SYLLABUS: COMM 3405
INTRO TO LANTERN TV
SPRING 2022

Instructor: Dr. Bethany Barker
Email address: barker.332@osu.edu
Office hours: Tuesday/Wednesday 9-11 or by appointment
Zoom link is located in the Office Hours page in the Carmen Welcome module

Course Information

Course description

This course provides an introduction to broadcast journalism. Students will learn the foundations of broadcasting through the practice of skills and producing content. Content should be created with the goal of publication with the Lantern Media Group.

Course goals and outcomes

Demonstrate the ability to create broadcast-quality content
Students successfully completing this course will be able to:

Write scripts in broadcast-style
-Film stories using principles of video production
-Edit stories in the appropriate broadcast format
-Constructively critique peer submissions

Understand the role of a multimedia journalist in a digital-forward news landscape
Students successfully completing this course will be able to:

Produce broadcast segments
-Create high-quality work on tight deadlines
-Identify target audiences and their preferences
-Converge knowledge of target audience, scripting and deadlines to create content

Mode of delivery

This hybrid course will be presented predominately in-person. Class sessions on Zoom are noted on the syllabus schedule and will be noted in the weekly Carmen page.

How this course works

- This is an active learning course. Students will be expected to participate in in-class activities intended to meet the course learning objectives. Students will often leave the classroom for the studio or other external filming locations.

Course materials

Required

Tu, D. (2015) Feature and narrative storytelling for multimedia journalists. Routledge. Oxfordshire, England.

Grading and faculty response

Grading

The following are the points and/or percentage values for each assignment:

Assignments	Points and/or Percentage
In-class assignments	150
VOSOT Assignment	50
Package 1	100
Package 2	150
Package 3	200
Show	200
Portfolio	150
Total	1000

Assignment Information

In-class assignments: There will be 16 in class assignments practicing broadcast journalism skills. Each assignment is worth up to 10 points and the lowest score will be dropped. Depending upon the activity, they will be graded as points or Satisfactory/Unsatisfactory. Satisfactory or highest point grades may be achieved by fully participating and following all instructions.

Packages 1-3: Packages are complete stories that are newsworthy and relevant to the OSU community. Each package will be completed in the required timeframe and accompanied by a completed script. Details and a rubric for each package requirements are provided in Carmen.

Show: Students will be broken into interest groups to create a short (less than 10 minute) digital show. The group will create the concept, pitch the show, storyboard, produce, film, and edit.

Portfolio: To prepare for job and internship interviews, students will create a digital portfolio appropriate for his/her/their professional goals. This portfolio should contain works from this semester and collected works from other courses and/or professional experience.

Late Policy

Deadlines are important in a newsroom. A missed deadline will mean dead air and a potential loss of viewers and sponsorship. As we practice to be professionals, deadlines are firm. Late work does not air in professional settings and will not be accepted in this class. Extensions on assignments will only be granted with a University or medical excuse.

Grading scale

93–100: A
90–92.9: A-
87–89.9: B+
83–86.9: B
80–82.9: B-
77–79.9: C+
73–76.9: C
70 –72.9: C-
67 –69.9: D+
60 –66.9: D
Below 60: E

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Attendance, participation, and discussions

Credit hour and work expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. ASC Honors provides an excellent guide to scheduling and study expectations.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback
For large weekly assignments, you can generally expect feedback within **7-10 days**.
E-mail
I will reply to e-mails within **24 hours on school days**.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility**: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online and is not always appreciated in-person. The instructor and TA both work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your class communications.

- **Citing your sources**: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, please use AP style. For online sources, be sure to include a link.)

Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at https://ocio.osu.edu/help/hours, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit Carmen.osu.edu. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
  - Help guides on the use of Carmen can be found at https://resourcecenter.odee.osu.edu/carmen
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - Carmen accessibility
- **Adobe Suite**
  - Adobe Suite licenses are provided for students in this course free of charge. We will primarily use Adobe Premiere Pro for editing purposes. You are encouraged to use and explore any other programs that will benefit your studies.
- **Carmen Zoom:**

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
- [Carmen Zoom](#) help guide

- **Self-Service and Chat support:** http://ocio.osu.edu/selfservice
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses
- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment
- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software
- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: http://advising.osu.edu/welcome.shtml

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: http://ssc.osu.edu

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu

Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

COVID-19 and Illness Policies

Student illness or absence

In the event you must quarantine because of exposure to someone diagnosed with COVID-19 OR you are feeling ill with COVID-19 symptoms, you still will be able to make progress in this class. Please contact your instructor right away, as some accommodations may require extra set-up or planning. The quarantine plan for this course varies depending upon the plans for the session. Students will be given the chance to make up any work due to COVID-19 absence.

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able prior to the next class meeting. All materials will be made available on Carmen, including and slides. At least 1 hour advance notice is necessary for device and room set-up. Alternate assignments or extensions may be arranged.

Instructor illness or absence

If the *instructor* is quarantined or is experiencing respiratory symptoms but is well enough to teach, the in-person sessions will be moved online to Zoom. You will be notified via email no later than 9 a.m.
If the *instructor* is too ill to teach the course for a period of time, you will receive an email with further instruction on how the class session will proceed.

Campus closure

Should The Ohio State University Main Campus move to full online instruction due to closure, please wait for your instructor to email directions for the next session. Our in-person classes will be moved to Zoom and links to the meetings will be provided.

Academic integrity policy

Policies for this hybrid course

- **Written assignments**: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **AP** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work**: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results**: All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct http://studentlife.osu.edu/csc/

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Course schedule (tentative)

Week and Dates	Tuesday	Thursday
1 **1/10-1/5**	Welcome and Lantern Tour	Principles and theories of news Read: Schuefle & Tewksbury (2007)
2 **1/16-1/22**	Creating video Read: Tu Chs. 2 and 3	Interviewing and writing scripts Read: Schroeder Ch. 3 Package 1/VOSOT pitches
3		

1/23-1/29	Audio (Guest speaker) *Location: Studio* Read: Tu Ch. 4	Broadcasting with audio *Location: Studio*
4 **1/30-2/5**	Editing	WSYX visit *Location: Zoom*
5 **2/6-2/12**	Creating a VOSOT / Package 1 Workshop	VOSOT filming and editing Package 1 due 11:59 p.m.
6 **2/13-2/19**	Package 1 Peer Review *Location: Zoom* Read: Tu Ch. 7 VOSOT due 11:59 p.m.	Presenting yourself on camera
7 **2/20-2/26**	LIVE in Studio *Location: Studio*	WSYX visit *Location: Zoom*
8 **2/27-3/5**	Standups	Social Media/ Package 2 Workshop Read: Tu Ch. 9
9 **3/6-3/12**	Working on a deadline	Show proposal and storyboarding Package 2 due 11:59 p.m.
3/13-3/19	SPRING BREAK	
10 **3/20-3/26**	Package 2 Peer Review *Location: Zoom*	Advanced editing
11	Production meeting	Creating a reel and personal branding

3/27-4/2		
12 **4/3-4/9**	Production meeting	Breaking news/ Package 3 workshop
13 **4/10-4/16**	Show taping	Show taping Package 3 due 11:59 p.m.
14 **4/17-4/23**	Package 3 Peer Review *Location: Zoom*	Viewing Party Show due start of class
Finals	Portfolio Due 4/28 11:59 p.m.	

Supplemental Reading References

Scheufele, D.A. & Tewksbury, D. (2007). Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. *Journal of Communication, 57*(1), 9-20.

Schroeder, A. (2009). *Writing and Producing Television News*. Oxford University Press, New York, NY.