OVERVIEW: Development of writing, reporting and production skills for audio and video news. This course has traditionally focused on broadcast news applications, but effective audio and visual communication and storytelling is increasingly vital for a range of careers. Mastery of audio and video newsgathering techniques will make you marketable in many venues, as well as make you a more discerning user of media. The emphasis in this course will be on “hands-on” learning, and we will also be working with some emerging technology such as 360 video. Be prepared for a time commitment beyond the class meeting periods for reporting assignments.

DEPARTMENTAL LEARNING OUTCOMES ADDRESSED BY JMC 336:

- **writing skills** required to excel in an entry-level communications-related job and/or graduate school.
- **critical-thinking skills** required to excel in the intellectual, professional, and personal dimensions of life.

COURSE GOALS By the end of this course, you should be able to:

- Write correctly and clearly in forms and styles appropriate for electronic media
- Apply tools and technologies appropriate for electronic media (recorders, cameras, editing software, newsroom software)
- Critically evaluate own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Think critically, creatively and independently
- Conduct research and evaluate information by appropriate methods
- Understand concepts and apply theories in use, presentation of images & information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

Materials you will need:


**SD cards**: at least one, at least 8 GB recommended. Should be class 6 or higher. Not microSD. Recommended: External hard drive for project storage, at least 500 GB.
KEY COURSE POLICIES

See full syllabus on Blackboard for full course policies

Attendance: Regular attendance correlates with course success. Everyone gets three “free” absences for the semester without penalty. After three, 20 pt. penalty per absence, documented health emergencies excepted (see full policy in full syllabus).

Cheating: Please note that I take extremely seriously the university’s policy on the need for academic honesty in all your work. I refer you to the Whitworth Catalog, and the current Student Handbook, where guidelines on plagiarism and other forms of academic dishonesty are spelled out. Any form of dishonesty in an assignment will lead to a zero on the assignment, and I reserve the right to give a grade of F for the course as well.

Classroom professionalism: Remove electronic distractions at the start of class time. Come to class prepared, having read text beforehand. Be ready with relevant questions and with meaningful, respectful comments and critiques.

Preparation time: Will vary, but expect to average between four and six hours each week for preparation time. Outside work on audio and video projects (recording, editing, etc.) may require additional time.

MAJOR ASSIGNMENTS OVERVIEW

Note that all assignments are due at the beginning of the class period indicated in the schedule. Late assignments will automatically be marked down 50 percent of the possible points for each calendar day late. Unless instructed otherwise, upload all assignments into Blackboard or complete in Rundown Creator; no hardcopies, e-mail attachments or links please.

- Participation/Story Pitches 50 pts.
  The ability to select and develop stories is a skill broadcast journalists use daily. To help you refine this skill, you'll come to class as if you were working in an actual newsroom... with story ideas in mind! Participation also means fully engage in all class activities.

- Story Development 10 x 3 = 30 pts.
  You will be required to submit 3 story proposals in writing. These may grow out of successful story pitches in class. I will provide template. These forms will help guide you in producing your stories. You must complete a proposal in order to receive credit for actual project.

- News Story Analysis 40 pts.
  Is everything that airs in a professional newscast done well? In a 3 to 4-page paper, you will deconstruct a reporter package from an actual newscast in detail, analyzing the different elements and suggesting improvements.

- Midterm Exam 80 pts.
  The exam will cover readings, information from class sessions, and writing/scripting.

- Story 1 40 pts.
  You will produce one audio package. This includes developing a story idea, recording interviews and relevant audio, writing a script and editing.

- Group VO 10 pts.
  Working in a small group, you will shoot and edit video to produce one VO that contains at least one sequence. Each member of the group will be involved, and grading will apply to entire group.

- VO/SOT 40 pts.
  You will complete one VO/SOT story. This includes developing a story idea, shooting an interview and relevant video, writing a script and editing the VO/SOT.
• **PKG 1**  
  40 pts.  
  You will develop VO/SOT story into package form, recording a second interview.

• **PKG 2 & 3**  
  70 pts./100 pts.  
  You will complete two more packages from scratch. This includes developing a story idea, shooting interviews, a stand-up and relevant video, writing a script and editing the package. You will further develop PKG 3, accompanying it with multimedia elements.

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### COURSE SCHEDULE - FALL 2017

(tentative; if more or less time is required for any topic, we will adjust accordingly, and I will announce/post schedule changes. You should complete assignments and readings before the start of the designated class period, unless otherwise instructed.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READ</th>
<th>DUE</th>
</tr>
</thead>
</table>
| **Week 1 – Sept. 7** | Course introduction  
Effective video & audio storytelling | | |
| **Week 2 – Sept. 12, 14** | Working with sound  
Audio story structure  
Sources of information  
Interviewing | ATS Ch. 1, 2  
NPR Training (Bb) | 9/12: Story ideas  
9/14: Story Proposal 1 |
| **Week 3 – Sept. 19, 21** | Writing to Audio  
Editing Audio  
Audio & Multimedia | ATS Ch. 5, 6, 12  
NPR Training (Bb) | 9/19: Nat sound exercise  
9/14: Story Proposal 1 |
| **Week 4 – Sept. 26, 28** | Audio Story Critiques | | 9/26: Story 1 due |
| **Week 5 – Oct. 3, 5** | Working with Video  
Video story structure | ATS Ch. 3, 4 | 10/5: Story Proposal 2 |
| **Week 6 – Oct. 10, 12** | Shooting video/camera workshop  
Video interviewing | | 10/10: Group VO material |
| **Week 7 – Oct. 17, 19** | Video editing workshop  
Writing to Video | ATS Ch. 7, 8 | |
**Week 7 – Oct. 17, 19**

Script formatting, writing  
Story 2a Critiques  

10/17: Story 2a due

**Week 8 – Oct. 24, 26**

Video Package Structure

**Midterm Exam – Thurs., 10/26**

**OCT. 27/30 [FALL BREAK]**

**Week 9 – Oct. 31, Nov. 2**

Catch-up day

Voice and Delivery  
ATS Ch. 11

**Week 10 – Nov. 7, 9**

Story 2b critiques  
Shooting stand-ups  

11/7: Story 2b due

**Week 11 – Nov. 14, 16**

Anchor ledes/tags  
Live shots  

11/14: Story Proposal 3

**Week 12 – Nov. 21**

Video Story 2 critiques  

11/21: Story 3 due

**Nov. 24 [THANKSGIVING - OFF]**

**Week 13 – Nov. 28, 30**

Producing for Broadcast  
ATS Ch. 9, 10  
Producing Multimedia

**Week 14 – Dec. 5, 7**

Producing  
ATS Ch. 9, 10  
12/5: Pkg Analysis paper

Course Wrap-up

**Week 15 – Dec. 15**

Scheduled final exam time: Fri., Dec. 15, 10:30-12:30  
12/15: Story 4 due
COURSE DETAILS AND POLICIES

Attendance:
It is essential that you attend classes regularly in this course. We will cover a lot of new material quickly, including much material that is “hands on.” We will not repeat in-class demonstrations or exercises. You will receive a zero for any class exercises you miss. Do not schedule interviews, etc. during class time.
I understand that occasional health problems and similar serious emergencies prevent students from attending class. To accommodate such situations, I allow three unexcused absences during the semester. However:

*** IF YOU HAVE MORE THAN THREE UNEXCUSED ABSENCES, YOU LOSE 20 PTS. PER ABSENCE BEYOND THE INITIAL THREE.

If you find yourself in a situation where a serious health issue or similar emergency will interfere with regular attendance, please speak with me a.s.a.p. It is your responsibility to inform me in advance of any absences due to university-sanctioned activities (athletics, forensics, etc.)

Class Preparation Time
Will vary, but expect to average between four and six hours each week for preparation time. Outside work on audio and video projects (recording, editing, etc.) may require additional time. There is no way to evaluate you on effort outside of class, but generally speaking, effort on assignments correlates with quality of final product.

Deadlines:
Missed deadlines are a ticket to downfall in media professions. In the working world, missing deadlines could cost you your job. Now is a good time to develop good work habits. Therefore, all assignments are due at the beginning of class time.
If you do not turn in an assignment at the beginning of class, it will automatically be marked down 50 percent of the possible points for each calendar day late. Missed in-class exercises cannot be made up. If you anticipate trouble completing an assignment on time because of a legitimate, documented problem, contact me as soon as possible BEFORE the assignment is due so that I can work with you on a reasonable accommodation.
Equipment or computer problems may not be used as excuses for missing deadlines.

Course Grading:
Your course grade for JMC 336 will be computed as follows, with a possible 500 points:

Please note that course grades cannot be changed by attempting to complete additional work at end of term.

COURSE GRADING SCALE:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>463-500</td>
</tr>
<tr>
<td>A-</td>
<td>450-462</td>
</tr>
<tr>
<td>B+</td>
<td>435-449</td>
</tr>
<tr>
<td>B</td>
<td>415-434</td>
</tr>
<tr>
<td>B-</td>
<td>400-414</td>
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<tr>
<td>C+</td>
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<tr>
<td>D-</td>
<td>300-319</td>
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<tr>
<td>F</td>
<td>0-299</td>
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</tbody>
</table>
Grading rubrics for specific assignments will be posted on Bb before assignments are due.

Generally speaking, an “A” project is one that could be aired/published with minimal or no revision required. The text is exceptionally well-written, thorough and essentially free of writing mechanics/stylistic errors. The story is told in a very compelling manner and clearly follows logical story structure and format. The project uses strong sources, clear attribution and contains no inaccuracies, and material from interviews strengthens the story. The project shows strong evidence of effective audio/video fieldwork and editing techniques, even if the final product contains a few problems with technical quality. Significant technical issues will prevent a project from receiving an A.

A “B” project is one that could be aired/published after some revision. May contain minor spelling/grammar errors and/or organizational problems. Story is generally told in a compelling manner and mostly follows logical story structure and format. The project uses adequate sources, clear attribution and contains no inaccuracies, and material from interviews generally strengthens the story. The project shows evidence of effective audio/video fieldwork and editing techniques, even if the final product contains problems with technical quality.

A “C” project would require significant revision to be aired/published. Text contains numerous spelling/grammar errors and/or organizational problems. Story has more substantial problems with structure and format. The project uses weak sources or only one source, vague/inconsistent attribution and contains minor inaccuracies. Material from interviews does not clearly enhance the story. The project shows minor evidence of effective audio/video fieldwork and editing techniques, and the final product contains notable problems with technical quality.

A “D” or “F” project requires complete overhaul to be aired/published. Writing is incomplete, confusing, dull and/or full of errors. Story is unstructured/fails to adhere to format. Sources are missing or unclear, and attribution is missing. Contains multiple and/or significant factual errors. Missing material from interviews. The project fails to show evidence of effective audio/video fieldwork and editing techniques, and the final product contains significant problems with technical quality.

Departmental Goals:

This course will focus on the following departmental goals:

2. **Demonstrate writing skills required to excel in an entry-level communications-related job and/or graduate school.**

Students will be able to gather information and present it clearly, concisely, accurately, coherently and creatively to specific audiences. Students will present information both to more formal academic and to mass audiences. Students will demonstrate careful, honest and imaginative work at each stage of the writing process: in generating ideas, gathering and organizing information, and revising their work.

5. **Demonstrate critical thinking skills required to excel in the intellectual, professional and personal dimensions of life.**

Students will be able to apply higher level thinking skills to human communication situations. Higher level thinking skills include: application of communication principles in the classroom and beyond; analysis of the parts, organization, arrangement, relationships and principles of communication; synthesis of parts of communication to produce unique communication messages; and evaluation of communication by making appropriate quantitative and/or qualitative judgments of communication; practice defining, resolving and defending sound ethical decisions.
E-Mail Communication:
I’ll do my best to respond to e-mail within a 24-hour period. As far as possible, try to clarify your questions in person before or after class.

Please DO NOT use e-mail to:
(1) get routine information that is already on the syllabus.
(2) ask what you missed in class when you were absent. Please contact a classmate for notes, and then come to me for any clarifications. I will be glad to provide any handouts you missed.
(3) discuss in-depth a major or significant problem.

Equipment check-out:
Equipment for use in this course will be provided by Instructional Technology & Media Services. You will be responsible for following policies for equipment use, care, and check-out/return. Problems such as failure to return gear on time will result in a deduction of points from your participation score. You will be asked to sign an agreement on equipment rules.

News Awareness:
A good journalist must keep up to date on what’s being covered in the news. Learning effective journalism skills also means seeing and hearing examples of good - and not so good - newsgathering on actual newscasts. Get access to news sources in print, on radio, on television, and online. Keep up on current events locally, nationally and internationally.

Classroom Behavior:
You’ll need to pay close attention in this course; material won’t be repeated.

- Turn off cell phones and other devices during class time; this includes no texting.
- Computers: Classroom computers are to be used only for in-class exercises. Any student found using a lab computer in inappropriate ways during class will be asked to leave the lab immediately and will not be allowed to complete the assignment for the day. On the second violation, the student will be asked to leave and will not be allowed to return to class until the student meets with the department chair.
Do not eat food in proximity to the lab computers. Be sure you have any SD cards/external drives with you at the end of editing sessions.

Other Whitworth Policy Info:

Statement on academic dishonesty, and possible penalty for violations:

Please note that I take extremely seriously the university’s policy on the need for academic honesty in all your work. I refer you to the Whitworth Catalog, and the current Student Handbook, where guidelines on plagiarism and other forms of academic dishonesty are spelled out. Any form of dishonesty in an assignment will lead to a zero on the assignment, and I reserve the right to give a grade of F for the course as well.
Plagiarism, deception, and fabrication are unacceptable in the professional practice of journalism, as in other areas of public life. Therefore, prepare yourself and don't be tempted by them now. Everything you complete in this course must be your own work. Plagiarism and fabrication undermine the public’s trust in the media, which damages the healthy functioning of a democratic society. Yes, it is that serious. The following are among actions unacceptable in this course:
> Using text, images, graphics, audio, video etc. from other sources and passing them off as your own.
> Staging news audio or video. This includes arranging for friends or classmates to appear in your stories. You may not use classmates as interview subjects.
> Not clearly indicating the sources of information in stories. Do not use anonymous sources.
You may take materials you produce in this course and use them later in other venues (student media, personal website, etc.)... in fact I’d encourage that... but not the other way around. Class work must be original work for this course, and your material must be turned in to me prior to submission elsewhere to receive credit for the assignment.

Special needs and accommodations: Accommodations (ADA/504):
Whitworth University is committed to providing its students access to education. If you have a documented physical or mental/psychological impairment that impacts your ability to learn and perform to your potential in the classroom, contact the Office of Educational Support Services (ESS) in Student Life to identify accommodations that can help mitigate barriers to your success. Students must contact ESS each term in order for faculty/staff to be notified of your accommodations. Services are not retroactive.

Contact Information
Katie McCray, Coordinator for Educational Support Services
Phone: 509.777.3380
Email: kmccray@whitworth.edu

Title IX: Whitworth University faculty members are committed to the well-being of each student. It is common for students to discuss non-course related issues with faculty and, when possible, faculty will keep such conversations strictly confidential. However, because federal law views faculty members as mandated reporters of any incidents of sexual misconduct, if a student informs a faculty member of an issue of sexual harassment, sexual assault, or discrimination, the faculty member is required by federal law to bring it to the attention of the Title IX Coordinator, Rhosetta Rhodes. The Title IX Coordinator will make the student aware of all options and resources available to them under Whitworth University policies and under the law.
There are Whitworth University employees whom federal law does not view as mandatory reporters, to whom a student could speak without the conversation being reported to the Title IX Coordinator. These include counselors in Counseling Services, health center staff, and any of the university chaplains on the staff of Campus Ministries.
Contact Information:
Rhosetta Rhodes, Title IX Coordinator, Vice President for Student Life and Dean of Students
Phone: 509.777.4536
Email: titleixcoordinator@whitworth.edu
Counseling Center: 509-777-3259; Schumacher Hall.
Campus Ministries: 509-777-4345; Seeley G. Mudd Chapel

Non-discrimination: Whitworth University is committed to delivering a mission-driven educational program that cultivates in students the capacity to engage effectively across myriad dimensions of diversity. Whitworth University is committed to the fair and equal treatment of all students in its educational programs and activities. The University does not discriminate against students based on race, color, national origin, sex, gender identity, sexual orientation, religion, age, or disability and complies with all applicable federal or state non-discrimination laws in its instructional programs.

Fair and equal treatment: Whitworth University professors strive to treat all students fairly and equally, applying the same rigorous standards and expectations to each of our students and working to invite students from all backgrounds into the challenges and rewards of our academic disciplines. Students who have concerns about classroom fairness should contact Associate Provost Brooke Kiener, McEachran Hall 220, 509.777.4657, bkiener@whitworth.edu.