

Course:	COM 234 – Broadcast Journalism
Term, Time & Location:	Fall, 2012. M-W-F 12-12:50 p.m. in TV Studio inside Library
Instructor:	Name: Dr. James McCluskey Email Address: jmcccluskey@wilberforce.edu Phone Number: 708-5665
Catalog Description:	COM 234 - Broadcast Journalism Fall/Spring - 3 hrs Training in the preparation and delivery of radio and television newscasts. Emphasis on writing, reporting, audio and aesthetic techniques for the broadcast media.
Prerequisites	<i>Prerequisites: COM 122 and COM 180.</i>
Course Level Learning Outcomes:	Course Outcomes: Students will be able to correctly identify the background knowledge essential to perform the skills needed for TV reporting, writing & anchor/delivery (talent). Students will be able to write & present a TV news story/package accurately & precisely, using good grammar & all of the relevant journalistic techniques used in the broadcast industry.
Materials:	Ted White. <i>Broadcast News: Writing, reporting & producing.</i> Focal Press. 5 th ed. ISBN 13: 9780240811833
Grading:	Grading Scale: 90 - 100% = A 80 - 89% = B 70 - 79% = C 60 - 69% = D Below 60% = F Students must attend a minimum of 90% of classes and earn at least 60 points (60%) on both the midterm and final examinations each or they shall fail to earn credit for the course.

<p>More details about how the grade is calculated: All points the student earns are added and their cumulative total is factored against the student with the most total points in the course. The final course grade is calculated from the percentage earned in the course according to the grading scale. Thus, a “curve” is used in calculating each student’s final course grade.</p> <p>Students must attend a MINIMUM of 90% of all classes AND earn at least 60 points out of 100 points on BOTH the midterm & final examinations each or they shall fail the course.</p> <p>A sign-in sheet shall be distributed at the start of class. Any student who arrives more than 10 minutes late will not be permitted to sign in and shall be considered absent for that class. Door shall be locked 10 minutes after class starts.</p> <p>Students shall be expected to sign the sign-in sheet at the beginning of the course, and sign-out on the sign-out sheet at the end of the course. Any student who fails to do so shall be considered absent for that class</p>	<p>A student’s proficiency in course work is measured in terms of the following Alphabetical symbols. Minuses and pluses are not accepted.</p> <p>A: Excellent</p> <p>B: Good</p> <p>C: Satisfactory (Grade C or better required in major courses).</p> <p>D: Poor (passing, except in major courses).</p> <p>F: Earned Failure. (Removed only by repeating the course). Upon successfully passing the course, the first grade is “excluded” from grade point average. The second grade is “included in the recalculation of the grade point average.</p> <p>I: Incomplete (student performing satisfactorily, but unable to complete coursework due to valid reason).</p> <p>N: Used in cases where grades are not yet submitted.</p> <p>W: Withdrew before course drop deadline.</p> <p>WP: Student withdraws from University. Withdrew passing after</p>
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period.	<p>course drop deadline (2 weeks after mid-term).</p> <p>WF: Student withdraws from University. Withdrew failing after course drop deadline (2 weeks after mid-term. WF is treated as an F (punitive grade).</p> <p>CR: Credit/pass</p> <p>NC: No credit/fail</p> <p>Z: Failed course for non-attendance/unofficial withdrawal (treated the same as an F grade). Last date of attendance is reported by faculty.</p>
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Activities:	This will be taught as a Hybrid course. Lectures covering the course material will be delivered using PowerPoint & available on BlackBoard, students will also participate in hands-on learning exercises as a component of this course. In-class meetings will be on Wednesdays weekly at Noon for 1 hour.
Policy Statements:	Class Conduct: You should plan on speaking up, offering your insights, questions and otherwise contribute to class discussions and activities. The class is much more interesting and fun that way, and you will probably do much better on the exams if you take good notes and participate regularly. Please let me know if you have a documented learning disability and need special considerations. Students will be expected to clean up their area & push their chairs under the desks when leaving.
University Policies:	<p><u>Academic Honesty:</u></p> <p>Plagiarism and cheating are completely unacceptable in an institution of higher education and learning. Such behavior deprives the student involved of the desired education and development of an appropriate value system. It is extremely unfair to other students, and it severely diminishes the value and integrity of a University degree.</p> <p>Plagiarism occurs whenever another's work is submitted as one's own. This includes the use of information from an Internet site or from a published author's ideas and words without proper attribution or documentation. It also includes the copying of term papers, other unpublished works, homework, case reports, computer programs and spreadsheets, and any other course assignments which are submitted for course credit as the student's own effort.</p> <p>Each instructor shall state the specific penalties for plagiarism and cheating in the course syllabus. The instructor has final responsibility for assessing the penalty in such cases regarding the course grade.</p> <p>All cases of plagiarism and cheating will be referred to the Vice President for Academic Affairs for possible further action. Additional penalties may be imposed for the egregious cases of plagiarism and cheating.</p>

Drops and Withdrawals

Dropping Courses:

A course may be dropped up through the end of the second week of the semester without any record on the transcript. After this date, a course may be dropped up to two weeks after mid-term grade reports are due, with a W appearing on the transcript. Withdrawals after mid-terms must be approved by the Vice-president of academic Affairs.

In certain General Studies core courses, students' assignments to course sections may be changed by faculty with written notification given to the Registrar. In all other cases, a student wishing to move from one section of

a course to another must accomplish this by using a drop-add form to drop the old section and add the new section.

Withdrawal/Grading Policies

The following procedures will apply to all students withdrawing from the University. Grades will be given in regard to the time of withdrawal. Contact the Registrar's Office for forms and assistance.

- **W** (official withdrawal initiated by the student): To be given when a student withdraws between the first day of class/registration and the last day to drop courses, this is two weeks after mid-term exams.
- **AW** (unofficial withdrawal not initiated by the student): The student does not inform anyone that he/she is leaving campus (the student walks out). The university may also administratively withdraw a student for disciplinary reasons, academic legal anytime during the semester.

Special Accommodations:

A student who is ill or who has or develops medical conditions including but not limited to illness, physical or other disability or pregnancy must notify the Director of Health Services immediately.

Contact Hours: All classes meet for the full-time stated on schedule. Classes cannot be shortened or cancelled without prior permission. Cancelled classes must be rescheduled.

Classroom Conduct: No cell phone use, text messaging or other related technology is permitted. Cell phones & other electronic devices will be collected at the start of class and returned at the end of class. Students will be permitted to use electronic devices for note-taking in class, but only for that purpose. Anyone using such devices for other purposes including texting will be warned once. After one warning you will be marked as absent for that day. Interruptions, disruptions and inconsiderate behavior will also result in an *absence* being recorded for that day. The instructor reserves the right to drop any students who are underperforming in class or show a lack of interest and/or a lack of respect.

Course Policies :

1. Attendance policy- It is important to re-emphasize that students must attend a MINIMUM of 90% of all classes AND earn at least 60 points out of 100 points on BOTH the midterm and final examinations each or they shall fail the course.

A sign-in sheet shall be distributed at the start of class. Any student who arrives more than 10 minutes late will not be permitted to sign in and shall be considered absent for that class.

Students shall be expected to sign the sign-in sheet at the beginning of the course, and sign-out on the sign-out sheet at the end of the course. Any student who fails to do so shall be considered absent for that class period.

2. Avoid any academic dishonesty (plagiarism, cheating on tests). This can end your academic career.

3. ADA (American with Disabilities Act) Policy: "Students are responsible for informing the instructor of any instructional accommodation and/or special needs at the beginning of the semester."

4. To pass the class, you need to receive a passing grade of 60% (60 points or better) on both the midterm and final exam. The instructor reserves the right to drop any students who fail the midterm and are underperforming or have poor class attendance.

5. Final exam will be primarily based on material since the midterm exam, with the possibility of some questions from the first half of the semester.

6. Instructor reserves the right to amend the class schedule to accommodate guest speakers, tours, etc.

7. More than 3 absences shall result in failure to receive credit for this course.

Students are expected to be on time and prepared for each class session. Sign-in sheet is available at the beginning of each class. Any student failing to sign the sign in sheet shall be considered absent for that class day. Students MUST achieve a score of at least 60 points out of 100 points on both the Midterm and Final Examination or shall fail to earn credit for this course.

Assignments are due at the beginning of class on the day assigned. Late assignments will not be accepted. There shall be NO makeup tests, quizzes or exams.

Students will volunteer at either the WU student radio station or in WUTV. You can choose either radio or TV. Times & days TBD. Failure to participate shall result in failure to earn credit for this course.

All assignments and scripts must be typed or printed. No handwritten assignments or scripts will be accepted. Students may be asked to attach

Final examination shall be given on the day and at the time scheduled by the University Registrar. There shall be no final exams given prior to or after that time. Door shall be locked 10 minutes after the final exam is scheduled to begin and no one shall be admitted after that time.

Studio Rules: No food or drink in studios, edit bays, control rooms or around any equipment or computers.
Equipment is for class projects or university approved projects only. It is not for personal use.
All equipment must be checked out and returned on time to the library or appropriate location. You are responsible for lost or damaged equipment.

	<p>Evaluation: All student work shall be evaluated using professional standards. As this is an official course offered by Wilberforce University, it shall be understood that no story shall contain derogatory, suggestive, lewd or offensive language and shall conform to generally-accepted industry guidelines as well as FCC rules and regulations. All Wilberforce University administrators, staff and faculty shall be left out of any news story unless prior approval of the instructor is obtained. Our profession has a zero-tolerance for absence. The same should be considered for this course. More than three absences shall result in failure to earn credit for this course.</p> <p>Classroom Etiquette: All students shall be expected to dress in a professionally acceptable manner for class as though you were going to a job in this profession. Caps, do-rags, hoods, stocking caps, skullcaps and bandanas shall not be acceptable unless considered part of religious or cultural dress or traditional ladies' headdress. Midriffs or halters, mesh netted shirts, tube tops or cut-off tee shirts, bare feed, short or tight shorts or clothing with derogatory, offensive and/or lewd messages either in words or pictures shall also be unacceptable. No gum chewing, eating, drinking, smoking or distractive clothing, hats or jewelry shall be tolerated in class or during productions and instructor reserves the right to determine what may be objectionable or distracting in this course. If you come to class late, do not walk in front of the speaker or professor. Be as quiet as possible and please sit or stand in the back of the room.</p>
<p>Weekly Schedules:</p>	<p>Class Schedule (Additional handouts will be provided)</p> <p>Week 1: Class welcome, introductions, syllabus, policies & procedures, studio & control room rules & learning methods lectures.</p> <p>Week 2: Lecture & text on D-I-S-C personality styles from Dr. Robert Rohm as they relate to the TV News Production Industry. Friday test.</p> <p>Week 3: Please read Chapter 1 by Monday morning of that week. Friday test.</p> <p>Week 4: Please read Chapter 2 by Monday morning of that week. Friday test.</p> <p>Week 5: Please read Chapter 3 by Monday morning of that week. Friday test.</p> <p>Week 6: Please read Chapter 4 by Monday morning of that week. Friday test.</p> <p>Week 7: Midterm review and Examination.</p> <p>Week 8: Please read Chapter 5 by Monday morning of that week. Friday test.</p> <p>Week 9: Please read Chapter 6 by Monday morning of that week. Friday test.</p> <p>Week 10: Please read Chapter 7 by Monday morning of that week. Friday test.</p> <p>Week 11: Please read Chapter 8 by Monday morning of that week. Friday test..</p> <p>Week 12: Please read Chapter 9 by Monday morning of that week. Friday test..</p> <p>Week 13: Please read Chapter 10/11 by Monday morning of that week. Friday test.</p> <p>Week 14: Please read Chapter 12/13 by Monday morning of that week. Friday test.</p> <p>Week 15: Final examination review preparation, course evaluations, etc.</p>
<p>Advising & Tutorial Support:</p>	<p>Office hours posted on my office door. Students may also get additional help through the ACCESS office located at the end of the hall opposite my office.</p>