

SYLLABUS: COMM 3405 INTRO TO LANTERN TV SPRING 2023

Instructor: Dr. Bethany Barker Email address: barker.332@osu.edu
Office hours: Tuesday/Thursday 9:30-10:30 Wednesday 9:30-11:30 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 may be moved to Zoom due to inclement weather or illness. If class is moved to Zoom, a minimum of 2 hour notice will be given via Carmen messages.

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

Grades

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

Assignments	Points and/or Percentage
In-class assignments	200
Take Home Assignments	100
Package 1	150
Package 2	150
Show	200
Portfolio	100
Total	900

Assignment Information

In-class assignments: There will be a minimum of 20 in class assignments practicing broadcast journalism skills. Each assignment is worth up to 10 points. Depending upon the activity, in-class assignments will be graded as points or Satisfactory/Unsatisfactory. Satisfactory or highest point grades may be achieved by fully participating and following all instructions.

Packages: 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. Opportunities will be provided for revision and resubmission for both packages.

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.

Review of a grade

Students are welcome to request an instructor review of an assignment grade. Requests must be presented in writing within one week of the grade assignment. The request must specifically state why the student is requesting the review and address specific elements of the assignment and rubric that should be reviewed. Past assignments are not eligible for review at the end of the semester to meet the next grading benchmark.

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.

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.

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

TDD: 614-688-8743

Necessary hardware

A device with a working, reliable digital camera and microphone. If you do not have a device, you may check one out free of charge through the [OSU device loan program](#).

An SD card can be checked out, but it is recommended that you obtain your own for file storage and safety.

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. Video editing software is available to all students through the Adobe Suite.

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

Course schedule (tentative)

Week	Dates	Tuesday	Thursday	Reading	Assignments
1	1/9-1/14	Welcome	Lantern Studio visit	Syllabus	THA1
2	1/15-1/21	Theories and News	Creating video	Scheufele & Tewksbury Ch. 1-2	THA2
3	1/22-1/28	Interviewing	Scripts	Ch. 3 Schroeder	THA3
4	1/29-2/4	Guest Speaker/ Story Pitches	Filming Activity	Ch. 7, 9	THA4
5	2/5-2/11	Editing Activity	Breaking News Ethics	Ch. 6	THA5
6	2/12-2/18	Planning a show	Working a live event	Ch. 5	THA6
7	2/19-2/25	Advertising your work	Package Workshop/ Story Pitches		PKG 1 Due 2/24
8	2/26-3/4	Presenting yourself on-air	Guest Speaker		THA7
9	3/5-3/11	Standups	Package 1 viewing and peer review		THA8
Spring Break	3/12-3/18				

10	3/19-3/25	WOSU visit	Storyboarding Show Pitches		THA 9
11	3/26-4/1	Team pre-production Working for a client	Working on a deadline		THA 10
12	4/2-4/8	Team pre-production Reels and portfolios	Package Workshop		PKG 2 Due 4/7
13	4/9-4/15	Spectrum visit	Package viewing/ production meetings		THA 11
14	4/16-4/22	Show film/edit	Show Viewing		Show due beginning of class 4/22
Finals					Portfolio Due 4/27

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.