

# **SYLLABUS: COMM 3405 INTRO TO LANTERN TV Autumn 2025**

Instructor: Dr. Bethany Barker

Ph.D., Communication, The Ohio State University, 2017  
Master's, Communication, The Ohio State University, 2013  
Bachelor's, Communication, Otterbein University, 2003

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Office: Journalism 309

Office hours: Tuesday/ Thursday 1:30-2:30 p.m. 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. Asynchronous are indicated in the Syllabus Schedule and on Carmen.

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 via the OSU Library

## 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	100
Package 2	200
Show	200
Portfolio	100
<b>Total</b>	<b>900</b>

## 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.

The first package will be coverage of an event or game on or around the University. The second package will be feature-style covering a person, place, or group pertaining to the University.

**Show:** Students will be broken into interest groups to create a short (7-10 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 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](https://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 all students by request. <https://it.osu.edu/adobe>

Instructions for completing the form are available on Carmen. 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](mailto: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 free to students through the Adobe Suite. To request your license, please visit <https://it.osu.edu/adobe#CC> Be sure to select the Academic/ Professional Use option.

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](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

## Other course policies

### Standard OSU Statements

Please review for information regarding [Academic Misconduct, Artificial Intelligence and Academic Integrity, Religious Accommodations, Disability Accommodations, Intellectual Diversity, Grievances, and Harassment, Discrimination, and Sexual Misconduct](#).

Please review for information regarding [Copyright, Mental Health Services, Content Warning, and Military-Connected Students](#).

## 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](#).

## Course schedule

(Subject to change with the needs of the class and availability of guests/ facilities. Changes will be announced in class and posted on Carmen.)

Week	Dates	Tuesday	Thursday	Reading	Assignments
1	8/26-8/28	Welcome	Camera Practice	Syllabus	THA1
2	9/2-9/4	Theories and News	Creating Video	Scheufele & Tewksbury Ch. 1-2	THA2
3	9/9-9/11	Writing Scripts	Guest Speaker	Ch. 3	THA3
4	9/16-9/18	Interviewing	Story pitches/ Viewing Activity	Ch. 7, 9 Schroeder	THA4
5	9/23-	VOSOT Activity	VOSOT Activity	Ch. 6	THA5

	9/25				
6	9/30-10/2	Presenting On-Air	Presenting On-Air	Ch. 5	THA6
7	10/7-10/9	Standups	Workshop/ Social Media		THA 7
8	10/14-10/16	Peer Review (Online)	Autumn Break		Package 1 due 10/13 11:59 p.m.
9	10/21-10/23	Reels and Portfolio/ Story Pitches	WOSU Visit		
10	10/28-10/30	Working for a Client	Working for a Client		THA 8
11	11/4-11/6	Client final	Show Pitches		THA 9
12	11/11-11/13	Veteran's Day	Show Pre-Production		THA 10
13	11/18-11/20	Team Challenge	Workshop/ Team Meetings		THA 11
14	11/25-11/27	Peer Review (Online)	Thanksgiving		Package 2 due 11/24 at 11:59 p.m.
15	12/2-12/4	Show Workshop	Show Workshop		THA 12
16	12/9	Show Viewing			Show due beginning of class 12/9 Portfolio Due 12/12 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.