJECT WORK DAY>** |
| No Content | No Content |
| **Week 5** 09/23 – 09/27 | **AUDIO PROJECT DUE 9/23 (9AM): listen to projects in class**  **NEWS WRITING UNIT BEGINS** |
| No Content | No Content |
| **Week 6** 09/30 – 10/04 | **NEWS WRITING UNIT**  **Lecture**: Formatting  **Lecture**: Leads |
| No Content | No Content |
| **Week 7** 10/07 – 10/11 | **NEWS WRITING UNIT**  **Lecture**: Story Writing  **VIDEO UNIT**  **Lecture**: Video Basics  **Reading**: Video Basics Handout  Leads/Story Writing Due 10/09 |
| No Content | No Content |
| **Week 8** 10/14 – 10/18 | **Lecture**: Composition & Camera  **Lecture**: Lighting & Camera  **COMPOSITION PROJECT DUE 10/16 (9AM)** |
| No Content | No Content |
| **Week 9** 10/21 –10/25 | **Lecture**: Interviewing  **Lecture**: Lighting |
| No Content | No Content |
| **Week 10** 10/28 – 11/01 | **Lecture**: Editing  **Lecture**: Editing |
| No Content | No Content |
| **Week 11** 11/04 – 11/08 | Media Composer Practice  Media Composer Practice |
| No Content | No Content |
| **Week 12** 11/11 – 11/15 | **<PROJECT WORK DAY>**  **Lecture**: Story Development, Picking the News  **INTERVIEW PROJECT DUE 11/15 (5PM)** |
| No Content | No Content |
| **Week 13** 11/18 – 11/22 | **Lecture**: Shooting News on Location  **Reading**: News Handout |
| No Content | No Content |
| **Week 14** 11/25 – 11/29 | **Lecture**: Editing Your Package/Recording VO  **HALF WEEK/THANKSGIVING** |
| No Content | No Content |
| **Week 15** 12/02 – 12/06 | **<WORK DAY>**  **<WORK DAY>** |
| No Content | No Content |
| **Week 16** 12/09 – 12/13 | **FINALS WEEK**  **NEWS PACKAGES AND SCRIPTS DUE 12/11 (5PM)**  **Final: 12/09, 8AM-10AM** |