

Spring 2019

COMM 4421T Practicum
Room: WUTV Studio

T / TH 11a – 12:15p

Instructor: Miss Sonya Barnes
Phone: (678) 839- 6437
Office Hours: 1:30p – 3p MW

Office: Ed. Building rm. 129
Email: sbarnes@westga.edu
By appointment only M/W/F

Important Note: Read this entire course syllabus **carefully**. You are responsible for all the information contained herein. Ignorance of the policies of the class will not be an acceptable excuse.

OFFICE HOURS

I am available to address matters of concern **during** my office hours. If those hours are not convenient, please schedule an appointment with me. If you visit my office at other times, I may not be available because of other duties I must attend to.

ASSISTANCE

If you have problems in the class, **it is YOUR responsibility** to initiate contact with me. I cannot help you if you do not communicate with me. Let me know of any problems **early** in the semester. I **will not** accept excuses for poor performance or missing assignments and tests, especially late in the semester.

Let me know if you need extra assistance so that we may schedule an office appointment. I do not teach/instruct through email exchange. If you need my assistance with regards to any assignments, you will need to come to my office or make an appointment for a face- to face meeting. When you come to my office for assistance, make sure to bring all materials, especially your syllabus. I will not meet with you unless you have all materials that's needed for assignments / instruction in question.

MATERIALS NEEDED

You will need at least **one (1) SD HC Memory Card (Class 10 [or higher] is recommended; minimum of 16GB-the more gigs the better)** for shooting. **Do Not use your earbuds for any assignments associated with this course.**

You will need an **External Hard Drive** you will NOT be allowed to save your digital files to WUTV Mac editing computers. You will need to purchase an **external hard drive** in order to store your footage as well as your edited programs. Be sure the external hard drive is compatible with a Mac. You may purchase a drive with no less than 500 GB of memory in order to avoid major problems (e.g., losing all of your work. Once you've purchased a drive, **IT MUST BE FORMATTED.**

ABOUT THE COURSE

COMM 4421T is designed to provide students the opportunity to integrate discipline-driven concepts and experiences presented in the classroom into “real world” practice through the on-site (campus) practicum. You should view your role in producing a newscast as a real job.

Students will gain practical experience with the University public access cable television station. Students will engage in reporting, scripting, editing, field and studio operation and producing newscasts.

Course Learning Outcomes:

1. Students will understand concepts and apply theories in the use and presentation of images and information.
2. Students will think critically, creatively, and independently.
3. Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
4. Students will apply tools and technologies appropriate for the communications professions in which they work.

Grading Scale:

Professionalism		25 points
Demo Reel		125 points
VO	@ 8 wks	90 points
VOSOT	@ 8 wks	90 points
SOTVO	@ 8 wks	90 points
Package	@ 8 wks	90 points
Production	@ 8 wks	90 points
TOTAL		870 points

Points needed to receive grade:

870 – 770	A
769 – 689	B
688 – 608	C
607 – 527	D
526 - 0	F

LOGISTICS OF WORKFLOW Do's & Don'ts

Do's:

- All story ideas must be approved, prior to filming.
- You must attend all pitch meetings each Tuesday.
- You must have 3 viable news stories ready to pitch.
- Before pitching a story, you'll must conduct all necessary research and critically think about your story idea before pitching.
- Research must include the following steps:
 - Measure the story for newsworthiness
 - Contact all necessary people you will need to form your news story and provide the essential information needed to develop your story
 - Before pitching your story, you must do the following:
 - Inform your interviewees that you're thinking about doing a story on the following _____and if the story is approved...would you be comfortable granting me an interview?
- Once you've completed these steps, you may pitch your story for approval.
- When approval is granted, you must document using the story development form and upload your story to CourseDen.
- Upon receiving approval on Tuesday, you must upload the approved story on or before 7pm.

Don'ts:

- Pitch a story without doing the any of the aforementioned
- I've reached out to _____ and they didn't get back with me
- I have a story and I reached out to and I'm waiting for them to get back with me
- I have a story and I didn't know if you would approve it or not...so I did not put it on a story development form
- May I email you my story idea or story development form?
- My story did not pan out ... so I decided to do another and I turn it in on time and it's in google drive
- Sit in class and search / scroll through your phone for a story idea
- Wait until an hour before class to upload your video project into google drive
- Upload anything other than your video project into google drive
- It rained today or this weekend and I didn't have the opportunity to do my approved story

Process for Turning-in Projects:

You'll have 2 locations to turn-in field reporting assignments.

1. First Location: You will upload your video story into Google drive using the following google email address: **spring2019prac@gmail.com**
2. Finally, before uploading your projects into Google drive
 - You must create a folder for all video projects only
 - You must label/title folder your last name
 - You must identify all projects using name of the project
3. Second Location: You will import your field story into the **Spring Practicum 2019** folder located in the lobby of WUTV on computer **#3L**.
4. If do not follow these steps **20 points** will be deducted from total points of the assignment
5. If you upload a script or story development form in google drive, I will deduct **20 points** from that specific project.
6. All assignments are **due according to due date located in class schedule** located in the syllabus on or before 12:15pm. *No exceptions*
7. **For Clarity:** If you turn-in a story without prior approval from the Professor, you will not receive credit for the assignment. You are not allowed to change your story idea once it's approved.
8. Discussion for the process to turning in all scripts will be covered in class.
 - You will **not** receive credit for a story that wasn't approved during the Tuesday morning pitch meeting.
9. All news stories including scripts are due on Tuesday's on or before **12:15pm**. *No exceptions*
10. I reserve the right to change the syllabus / schedule as necessary.
11. Please **do not** ever ask me to remember when...

Proper Script Format

- A. All assignments must be typed in 12-point font on standard 8.5 x 11, white paper
- B. All script fonts must be capitalized letters
- C. All scripts must be 2 column formats
- D. Near the top, left corner, single-spaced in this order, include the following information:
 - Your Name
 - Course Name
 - Date
 - Story #
 - Slug /Story Type
 - TRT (Total Run Time)
 - Each news story must be original. You will not be permitted to write about any ***organization or event in which you are/will be involved.*** Most stories MUST include (SOTs- soundbites) and all stories must include facts.

Jane Smith Practicum January 31, 2019 Story #1 Slug Story Format TRT	
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MISSED DEADLINES / LATE ASSIGNMENTS

Within the media profession, there is no excuse for missing deadlines. We will use this practice for this this class. In particular, almost all work environments in general, deadlines and time constraints are a key reality that shapes the outcome and success of an endeavor. Late assignments will be accepted at my discretion. If a late assignment is accepted, you will receive only half of the total points for the total worth of the assignment. Additionally, if permission is granted to turn a late assignment and you will have only three days from the due to turn it in. There will be no make-ups for missed deadlines. Any make-up assignments or tests will be administered at my discretion. Unless you can provide substantiated official documentation as to why you were absent and unable to complete your assignment, you will receive a zero for the story.

The student notifies me in advance or (if an emergency arises which precludes reaching me prior to class time) contacts me as soon as possible after the emergency.

Written, independent verification is provided for a situation beyond the student's control that resulted in the student's absence (summons to court, hospitalization, funeral, emergency accident and military duty).

For those of you engaged in extracurricular activities, substantiated official documentation must be turned in within the first two weeks of the course. If you are involved in extracurricular activities and must miss class all assignments must be turned in and exams must be taken prior to leaving.

COMMUNICATION WITH THE INSTRUCTOR

Communication Tools	Rules
UWG E-mail Account sbarnes@westga.edu	Use this account for all class related inquiries.
My Response Time	Responses to your e-mail inquiries will be sent as promptly as possible , assuming there are no extenuating circumstances that does not allow for a response within the designated timeframe.
Office Phone 678-839-6437	Use this number for all class related inquiries unless we have made special arrangements to converse via cell phone.
Emergencies	If you have to contact me because of an emergency, you may call 678-839-6461 my e-mail, or office phone.

*You will not be permitted to electronically/digitally record any lectures without the Instructor's approval. I reserve the right to change the syllabus as necessary.

STUDENT RIGHTS AND RESPONSIBILITIES

Students, please carefully review the following information at this link:

<https://www.westga.edu/UWGSyllabusPolicies/>

It contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

ACADEMIC DISHONESTY

Academic dishonesty will NOT be tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) in accordance with the academic misconduct policy as stated in the latest [Connection and Student Handbook](#). The University of West Georgia's [Honor Code](#) defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

Cheating: using or attempting to use unauthorized materials, information or study aids

Fabrication: falsification or unauthorized invention of any information or citation

Plagiarism: representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may lower your grade, sometimes causing unfair and inflated grading scales. If you are aware of cheating taking place, please contact Dr. Brad Yates, interim chair of the Department of Mass Communications, or me, and proper action will be taken.

SPECIAL NEEDS STUDENTS

I will make special arrangements for students with special needs. Don't wait until after the first assignment or test to talk with me! Don't try and "wing it" without telling me about your particular problem or needs. If you need special accommodations for assignments or tests, let me know within the first two weeks of class, not a few days before an assignment or exam is due. I am here to facilitate your learning, but I need to be informed to do so.

SIDEBAR

A grade of incomplete will not be given in this course except in extreme cases involving prolonged and substantiated official documentation of illness or emergency.

EXAMS

Exams **must be taken on the day assigned**. If you miss an exam without prior warning **you will not be allowed** to make it up except in extreme circumstances (listed above).

PROFESSIONALISM /ATTENDANCE

Reporters and producers routinely work under deadline pressure. Failing to report to work or to notify the news producer of absences, late arrivals, and early leaves may jeopardize the newscast, and thus may compromise the credibility of the news team and/or result in loss of advertising revenue. Consequently, you are expected to arrive on time and remain for the

duration of all regularly scheduled class sessions. You allowed NO absences. Each absence lowers your final grade by 5 points. Absences, late arrivals, and early leaves are excused in cases of unavoidable situations substantiated with documentation. Requests to excuse absences, late arrivals, and early leaves must be made at least two hours before or after the class for which you will be absent, arrive late, or leave early. To make requests, contact me or leave a message with a contact number at 678.839.6437. However, be mindful that an excused absence may NOT justify a deadline extension or points deducted from your final grade.

Remember, EACH absence, late arrival, and early leave lowers your final grade by 5 points. These points are deducted from your professionalism points.

You are expected to be in class. If you miss class, you are responsible for gathering all material from your classmates. If you miss class for any reason, it is your responsibility to check with your classmates about material covered during your absence. If you need clarification, please come to my office.

PROFESSIONALISM / CELL PHONES

Turn off all cell phones or put them on silent. If a phone rings or vibrates, I reserve the right to answer the phone or respond to a text and to ask you to leave class. After the third request about reminding you of the cell phone policy, I will ask you to please leave the class and deduct 5 points because of the early policy. These points are deducted your professionalism points.

PROFESSIONALISM /ATTIRE

WUTV Practicum students will produce stories for newscasts. When conducting interviews and performing stand-ups, you are required to look and dress professionally. Attire also plays a part of whether your story is publishable. Please remember, if you're planning to produce a demo reel towards the end of the semester and professional attire is a must. These points are deducted from your professionalism points.

FAQ - RULES FOR PRODUCTIONS

1. There will be no smoking, tobacco chewing, eating or drinking in the editing suites. Failure to follow this rule will result in the loss of editing room privileges. Please do not leave open cans of soda, even if empty, anywhere near the edit labs. Also, any visible food, even wrapped food, is not allowed.
2. You can check-out equipment only at WUTV during normal business hours. You are not allowed to check-out equipment from the Mass Communication equipment pool located in the Anthropology building.
3. The best way to monitor video is to use the camera's foldout monitor on a shoot and view your work in the viewfinder. Check your video right away for both audio and video; do NOT wait until you get back to your apartment or the editing labs or wherever. Monitoring both

audio (use headphones / **not your earbuds**) and video is one of the most important aspects of field production; it saves time, aggravation, and often your grade.

4. Do not use your earbuds for any assignments associated with this course. Use headphones.
5. Please report any problems with the equipment to the student assistant and Professor as soon as possible. Failure to do this results in other students taking out or using broken equipment and ruining their shoots.
6. When the video equipment is in your possession, you will be responsible for it. For any item that you do not return, you're responsible for it. When checking-out equipment and signing your name, please know that this is binding contract acknowledging that you will replace the item(s) if it is damaged or not returned.
7. As part of your story do not ever interview nor film b-roll of friends, roommates, siblings, relatives, your parents, WUTV staff members, members within your organization, Mass Communications students, Mass Communications faculty, staff, and students roaming the College of Education Building. Be diverse and intentionally seek out other majors/people to interview. This is not to say that you cannot do a story on Mass Communications Department and interview Mass Communication students/faculty associated with the story; however, for other stories you must seek out other students. If you do not, points will be deducted, too you may receive a zero for the assignment in question.
8. Under no circumstances are you ever allowed to use pictures, photos and or videos from google in any projects related to this course.
9. You can ask me for assistance with regards to story development. You are not allowed to request my assistance for the following:
 - Which shot to use for your project...
 - My thoughts on an assignment prior to you turning it in...
 - Will I deduct points for a particular flaw(s) in your project...?
 - If your interview is too dark...
 - Did you film the interview properly?
 - Will I deduct points because of white noise in your project, etc.?
 - I've looked all over and I can't find a story...can you help me or do you have one?

Essentially, I will not grade your project twice and it' unfair to your colleagues.

10. You may utilize your own equipment, though I advise against doing so. Your equipment may not be compatible nor interface with our equipment and points will be deducted for all work that's not correct. Excuses for the incompatibility of your equipment is unacceptable.
11. May I use my phone to shoot my story? Unless it's **BREAKING NEWS...** the answer is no.

12. My I use my friend's new camera or I have my own, may I use that one... again the answer is no.
13. I have my own laptop and it has Adobe Premiere, may I edit my projects using my device... the answer is no.
14. If you're planning to do a UWG sports story of any kind, you must first receive approval from the Assistant Athletic Director for Events, Marketing and Social Media, Matt Cooke.
15. Do not ever film the Counseling Center or Health Center, especially people comings and goings. If you decide to do a story on either, check with Miss Barnes first.
16. Please do not ever ask me to remember when....

Of course, I cannot stop from using equipment other than what's in the Equipment lab, but you will do at your own risk. I will not accept inadequate/ faulty equipment as an excuse for late assignments or mistakes within your assignments.

Don't wait until the last moment to edit your projects. This course, like any applied course, requires several hours outside of class time. If you wait until the last moment you may not get access to the editing bays. Remember, if you wait until the last moment to edit your projects, you will be in line waiting for time with the other procrastinators! Start projects early! Fail to Plan...Plan to Fail!

So, Plan ahead! Start projects Early! Do not wait until it is too late!

HANDOUTS

You are responsible for collecting all handouts at the time they are distributed. If you are absent, you have ONE WEEK to collect the materials. After ONE WEEK, do not ask me for copies of handouts. I will not keep extra copies.

TIME

- I will be well aware of the clock during our class meetings. Therefore, please refrain from slamming books and closing backpacks until the class is over! I will be respectful of your schedules and will not purposely keep you longer than our allotted time; however, there may be occasions that we complete our tasks for the day, but still need to strike the studio. Everyone is required to help strike the studio or suffer a grade penalty.
- First, see professionalism .Turn off all mobile phones or put them on silent. If a phone rings or vibrates, I reserve the right to answer the phone or respond to a text and to ask you to leave class.

You must read and sign a WUTV Equipment Checkout Agreement form before borrowing any items from WUTV Television Station. This agreement includes the following stipulations:

1. You may only use the equipment for class projects within Practicum 4421T.
2. You may only check out equipment and keep it for the time stated in the checkout agreement. You cannot deviate from this policy.
3. You are responsible for knowing how to use the equipment. If you need extra help, please contact your professor.
4. You are responsible for any damaged equipment. Please notify the Student Assistant or Professor immediately if you notice any problems so we can work to correct them.
5. Any violation of the checkout agreement will result in revocation of checkout privileges, or even financial penalty.

CLASS SCHEDULE

COMM 4421T COURSE SCHEDULE FOR SPRING 2019

WEEK	DATE(S)	CLASS MEETING
1	T Jan 8 Jan 9 TH Jan 10	Lecture / Introduction/ Syllabus <i>Last day to drop</i> Lecture
2	T Jan 15 TH Jan 17	Lecture Lecture
3	T Jan 22 TH Jan 24	Lecture Lecture
4	T Jan 29 TH Jan 31	Lecture Lecture
5	T Feb 5 TH Feb 7	Pitch Mtg Lecture
6	T Feb 12 TH Feb 14	Pitch Mtg
7	T Feb 19 TH Feb 21	Pitch Mtg
8	T Feb 26 Feb 27 TH Feb 28	Pitch Mtg <i>Last Day to Withdraw with Grade of W</i>
9	T Mar 5 TH Mar 7	Pitch Mtg
10	T Mar 12 TH Mar 14	Pitch Mtg
11	T Mar 19 TH Mar 21	Spring Break Spring Break
12	T Mar 26 TH Mar 28	Pitch Mtg
13	T Apr 2 TH Apr 4	Pitch Mtg
14	T Apr 9 TH Apr 11	Pitch Mtg
15	T Apr 16 TH Apr 18	Lecture
16	T Apr 23 TH Apr 25	Demo Reel Due Last Day of Class
17	T May 7	Final Instruction –11a -1p

This schedule is subject to change in order to maintain some flexibility. Additional reading and viewing assignments may be made throughout the semester. You are responsible for all material assigned.

The Instructor reserves the right to make adjustments to this schedule at any time.

Writing Rubric

Category	Poor	Average	Good	Excellent
<p><u>Conventions</u></p> <p>Spelling Grammar AP Style Capitalization Proper Format Attribution Anchor Intro</p>	Demonstrates a lack of accurate usage	Demonstrates accurate usage a few times	Demonstrates accuracy most of the time	Accuracy demonstrated all of the time
<p><u>Ideas and Content</u></p> <p>The writing is clear, focused, with clear structure. It holds the reader's attention with a clear focus and a clear lead that is developed with relevant facts. (5 W'S & H)</p>	Lacks these elements, is difficult to understand. The story is not newsworthy and lacks structure. Incorrect or contains partial facts. Some details inaccurate or irrelevant.	A few ideas and details given, leaves viewer asking many unanswered questions, few facts.	Demonstrates most of the elements which answer most of the viewer's questions.	Includes all of the elements to hold the viewer's attention and gives the viewer important information Answers all the 5 W's & H.
<p><u>Organization</u></p> <p>Showcases the main idea with clarity. Have a strong lead sentence and supporting information. Moves the viewer through the story with sequenced details demonstrated by using supporting material.</p>	Lacks structure, is difficult to understand. Connections between lead and supporting material are confusing and/or not present. .	A few elements are present. Some connections between ideas are fuzzy. Most of the writing is stiff, awkward, or choppy,	Demonstrates most of the elements which make the writing flow easily.	Includes all of the elements to involve the viewer from beginning to a definite ending.

Writing Rubric Continued

Category	Poor	Average	Good	Excellent
<u>Qualities of News</u>	Story does not meet qualities of news. The story is not newsworthy.	Student lacks knowledge about the subject; story does not pertain to qualities of news	Student understands qualities of news and presents subjects clearly.	Accuracy demonstrated all of the time
<u>Lead</u>	Lacks lead, weak difficult to understand. Lead is missing and or buried. Lead does not match the angle of the story.	Lead is not well-developed. A few elements are present but lacks clarity and lead somewhat match the angle of the story.	Demonstrates some elements of a well-developed lead.	Lead is concise and accurate and match angle of the story
<u>Clarity /Logic</u>	Lacks clarity, unclear, difficult to understand, lacks sentence structure utilize pejorative words and phrases; never makes the point; Too much clutter	Word choice obscure, sentence construction not concise; not accurate; partially makes the point; at times cluttered; Leaves viewers asking answer questions about subject	Demonstrates some elements of clear concise clarity is not precise, is approximate	Story is well developed; provides clarity; story precise

Production Rubric

Category	Poor	Average	Good	Excellent
<u>Visuals / Graphics</u>	<p>Student's graphics do not explain and reinforce sound bites and story.</p> <p>Inaccurate; Improper lower thirds or missing lower thirds</p> <p>Misspelled graphic</p> <p>Misspelled lower third</p> <p>Did not use Associated Press Style</p>	<p>Student's graphics somewhat relate to sound bites and story.</p> <p>Inaccurate; Improper lower thirds</p> <p>Student occasionally uses graphics that rarely support the story.</p>	<p>Student uses superfluous graphics or no graphics.</p>	<p>Accuracy demonstrated all of the time</p> <p>Correct Lower thirds.</p>
<u>Field Production</u>	<p>Not appropriate for broadcast.</p> <p>Improper audio levels, did not white balance, shaky video, jump-cuts, blue video, orange video</p> <p>Video did not match audio</p> <p>No visual continuity, nor visual composition, and shadowing</p> <p>Editing not clean</p>	<p>Average production.</p>	<p>Okay Production.</p>	<p>Excellent Production</p>
<u>Studio Production</u>	<p>Doesn't meet assignment requirements</p>	<p>Demonstrates very little knowledge and understanding of studio procedures and equipment operation.</p>	<p>Demonstrates some knowledge and understanding of studio procedures and equipment operation. Was able to perform the role but with some difficulties.</p>	<p>Demonstrates excellent knowledge of studio procedures and production equipment operation. Was able to perform all tasks in role with a high degree of professionalism.</p>

