

SYLLABUS: COMM 3405 INTRO TO LANTERN TV Spring 2024

Instructor: Dr. Bethany Barker Email address: barker.332@osu.edu

Office hours: Monday/Wednesday 10:00-11:00 or by appointment

Zoom link is located in the Office Hours page in the Carmen Welcome module

Course Information

Course description

This course introduces the practices of 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 predominantly 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.

This title is available for free through the OSU Library

Grades

Grading and faculty response

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 at least 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.

Take-home assignments: There will be at least 11 (THA) that extend learning outside of our classroom. These assignments may be a skill to practice prior to class or following up on a topic introduced in class. These are individual assignments.

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 being 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](https://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. Access your free account: [Adobe Creative Cloud | Office of Technology and Digital Innovation \(osu.edu\)](https://adobe.com/creativecloud)

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 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. You may need an adapter to read your SD card with your preferred device. Inexpensive options are available online. The instructor will gladly help you find one that works with your device.

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

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.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

Online reporting form at equity.osu.edu,

Call 614-247-5838 or TTY 614-688-8605,

Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.

The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Religious Accommodations

Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system in regard to examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodations at the earliest possible date. For more information about religious accommodations at Ohio State, visit odi.osu.edu/religious-accommodations.

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 or someone you know are 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 and 24 hour emergency help is also available through the 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

Academic integrity policy

Policies for this 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.

Using generative artificial intelligence: Generative artificial intelligence, such as Chat GPT should not be used to complete work in this course, unless explicitly stated in the assignment directions. While it may be useful for finding sources or gathering ideas, an assignment completed using generative AI does not adequately demonstrate your comprehension and application of the course materials.

Academic Misconduct

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must

recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University, or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Accessibility accommodations for students with disabilities

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Course schedule (tentative)

Week	Dates	Monday	Wednesday	Reading	Assignments
1	1/8-1/10	Welcome	Lantern Studio visit	Syllabus	THA1
2	1/15-1/17	No Class- Dr. King Day	Theories and News	Scheufele & Tewksbury Ch. 1-2	THA2
3	1/22-1/24	Creating video	Interviewing		THA3
4	1/29-1/31	Scripts	Story Pitches	Ch. 3 Schroeder	THA4
5	2/5-2/7	Filming Activity	Editing Activity	Ch. 6	THA5
6	2/12-2/14	Presenting yourself on-air	On-air practice	Ch. 7, 9	THA6
7	2/19-2/21	Standups	Planning a show	Ch. 5	THA7
8	2/26-	Reels and	Package		Package 1 due

	2/28	Portfolios	Workshop		11:59 p.m.
9	3 /4- 3/6	Story Pitch/ Advertising your work	Package 1 peer review (online)		
Spring Break	3/11- 3/13				
10	3/18- 3/20	WOSU visit	Working for a client Package 2 Pitches		THA 8
11	3/25- 3/27	Client work	Show project pitches and team meeting		THA 9
12	4/1- 4/3	Spectrum Visit	Show pre- production		THA 10
13	4/8- 4/10	Team challenge	Package workshop		Package 2 due 11:59 p.m.
14	4/15- 4/17	Show film/edit Package 2 peer review (online)	Show film/edit		THA 11
Final s	4/22- 4/25	Show Viewing			Show due beginning of class 4/22 Portfolio Due 4/25 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.