SYLLABUS: COMM 3405
INTRO TO LANTERN TV
Autumn 2024

Instructor: Dr. Bethany Barker Email address: barker.332@osu.edu
Office hours: Tuesday/Thursday 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 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

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.

Take home assignments: There will be a minimum of 11 take home assignments (THA) that extend the 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 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. Packages and some in-class assignments are eligible for revision and resubmission.

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 roundfractions 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 School of Communication students. Students outside the major may choose to purchase a discounted Adobe license or use a program of their choosing. 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. The Digital Union provides access to the Adobe Suite and other editing software free of charge.

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 should be purchased to save your work. 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.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early

communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the Office of Institutional Equity.
(Policy: Religious Holidays, Holy Days and Observances)

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 24/7 **by dialing 988 to reach the Suicide and Crisis Lifeline**.*

Academic integrity policy
Policies for this online course

- **Written assignments**: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** 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. Use of generative AI outside of approved assignments is considered academic misconduct and will be reported to the Committee on Academic Misconduct.

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 3335-5-48.7 (B)). For additional information, see the Code of Student Conduct.

Accessibility accommodations for students with disabilities
Requesting accommodations

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 ill and need to miss class, including if you are staying home and away from others while experiencing symptoms of a viral infection or fever, please let me know immediately. In cases where illness interacts with an underlying medical condition, please consult with Student Life Disability Services to request reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Course schedule (tentative)

Week	Dates	Tuesday	Thursday	Reading	Assignments
1	8/20-8/22	Welcome	Theories and News	Syllabus Scheufele & Tewksbury	THA1
2	8/27-8/29	Lantern Studio visit	Creating Video	Ch. 1-2	THA2
3	9/3-9/5	Viewing Activity	Interviewing and Skill Practice (Online)	Ch. 3 Schroeder	THA3
4	9/10-9/12	Story pitches/ Scripts	Studio Visit	Ch. 7, 9	THA4
5	9/17-9/19	Filming Activity	Editing Activity	Ch. 6	THA5
6	9/24-9/26	Presenting On-Air	Presenting On-Air	Ch. 5	THA6
7	10/1-10/3	On-air practice and Standups	Workshop/ Social Media		Package 1 due 10/3 11:59 p.m.
8	10/8-10/10	Peer Review (Online)	Fall Break		
9	10/15-10/17	Working for a client	Client project work		THA 7
10	10/22-10/24	Client project	Reels and Portfolios/ Story Pitches		THA 8
11	10/29-10/31	Planning a show	Storyboarding/ Show Pitches		THA 9
12	11/5-11/7	Election Coverage Analysis (Online)	Show Pre-Production		THA 10
13	11/12-11/14	Team Challenge	Guest Speaker		THA 11
14	11/19-11/21	Show Filming	Show Filming/ Package Workshop		Package 2 due 11/21 11:59 p.m.
15	11/26-11/28	Package 2 peer review (Online)	Thanksgiving		
16	12/3-12/6	Show Viewing			Show due beginning of class 12/3 Portfolio Due 12/6 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.