

## Request for Graduate Course Addition

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: CAM                      Dept/Division: SOJMC                      Alpha Designator/Number: JMC 552                       Graded     CR/NC

Contact Person: DR. CHRISTOPHER SWINDELL                      Phone: 304-696-2729

**NEW COURSE DATA:**

New Course Title: ADV TELEVISION REPORT I																										
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Course Catalog Description: (Limit of 30 words)	Students report, shoot, edit, write, produce, and anchor "MU Report," a student- produced newscast, on a more advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available.																									
Co-requisite(s): none	First Term to be Offered: SPRING 2017																									
Prerequisite(s): JMC 551 or permission	Credit Hours: 3																									
Course(s) being deleted in place of this addition ( <i>must submit course deletion form</i> ): N/A																										

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head _____	Date _____
Registrar _____	Date _____
College Curriculum Chair _____	Date _____
Graduate Council Chair _____	Date _____

## Request for Graduate Course Addition - Page 2

College: CAM

Department/Division: SOJMC

Alpha Designator/Number: JMC 552

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

DR. CHRISTOPHER SWINDELL

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

A REVIEW OF THE CURRICULUM REVEALS NO TELEVISION NEWS COURSE OFFERED AT THE GRADUATE LEVEL WHICH WOULD TRIGGER A DUPLICATION OR CONFLICT.

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

N/A

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

N/A

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

NO ADDITIONAL RESOURCES. THIS ADDED COURSE IS IN REALITY AN EXISTING COURSE WITH THE ADDITION OF A CROSS-LISTING COMPONENT. AS GRADUATE COURSES DEMAND A HIGHER LEVEL OF RIGOR AND ADDITIONAL EFFORT, THE COURSE WILL INCLUDE A MISSING ELEMENT FROM UNDERGRADUATE AS IT CURRENTLY EXISTS--MANAGEMENT FUNCTIONS UNIQUE TO TELEVISION NEWS SUCH AS EXECUTIVE PRODUCING, ASSIGNMENT MANAGER, EQUIPMENT MANAGEMENT, AND THE ACADEMIC COMPONENT OF THIS "HANDS ON" COURSE. THE COURSE WILL DEMAND A PAPER ON A TOPIC RELATED TO NEWS MEDIA VIABILITY, ETHICS, COVERAGE, OR SOCIAL USE

6. COURSE OBJECTIVES: (May be submitted as a separate document)

THE STUDENT WILL BY EITHER COURSE'S END (551 OR 552)  
LEARN TO ASSESS INFORMATION VIA A VISUAL LENS  
GAIN PRACTICE AND FACILITY IN THE GENERATION OF NEWS CONTENT FOR TELEVISION  
ACQUIRE VIDEO ACQUISITION, MANIPULATION, AND PRESENTATION IN THE DIGITAL AGE  
CREATE NEWS AWARENESS

## Request for Graduate Course Addition - Page 3

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7. COURSE OUTLINE (May be submitted as a separate document)

SEE ATTACHED SYLLABUS FOR COURSE OUTLINE, HIGHLIGHTED GRADUATE DIFFERENCES, MODES OF EVALUATION, AND LEARNING OUTCOMES.

8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES (May be submitted as a separate document)

N/A

9. EXAMPLE OF INSTRUCTIONAL METHODS (Lecture, lab, internship)

The course is a mixture of lecture (brief), lab, field experience, and on air experimentation



## Request for Graduate Course Addition - Page 5

Please insert in the text box below your course summary information for the Graduate Council agenda. Please enter the information exactly in this way (including headings):

Department:

Course Number and Title:

Catalog Description:

Prerequisites:

First Term Offered:

Credit Hours:

Department: Journalism and Mass Communications

Course Number and Title: JMC 552

Catalog Description: Students report, shoot, edit, write, produce, and anchor "MU Report," a student-produced newscast, on a more advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available.

Prerequisites: JMC 551 or permission

First Term Offered: Spring 2017

Credit Hours: 3



**Advanced Television Reporting II, Spring 2017**  
**JMC 452/552 201 3733**  
**Marshall School of Journalism and Mass Communications**

**Day/Time/Place: MWF 1-3 CB 135, studio, edit suite, and campus**

**Pre-req (UNDERGRADUATE): JMC 301 (or co-req). 360 is REQUIRED. The student must have passed the language skills test to stay enrolled.**

**Requisites for graduate: Graduate status and permission**

**Instructor: Dr. Christopher Swindell [Swindell@marshall.edu](mailto:Swindell@marshall.edu)**  
**Phone 696-2729 C-541-0002**

**Office: CB 112 Office hours MW, 11-noon, M, 3-4:00. T 1-6:30, by appt, (3 MW dedicated to MU Report.)**

**Course description (official):** Students report, shoot, edit, write, produce, and anchor MU Report, a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television, as available. Graduate students assume managerial responsibilities in addition to content creation, and also write an academic paper on an issue relevant to the current state of television news, such as ratings and profits, bleed and lead television coverage, budget cuts and investigation, etc.

Course description (unofficial): This class is an examination of and practice in news for television. It is an intro course to broadcast journalism for TV news, including reporting, writing, videography, editing, scripting, producing, and performance. The student will make extensive use of university equipment and facilities, including the statewide public television system where the student's material will air.

**Text:** While there is no formal text for this course, the student should get, consult, and hold on to *Media Writers Handbook*, Dr. George Arnold, and the *Associated Press Style Manual*.

**SOJMC and the student:** The student will use university equipment to shoot and edit packages and stories for this course, but each student will need to BUY a separate portable hard drive or large thumb drive to keep raw material and finished product. NOTE, STUDENTS SHOULD CONSIDER PURCHASING A PERSONAL 32 GIG, 10 SPEED SD CARD. And a portable powerful hard drive is required.

**Graduate students:** Graduate students will assume additional duties such as story manager/assignment editor, news producer/backtiming, and production components consistent with the programming mission of MU Report.

**Course objectives:** Students will gain very practical experience in television story building and producing newscasts for air. The class starts by getting away from the level of detail associated with print storytelling, and moves quickly to the mechanics of the video camera. The student will also learn about shorter interviews and shorter time in the field shooting. The student will acquire the skills needed to be a video storyteller. In the edit booth, students will learn how to record a script (which the student has written and the producer has cleaned), and edit clips for a package. Most students will also anchor, but that is *not* the primary emphasis of the course.

Even though the class is not about the grade but about story development

...

By course's end, the student should be reasonably proficient:

- Gather and write accurate, organized, grammatically correct broadcast reports, THIRTEEN packages which air in some venue.
- Capture, store, and manipulate audio and video to create the above reports for air.
- Work as a group to produce and anchor the WVPBS newscast and Up top the Minute.

**Topical objectives/learning outcomes:** Students will, by course conclusion,

- Better understand matters of a free press by participating in free press expression
- Appreciate the practical theories that underpin video and audio construction
- Write television news copy rather than copy for other media
- Research and evaluate information for inclusion or exclusion in news stories
- Contemplate their own work according to standards of truth, accuracy and fairness
- Bring together various “threads” of a story to create a cogent whole
- Grasp the value of ethical conduct
- Gather news by thinking critically, creatively, and independently
- Incorporate marginalized voices and alternate views into story content
- Master the tools and technology required

**How will the class work?** The class begins with the expectation ALL kinks are worked out from the fall. This means a story cannot pass if it has any video/audio imperfection not corrected. Factual errors are a failing offense. Missing two deadlines is a failing offense. There are other failing offenses which are discussed and arise unfortunately organically and so are not subject to predetermined parameters. A failing offense is the equivalent of dismissal. Conduct not tolerated in a newsroom is not tolerated here.

THE STUDENT WILL PRODUCE 13 PACKAGES OR EQUIVALENT.



**What's the WVPBS thing?** Six times a semester the student must move to the studio for the recording (live to tape) of a statewide 14:30 broadcast. If the average package runs 1:30 on tape, and the anchor material around it runs another :30, that's up to 8 packages, along with readers, vos, vosots, intros, and outros. The producer, along with the director and the instructor's help, will count down the broadcast to close about once every two weeks starting in January. Dates to be announced. Marshall's MU Report rotates with WVU and two other West Virginia schools, which is terrific student exposure.

**Grading:** 13 packages at 50 each across the term and for graduate students, producing, story generation, and related. All students will have the chance to anchor a newscast, but anchoring is not the focus of the course. 13 IS THE MINIMUM, with half completed weekly by midterm and returned graded. The remaining cannot be turned in the last week of class, either. The last package for the course is for THE LAST BIG SHOW. Extras can be used to substitute for lower grades and for daily shows. Anything other than the aforementioned order, or fewer than seven stories, fails.

Packages are worth 50 points each AND MUST INCLUDE A VOSOT after training. The student earns the grade on a 93-100 scale by completing the seven packages THEN TURNING THEM IN FOR A GRADE ALONG WITH A LEAD, TAG, SCRIPT AND SUPERS BEFORE the broadcast. Producers may substitute one package grade for producing. Photographers must shoot TWO other COMPLETE pieces for 1 package credit. The photographer must submit the completed story before air, then do it again, to earn the grade.

The instructor also reserves 25 professionalism points. Those who come to class, make progress (from whatever level), and express the correct esprit de corps keep the points. Conduct the news director deems unprofessional costs the points. These points can be lost for the following reasons, but the listed reasons are not delimiting.

- 1) An inappropriate attitude in or out of class
- 2) Rude or offensive conduct displayed toward the instructor, another student, or by far the worst, toward an interview subject for a story
- 3) Repeated delays in completing responsibilities

- 4) Any incident, behavior, or conduct which does not assist the group in completing the task
- 5) Regular tardiness or absence
- 6) Cell phone use to text or talk
- 7) Excessive cursing

**Graduate academic paper: The instructor is committed to offering graduate students a life-like television news experience in keeping with the SOJMC hands on tradition. But, graduate students must consider more than the pedestrian elements of news. To that end, graduate students in collaboration with the instructor, will write an appropriate length APA style paper on a topic sensitive to television news. The topics are as boundless as the student's imaginations and experiences.**

**(note, the program schedule below is offered so reviewers may see the record schedule for statewide PBS broadcast of our college newscast)**

**FIRST RECORD DATE JAN. 27, WEDNESDAY 1 P.M.**

**Show 1 airs Sunday Jan. 31 at 12:30 and again Monday at 1.**

**SECOND RECORD DATE IS FEB. 10, WEDNESDAY 1 P.M.**

**Show 2 airs Sunday Feb. 14**

**THIRD RECORD DATE IS FEB 24, WEDNESDAY 1 P.M.**

**Show 3 airs Sunday Feb. 28**

**FOURTH RECORD DATE IS MARCH 9, WEDNESDAY 1 P.M.**

**Show 4 airs Sunday March 13**

**FIFTH RECORD DATE IS MARCH 30, W, 1**

**Show 5 airs Sunday April 3**

**SIXTH RECORD DATE, APRIL 13, W, 1**

**Show 6 airs Sunday April 17**

**NOTE THESE ARE WVPBS Campus Connection records ONLY and do NOT include other expected productions.**

**Story Time References:** Stories must be, by definition, evergreen on tape. That is, they CANNOT make a reference to time/date/time stamp for air. This is because the telecast is often sent 10 days before air, not including the time that has passed before recording. Be mindful of this in everything recorded.

**Up To the Minute.** Deadline is everything in this business. To get better accustomed to deadline, the class will begin production of a 4-MINUTE newscast for air on Ch. 25 (Cabell County cable only) before midterm. This occurs outside class time but for course credit. The same stories that run in the short show will also run in MU Report, the formal name of the WVPBS program. One anchor is required for Up to the Minute.

**STREAMING.** Ideally, if student numbers permit, we will begin an alternate newscast with length and focus to be determined produced on alternate weeks from WVPBS.

CONTEST ENTRY—All students will submit to contest coordinator by deadlines on demand. This is not optional and will result in grade penalties.

**General comments:** This class should be the most time-consuming, yet rewarding class in the student's schedule. While the student will be free of the constraints of tests and memorization, the expectation is so much higher that a comparison is foolish. TV News students must breathe news, grab a camera, go, and bring it back. It is their one and only chance to decide if this is the career for them, and then practice for it.

**Attendance:** Students are here because they think they want to do this or explore it. Missing two classes unexcused does not result in a penalty, as long as it is not a record day. Missing a third class unexcused results in a letter grade drop of the final grade. Missing four unexcused means the student cannot pass. I also reserve the right to fire students for failing to turn in work because this class is more of a newsroom than a course. If a student misses two deadlines, s/he will be asked to withdraw from the course. Failure to withdraw will mean a loss of professionalism points and a failing grade for the course. On the other hand, excused absences must be confirmed in advance, and the material for what constitutes an excused

absence can be found from Marshall's webpage. Show tapings and package deadlines cannot be made up.

**Camera/Edit suite protocol:** The student will be checking out cameras and reserving edit time. Each student will leave a reachable number. If the camera's not there when the next person is scheduled to shoot, that person has the job of calling to find it. Work it out. If someone messes up someone else's shoot, both the offended and the offender will work it out. If that's not possible, the case will go to the instructor. The bottom line is, the instructor will always side with the offended party and professionalism points will be deducted. Be courteous, unfortunately, or else. We have limited camera availability, limited edit suite time, limited class time, limited time, and limits. Work within them.

**Plagiarism:** Academic dishonesty in television means making up a story, borrowing from another source without attributing, using another person or operation's story, or failing to attribute properly in a story for air. Any discovery of television plagiarism will result in failure of the course and recommendations to the Vice President of Academic Affairs.

**Liability:** The School of Journalism often collects from those who damage the equipment or let it get stolen. Treat it gently and with respect. Leave it in the condition it was checked out in (provided that's good. If not, alert the graduate assistant, me, and/or the chief engineer). Electronics cannot be dropped, banged, left, tinkered with tools, or otherwise mishandled. On the other hand, students make mistakes. Tell us. Don't hide. Anyone who returns equipment in poor condition without reporting it will be reported to instructor and will have points deducted.

**BOTTOM LINE?**

If the student conducts himself professionally, s/he will thrive. By the same token, the instructor promises to provide a professional, relatively harassment free environment. But, the instructor also reserves the right to model news director conduct in expecting students to think and perform. There will be no hurt feelings. If someone in the group is letting the group

down, police them or the instructor will have to. Accept constructive criticism from a seasoned professional. If the student wants a second opinion, get it. But, the second critique is likely to be much more forceful. The most important objective of each piece of instruction is to help the student get a job. The instructor will not hesitate to offer constructive criticism to that end.

**Americans with Disabilities Statement**--Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities. University policy states that it is the responsibility of students with disabilities to contact the Office of Disable Student Services (DSS) in Prichard Hall 117, phone 304-696-2271 to provide documentation of their disability. Following this, the DSS coordinator will send a letter to each of the student's instructors outlining the academic accommodation he/she will need to ensure equality in classroom experiences, outside assignments, testing and grading. The instructor and student will meet to discuss how the accommodation(s) requested will be provided. For more information please visit <http://www.marshall.edu/disabled> or contact DSS. Marshall complies with the Americans with Disabilities Act.

**Academic Dishonesty.** All students should be familiar with the university's policy concerning academic dishonesty. This policy can be found in the undergraduate catalog. In TV news, the way to avoid plagiarism is simple. Cite everything and never give the appearance that you're saying something NOT said by someone else. Just say who said it.

**Affirmative Action Policy.** This course will follow Marshall University's policy on Affirmative Action, which can be found also in the undergraduate catalog. Specifically, all students will be afforded equal opportunity without regard to race, color, gender, religion, age, disability, national origin, or orientation.

**Diversity statement**— This statement affirms the W. Page Pitt School of Journalism and Mass Communications' commitment to an environment of teaching and learning, which recognizes and welcomes diversity of race, color, culture, sex, sexual orientation, age, religion, national origin, marital

status and economic, political and ethnic backgrounds. Consistent with Marshall University's dedication to this principle, the School of Journalism and Mass Communications is committed to developing the potential of all students by creating and maintaining an environment that promotes and fosters understanding in a multicultural, global community. The dean and faculty believe that a diverse faculty, staff and student population value differences and similarities among people and supports the mission of the organization.

**Informal Overview of what the class is/is not.** A) It IS the student's one chance to develop a resume tape for news. B) It IS the student's one chance to see if news is for them. C) It IS the student's one chance to do news for broadcast, television especially. D) It IS the student's one chance to do on-air television work.

A) It IS NOT an anchor class. The more a student wants to anchor the less airtime they will get. News first. Anchoring, maybe. Favor the later to the detriment of the former and your grade will suffer. The student should govern himself professionally b/c doing otherwise will hurt the final grade. B) It IS NOT a game. C) It IS NOT just a class. Drop or do it properly.

CAPSTONE REQUIREMENTS, ADDITIONAL REQUIREMENTS, EXPLANATIONS.

Packages alone will NOT be enough to complete the course largely because so many additional items are essential to TV success.

- 1) All students WILL upload individual packages to YouTube or receive an F on the assignment
- 2) All students WILL rotate to upload MU Report to YouTube and deploy links to MU Report's Facebook and Twitter accounts
- 3) One student WILL be designated as social media manager with a grade attached to maintain CONSTANT social media presence (to be explained)
- 4) All students WILL CORRECT/IMPROVE stories FOR COMPETITION, AND WILL BE REQUIRED TO RESEARCH AND ENTER COMPETITION. The school will pay for entries
- 5) One student WILL serve as contest coordinator for a grade

## **CALENDAR—Subject to some change**

**Week 1** Syllabus. First stories and explanations of grading said stories.

**Week 2** Video mechanics revisited. FIRST/SECOND PACKAGES DUE  
**MLK Day, no Monday class.**

**Week 3** The Edit Suite. A return of quick keys. PACKAGES DUE.

**Week 4** Story telling, writing, construction format, style. Up To the  
Minute  
**PACKAGES DUE**

**Week 5** Vocalization. Daily Shows.  
**PACKAGES DUE**

**Week 6**

**Week 7**

### **midterm**

**Week 8** Revisiting what we've learned

**Week 9-15**