# **MCJ 128 – Broadcast News Reporting & Production**

Spring 2021 Syllabus

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| Units: 4 Time: MW 11 a.m. to 4:50 p.m. | Instructors: Kim Stephens Office: MCF 247 |
| Location: In Person In Studio SA172 | Carey Higgins-Dobney Office: SA 140C |
| Department Office**:** McKee Fisk 238 | Kim’s office hours: by appt.  |
| Department Hours**:** M-F 8:30-12, 1-5 | Carey’s office hours: M/W 10:30-1pm or by appt |
| Department Phone**:** 559.278.2087 | Website: <http://www.fresnostatefocus.com> |

## **Contact information for MCJ chairperson**

If there are questions or concerns that you have about this course that you and I are not able to resolve, please feel free to contact the Chair of the department to discuss the matter.

MCJ Chair - Betsy Hays

(559) 278-6154

McKee Fisk 238

bhays@csufresno.edu

## **COVID-19 related provisions**

## **Health Screening:**

Students who come to campus for face-to-face classes will be required to complete a daily health screening which will include temperature checks. If you have experienced COVID-19 symptoms and/or have tested positive within the past 10 days; or if you have had close contact (less than 6 feet for longer than 15 minutes while unmasked) with a suspected or confirmed COVID-19 patient within the past 14 days, you are not allowed to come to campus. Please complete the campus [online reporting form](https://fresnostate.co1.qualtrics.com/jfe/form/SV_3faIAsuC8CzuFjD?Q_FormSessionID=FS_UFJ902LXgDJbKeZ). A campus official will reply to provide guidance and information.

**Safety Measures:** Consistent with the Governor’s order and updated state public-health guidelines, face masks or cloth face coverings are required to be worn in public spaces on-campus and during in-person classes to reduce possible exposure to COVID-19 and prevent the spread of the virus. Physical distancing must be practiced by maintaining 6 feet of distance between individuals. Good hygiene of hand washing for a minimum of 20 seconds or using hand sanitizer is required. Please avoid touching your face with unclean hands. Disposable face masks will be provided to anyone who arrives to campus without one.

Please see university website for the most updated information: [www.fresnostate.edu/coronavirus](http://www.fresnostate.edu/coronavirus)

## **Course Description**

### **Catalog Description:**

### Practical experience in news producing, reporting and anchoring intended for distribution via broadcast, cable and/or online. Lecture and lab experiences focus on all aspects of production of weekly news and public affairs programs including news-editorial and field video and TV studio production. (2 lecture, 3 activity hours).

### **Prerequisite:** MCJ 3 (formerly 30), MCJ 121 (formerly 115 or 15) MCJ 124, MCJ 126 or permission of instructor.**Course Purpose and Objectives:**

This course builds upon the skills students learned in Broadcast and Online News Writing MCJ 124 and Media Performance MCJ 126. You will learn to use the tools needed to create quality broadcast news stories and newscasts. Emphasis is on mastering storytelling techniques through the proper use of audio and video. This course is ultimately intended to prepare students for an entry-level job in broadcast and/or digital journalism, in which the journalist works as an MMJ (multimedia journalist) to produce news packages or as an entry-level producer, reporter or assignment editor.

This class will begin with a three-week boot camp to familiarize you with the newscast production process and get you re-familiarized with video storytelling. After the initial training, the class will be broken into a lecture/ planning period (4 hours/week) and an activity/production period (8 hours/week).

**Course Goals**:

The purpose of this course is to provide a practical approach to television news reporting and production. Students will learn how to write, report, produce, and promote (through social media and the web) quality broadcast and multimedia stories. They will learn critical thinking, teamwork and communication skills as well as ethical responsibility. The course will:

1. Provide opportunities for an in-depth study of television news production

2. Improve technical and creative skills in the areas of news and public affairs production

3. Create a professional environment in which to work

Student Learning Outcomes

After successfully completing this course, you should be able:

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| **#** | **Course Learning Outcome** | **Outcome** | **Assessment Method** |
| 1 | Demonstrate correct grammar, spelling and punctuation in written materials and write clearly and concisely in the appropriate style | 2.1, 2.2 | Rubric |
| 2 | Develop written content that is appropriate for specific audiences. | 2.3 | Wordpress |
| 3 | Prepare professional quality communication materials targeted at a specific audience | 3.2 | Rubric |
| 4 | Demonstrate news judgment in deciding which stories should be covered in a newscast. | 3.2 | Rubric |

## **Course Requirements**

### **Courseware:**

1. CANVAS is where ALL of your work will be submitted. It is where all of your assignments and calendar of newscasts will be found. If you have problems contact the help desk (daily until 5 p.m.) at 559-278-5000 or stop by the DISCOVERe Hub in the library.
2. Adobe Creative Cloud. $35/year. If you do not already have Adobe CC, go to [fresnostate.onthehub.com](https://fresnostate.onthehub.com/) to purchase the software.
3. Rundown Creator account (provided by MCJ department at no cost to you).<https://www.rundowncreator.com/csufresno/Login.php>
4. Slack is how we communicate (like a group text but more organized)[slack](https://focusf19.slack.com/) Team name: FOCUSfall2020 <https://join.slack.com/t/focusfall2020/shared_invite/zt-gmd8ss5d-l3RmkMPWa9dA~x8nCu95Fw>
5. WordPress is where all web stories (pkg video from YouTube, links and pictures) will be published. <http://fresnostatefocus.com/wp-admin> Use your Fresno State.edu email. Password is gobulldogs. You may go into settings and change your password.
6. YouTube: You must have your own YouTube account to upload videos to the classroom YouTube account.
7. Facebook, Instagram, Twitter and LinkedIn accounts. You are required to have social media accounts for this class. You may create a separate account to be used strictly for professional/educational purposes. If you are using your personal account, please review it to ensure it looks professional. You may also consider creating a professional Facebook page (as opposed to a profile), but you will need a Facebook profile in order to post to the Fresno State Focus Facebook page.

### **Dress Code:**

When out on a story or on camera in the studio, you should dress professionally. Business casual is the best way to describe it. No skimpy, tight or torn clothing, shorts, wrinkled or cropped t-shirts or flip-flops. Your belly button should never show. When operating a camera, **you must wear closed-toe shoes**. Because of the wide shots of the show, the above professional dress is also necessary. If there’s even a slight chance you will be running camera, make sure to have a pair of closed-toe shoes with you or leave a pair in the studio to have on hand when needed.

### **E-mail/Slack:**

Campus e-mail is required. You must check-in frequently, but no fewer than once a day. Make sure to check first thing on Mondays and Wednesdays.

### **Textbooks/Online Readings:**

1. Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World by C.A. Tuggle, Forrest Carr and Suzanne Huffman, McGraw Hill. Fourth Edition (from MCJ 124).

### **Assignments and Handouts**

Handouts will be provided in the Canvas Website.

### **Google Drive:**

You will need to have an activated Fresno State Google Drive folder. To sign up, go to<https://googleapps.fresnostate.edu/signup/>. To access the Google Drive app, go to<https://drive.google.com/a/mail.fresnostate.edu>. Please learn how to use your Google drive by going here:<https://support.google.com/drive/answer/2424384?hl=en>.

### **Software:**

* Google Docs
* Web browser - so you can post to FSFocus WordPress
* Rundown Creator
* Adobe Creative Cloud

### **Hardware and Media:**

The following hardware and media are required for all MCJ courses that have audio, video or photography assignments.

* SDHC Card(s). Specs –16 GB for audio recorders, 32 GB for JVC 100 video, Class 10, write speed of 80 mbs or better. Good choices that have faster write speeds are SanDisk Extreme or Extreme Pro, SanDisk Pixtor black and gold, Lexar Professional, available at [*B and H Photo Video*](http://www.bhphotovideo.com/), [*Best Buy*](http://www.bestbuy.com/site/misc/back-to-school/pcmcat334100050000.c?id=pcmcat334100050000&ref=30&loc=KW-4327&ksid=d0b86d61-81d0-4d4d-b011-e122ec14764d&ksprof_id=3&ksaffcode=74148&ksdevice=c&gclid=COzH7qOwl84CFY87gQodhgENtQ) and [*Amazon*](https://www.amazon.com/computer-pc-hardware-accessories-add-ons/b?ie=UTF8&node=541966). NOTE: Cards 64 GB are the SDXC format and will only work on the JVC 170 cameras not on the JVC 100s. External hard drive (Mac formatted or partitioned for Mac OS journaled and exFAT), USB 3.0. Minimum specs – 500 GB, 7200 RPM. Lacie Rugged drives work well, available at [*B and H Photo Video*](http://www.bhphotovideo.com/), [*Best Buy*](http://www.bestbuy.com/site/misc/back-to-school/pcmcat334100050000.c?id=pcmcat334100050000&ref=30&loc=KW-4327&ksid=d0b86d61-81d0-4d4d-b011-e122ec14764d&ksprof_id=3&ksaffcode=74148&ksdevice=c&gclid=COzH7qOwl84CFY87gQodhgENtQ) and [*Amazon*](https://www.amazon.com/computer-pc-hardware-accessories-add-ons/b?ie=UTF8&node=541966).
* USB Thumb Drive (Optional)

### **Computer:**

In this class you will also need to read online articles, view Websites and prepare written documents outside of the lab. Completion of this aspect of the course assumes that students comply with the University’s policy that every student is required to have his/her own computer or have other personal access to a computer with all the recommended software. In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources If you need any equipment including wifi - please contact Tech Lending : <https://library.fresnostate.edu/tech/tech-lending>

### **MCJ Computer Labs:**

\*As this class will be virtual, you will not have access to campus labs. If that changes, we’ll let you know.\*

This class will be face to face (or mask to mask.) We are still working out details on access to equipment.

(Lab care: No eating or drinking inside the lab. Eating or drinking is to be done outside the lab in the hallway.

This course is heavily dependent on computer equipment and software. Saving of your files must be done on your own device since work saved on the lab computers may be erased and you want to be able to work on your files on any computer in SA179.

In addition to class time, workstations are available in Speech Arts 179 Monday through Friday 7:45 am to 5:15 p.m. Adjacent to SA179 there are two additional edit booth rooms 177 and 178A. These edit booths require advance reservations and access is provided by SA179 staff during weekday operating hours. The edit booths may also be used nights and weekends. Your access for after-hours use of the SA edit booths will be provided by campus police. Call the campus dispatcher at 278-2132 fifteen minutes prior to your reserved time and ask them to let you into the edit booths in Speech Arts Rms 177 or 178A. Your name will be on their access list and you will need to show them your campus ID card when they meet you in the main hall outside of the studio.)

### **Production Equipment:**

We are working on getting you equipment that you will be able to borrow throughout the semester to conduct your virtual/mobil journalism. Stand by for details on that in this virtual world of ours.

(MCJ will provide cameras, editing systems and accessory equipment; however, you are free to use your own camera equipment. If you have your own editing software other than Adobe Premiere Pro CS6 you will be responsible for understanding the basic operation of Adobe Premiere Pro CS6 covered in class in order to answer exam questions.

MCJ has audio recorders, microphones, and video cameras, as well as accessories such as lights, microphones, cables, and tripods for use by MCJ students enrolled in an MCJ production course that can be checked out in Speech Arts 179. Make sure to follow ALL reservation requirements. If you are not going to use MCJ gear or facilities, and you’ve made reservations, please be kind enough to cancel your reservation so that others may get to use the equipment. Please treat all equipment that you check out from the MCJ Department with great care and responsibility. Being irresponsible with any camera, cable, battery, lens, tripod, microphone, light, etc. jeopardizes you and your colleagues’ use of equipment.)

**Checkout Authorization:**

This is being updated and will be shared with you as soon as possible in our virtual world.

(In order to checkout MCJ equipment, you will have to understand and submit the equipment policy and procedures agreement when you create your online equipment reservation profile. You will learn about the policy and procedures and how to create your profile when your class receives training. At the time you check out equipment and return equipment you must provide your Fresno State ID card to SA179 staff. You will not be able to check out equipment if you do not have your ID card.)

**Equipment Reservations**

This does not apply during our virtual semester. As soon as it does, we’ll let you know.

(You must use the online equipment reservation website prior to checking out equipment or to reserve an editing booth. Reservations are first-come-first-served so it is recommended that you place your request several days in advance. Last minute reservations may be possible if equipment is still available for checkout.

Equipment is reserved at<https://mcjcheckout.com/>.

Here are the operating hours: <https://docs.google.com/document/d/1GxktFeggqHCgEttpFQGtG0qmJYAnKdASpE3eVmVIpBM/edit> )

### **Fees**

 There are no additional fees associated with this course.

### **Student Responsibilities**

1. Read assigned readings prior to class.

2. Check campus email / SLACK messages daily.

3. Review assignments on CANVAS by the dates they are given, as noted in the syllabus.

4. Complete assignments on time.

5. Contribute to class and group discussions.

6. Participate and complete your fair share of work for group projects.

## **Grading**

Fresno State Focus is your capstone course, so the expectations are high. Yes, in prior semesters students have earned A's and B's. Some also earned C's or failed the class. Even though they say they worked hard, they still needed to put in more effort or, quite simply, turn in their work on time. Getting a B for Fresno State Focus is very respectable and shows Above Average work. But the students who get an A put in superior work. These students were highly motivated, worked hard on their time management (even submitted work before their deadlines) and made regular visits to their instructors for feedback. These regular visits also help us get to know you and this can be an advantage should you ask us to be a reference for you on a job application. Yes, employers do call us and we've helped many former students get jobs... even years after they graduate.

**Lecture**

**Reflections (5% of grade)**

* Show Critiques - You will critique each Wednesday newscast constructively commenting on what went well and what could be worked on so we, as a class, can build and get better each week.
* If/when we have guest speakers, you will write about what you learned.

**Story Ideas & Pitch meetings (10% of grade)**

* Everyone is expected to submit at least two story ideas on a weekly basis and then sell the ideas during our weekly pitch meeting on Mondays. (Even if you do not have a PKG due that week, you must pitch a story. Every pitch should either be 2 PKGS or 1 PKG and a VO/SOT or 2 VOs and or VO/SOTs.)
* In order to receive full credit for your story ideas, you must submit them to Canvas on each due date.
* Your story concept must be fully researched **prior** to the pitch meeting.
* Your story idea form must contain contact names, phone numbers and email addresses.

**Video stories**

Throughout the semester, each student will be expected to produce a minimum of four (4) packages.

**Packages (20% of grade)**

* Grading criteria include:
	+ proper grammar, spelling, punctuation and broadcast style
	+ accuracy of facts
	+ personalizing your story
	+ adhering to copyright laws
	+ proper use of compelling sound
	+ creativity
	+ originality
	+ on-camera performance
	+ editing
	+ meeting deadlines

**VOs and VOSOTs (10% of grade)**

In addition to the four packages (in four formats), you are also responsible for writing a minimum of four (4) VOs **and** VOSOTs (that’s a total of 8 stories) as assigned by the assignment editor, producer or instructor. You are also encouraged to generate your own VOs or VOSOTs if you see news happening. VOs and VOSOTs will be graded according to the rubric posted on Canvas.

**Activity**

**Producing (10% of grade)**

* Each student will be assigned the role of lead producer, assistant producer or digital producer.
* Participation: See daily rubric in Canvas to assess your overall level of participation in the production activity.
* Assignments will be made on Mondays.
* Check the calendar in CANVAS to see whether you have any scheduling conflicts during the semester. If a conflict arises, it is your responsibility to find a replacement by trading dates with another student. (Make sure to let the team and professors know about the schedule change and confirm it in writing.)

**Web Stories and Social Media posts (15% of grade)**

* WEB text story with hyperlinks, photos, graphics and video.
* All approved video packages must be posted to the MCJ128 YouTube channel and a webstory submitted to WordPress two days before the newscast in which it airs.
* If it’s a day turn story the webstory is due by 4 p.m. on newscast day. Failure to meet the deadline will result in an “F “ for the late assignment. It is your responsibility to keep up throughout the semester.
* Everyone is required to post on social media each week. Either post about your story that week or what are you learning/doing. Interviews and weather segments should be posted to social and web.
* Social posts should be 2 weeks before, a week before and the day of broadcast for your pkgs. (If it aired during the broadcast, then it’s due on social/web by Friday noon.) Post at least one of your posts to FSFocus Facebook/Twitter/Instagram page first, then share on your own page.The others can be posted to your own page and then shared to FSFocus.

**Anchoring/ On Camera performance (10% of grade)**

* Each student will be assigned the role of news anchor, sports anchor, weather anchor, monitor and/or entertainment reporter or live reporter. Basically, in this virtual world, each week if you have a pkg, you will introduce it on camera.
* Your anchoring performance will be graded according to a performance rubric. (5%)
* Newscast main anchoring duties include scheduling a live news or sports interview, researching the interview subject, collecting supporting video and/or props, using the video or props during the interview and writing the anchor script for your segment. (5%)
* Interview scripts must be turned in by the 11 a.m. deadline (usually the Monday before the airdate). Note: You may seek in-person approval with your professor for your script prior to the deadline, which will allow you to make changes before you submit for a grade.

**Final Project (10% of grade)**

* + A website to include:
	+ resume reel (TRT 3:00 - 5:00) of some of your better work during the semester (and from your internship, other class assignments etc.) just as if you are applying for a job.
	+ Make note of your work throughout the semester and save it to your external hard drive and your ePortfolio so that you can pull out the best work for your ”reel.” You – and you alone – will be responsible for saving and cataloging your work.
	+ resume
	+ “about me” that must all be integrated into your personal website.
	+ Examples may be found in the Final Project assignment on Canvas

### **Attendance/Teamwork/ Professionalism (10% of grade)** This includes getting your work in on time.

**Attendance is mandatory - yes, even when/if we meet on Zoom. You must be on Zoom with video on so we can see your live face and have live interaction.** This class has significant production responsibilities and time deadlines. Even the loss of one person has a negative effect on the productions. Attendance will be taken at the beginning of class and occasionally at the end of each scheduled class meeting. You are allowed one unexcused absence. Two or more unexcused absences will result in a 0 for your attendance grade and your final grade in the class will be bumped down one grade. Three unexcused tardies will count as one unexcused absence.

Students are expected to be present during class periods and actively participate in class discussions, exercises and activities. Being habitually late is a problem; you can't just come in when you feel like it. Tardiness will not be tolerated in the profession, and that is why we must insist that you arrive on time and start developing good time management / professionalism skills.

Time is your most precious resource and a clear understanding of deadlines is vital. We take deadlines seriously. That's because your work is part of a team effort. If you miss your deadline, you don't just answer to your professors -- you must answer to your classmates. Your fellow students are counting on you to get your work done on time. We know that you have a life outside of ***Fresno State Focus***, and we know that sometimes personal issues come up. But once you fall behind on an assignment, it's that much easier to fall behind on the next, and so on. If you're running late or experiencing delays, then you must take the responsibility to inform not just your professors, but also your show producer. If you need to talk about your situation, please remember - we will always keep personal conversations confidential. But keep us in the loop about anything that might affect your work.

**Grading Specifics:**

Every effort will be made to maintain objectivity in evaluations. However, the very nature of this course requires a high degree of subjective judgment on the part of the instructor, and simply putting in long hours does not ensure an “A.” You are expected to meet professional standards on a daily basis. Elements such as strong interviews, use of a tripod and natural sound, and good storytelling are the norm, not the exception. Simply meeting the basic standards will get you a “C.” To earn a “B” or “A” you will need to go beyond the basics in quality, creativity, work ethic and leadership.

Grading will be based on a number of elements specified in the assignment rubrics. You will be judged first on the accuracy, fairness and objectivity of your stories. You will then be graded on grammar, spelling, punctuation, broadcast style writing, editing, production value, originality and the ability to meet deadlines. Other gauges include: preparation; time management and organizational skills; quantity and quality of stories; self-evaluation; peer evaluation; professional attitude; leadership abilities; positive effort; class attendance and punctuality; ability to work with others and individual achievement. Late story ideas and pitches or late scripts, packages or VOSOTs will absolutely not be accepted for the newscast and will receive an F. There are no make-ups for missed packages, VOSOTs, on-set interviews or in-class assignments. Boot camp homework may be accepted no more than a week late for 50 percent of the grade.

In order to get an **“A”** on a story, it must be accurate, clear and well written with a character-driven, personal angle and require only minor copy-editing. Video work must also be shot creatively, preferably with a tripod, and with good audio, sound bites and natural sound.

**“B”** stories require more than minor editing and have a few style or spelling errors or one minor factual error. The video may have minor composition or framing issues in the shooting and/or editing (such as jump cuts). Good use of sound bites is required.

**“C”** stories require considerable editing or rewriting or have many spelling, style or factual errors. Camera work or editing techniques are mediocre or unimaginative, but the story can still air. Sound bites add little or no color to the story, only information that could be better told by the reporter.

**“D”** stories require major rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.

**“F”** stories have failed to meet the major criteria of the assignment, are late, have numerous errors. Your copy should not have any errors in spelling, grammar, style or facts. Any name that is misspelled will result in an “F.” Any academic dishonesty will receive an “F” and and could lead to an “F” in the cocurse or possible expulsion from the university.

**Academic dishonesty includes:**

* Fabricating a story or making up quotes or information
* Plagiarizing another script, article or information from any source.
* Staging video or telling interviewees what to say.
* Using video shot by someone else and presenting it as original work.
* Shooting video in one location and representing it as being shot in another location.

**Grading:**

**Grading policy**: Grading in this course is weighted, meaning certain components of this class weigh more heavily than others. A weighted grade is an average of a set of grades in a particular category. For example, all of your writing assignments will be averaged and will count for a large percent of your total grade. Similarly, all of your quiz scores will be averaged and will count for a smaller percent of your grade. Click [the link](http://testprep.about.com/od/tipsfortesting/f/Weighted_Score.htm) for an explanation of weighted grades: <http://testprep.about.com/od/tipsfortesting/f/Weighted_Score.htm>

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| **Grading scale** |  | **Points Summary** | **% of grade** |
| 90-100% | A | Reflections/Critiques | 5% |
| 80-89.9% | B | Story ideas and pitch meetings | 10% |
| 70-79.9% | C | Packages | 20% |
| 60-69.9% | D | VOSOTs | 10% |
| 59.9% and below | F | Producing | 10% |
|  |  | Web/Social Media  | 15% |
|  |  | Anchoring/On Camera | 10% |
|  |  | Final Project  | 10% |
|  |  | Attendance/Teamwork/Professionalism | 10% |

**Assignment and Exam Schedule**

Check the *Tentative Course Schedule* for dates when assignments are given and are due, and when the Final Exam class meeting is scheduled. Any date changes affecting assignments or the exam will be announced in Canvas through email, and in class.

### **Contact information for chair or dean-**

If there are questions or concerns that you have about this course that you and I are not able to resolve, please feel free to contact the Chair of the department to discuss the matter.

MCJ Chair - Betsy Hays

(559) 278-6154

McKee Fisk 238

bhays@csufresno.edu

### **Intellectual Property provision -**

As part of your participation in virtual/online instruction, please remember that the same student conduct rules that are used for in-person classrooms instruction also apply for virtual/online classrooms. Students are prohibited from any unauthorized recording, dissemination, or publication of any academic presentation, including any online classroom instruction, for any commercial purpose. In addition, students may not record or use virtual/online instruction in any manner that would violate copyright law. Students are to use all online/virtual instruction exclusively for the educational purpose of the online class in which the instruction is being provided. Students may not re-record any online recordings or post any online recordings on any other format (e.g., electronic, video, social media, audio recording, web page, internet, hard paper copy, etc.) for any purpose without the explicit written permission of the faculty member providing the instruction. Exceptions for disability-related accommodations will be addressed by Services for Students with Disabilities (SSD) working in conjunction with the student and faculty member.

## **University and Classroom Policies:**

1. **Online Contact with the Instructor.** The best communication tool in this course is the Slack app. If you use Fresno State email, any email messages sent to the instructor **must include the course name (MCJ 128) and your last name** in the subject line to avoid having the message deleted as SPAM or eliminated by mistake. You can expect a response within 24 hours during the school week. We do not check email on weekends.
2. **Honor Code:** The Honor Code of the university states, “Members of the CSU Fresno academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities.” Students will produce their own work and will take responsibility for reporting academic dishonesty to the instructor or a campus official.
3. **Cheating and Plagiarism.** The university policy on cheating and plagiarism will be enforced. "Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so…[Cheating includes] any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means.” **Course assignments must be your own work**. Work in group assignments must be clearly credited for each team member. References to the work of others must be identified. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations)
4. **Plagiarism Detection:** The campus subscribes to the Turnitin plagiarism prevention service through Canvas, and you may need to submit written assignments to Turnitin. Student work will be used for plagiarism detection and for no other purpose. You may indicate in writing to the instructor that you refuse to participate in the plagiarism detection process, in which case the instructor can use other electronic means to verify the originality of your work. Turnitin Originality Reportswill be available for your viewing.
5. **Copyright policy:** Copyright laws and fair use policies protect the rights of those who have produced the material. The copy in this course has been provided for private study, scholarship, or research. Other uses may require permission from the copyright holder. The user of this work is responsible for adhering to copyright law of the U.S. (Title 17, U.S. Code). To help you familiarize yourself with copyright and fair use policies, the University encourages you to visit its [Copyright Web Page (http://libguides.csufresno.edu/copyright).](http://libguides.csufresno.edu/copyright) Canvas Course web sites contain material protected by copyrights held by the instructor, other individuals or institutions. Such material is used for educational purposes in accord with copyright law and/or with permission given by the owners of the original material. You may download one copy of the materials on any single computer for non-commercial, personal, or educational purposes only, provided that you (1) do not modify it, (2) use it only for the duration of this course, and (3) include both this notice and any copyright notice originally included with the material. Beyond this use, no material from the course web site may be copied, reproduced, republished, uploaded, posted, transmitted, or distributed in any way without the permission of the original copyright holder. The instructor assumes no responsibility for individuals who improperly use copyrighted material placed on the web site.
6. **Attendance:** Regular attendance is essential to your achieving the objectives of this course. Absences will be excused in accordance with APM 232: (<http://www.fresnostate.edu/academics/facultyaffairs/documents/apm/232.pdf>). All other absences will not be excused and will result in the reduction of the student’s attendance grade.
7. **Policy on Lateness.** Arriving late for class is disrespectful, disruptive and unprofessional. Students are expected to arrive on time for class and to stay until the end of class. Excessive tardiness will result in the reduction of the student’s attendance grade.
8. **Policy on Missed or Late Work.** Requests for extensions to assignment due dates must be made **IN WRITING,** **in advance** and approved by the instructor in order to be eligible for full credit. (Exceptions may be made for emergencies and very special circumstances.) A written request for extending an assignment due date must include: a status report describing completed and uncompleted work, an explanation of why the work will not be done when due, the requested revised due date. Unexcused work turned in late or after an extended deadline will receive an F.
9. **Adding and Dropping Classes:** Students are responsible for understanding the policies and procedures about the adding/dropping of classes, academic renewals, etc. Students can find more information on adding and dropping at<http://www.fresnostate.edu/studentaffairs/classschedule/registration/add-drop.html>.
10. **Students with Disabilities.** Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).
11. **Computers:** "At California State University, Fresno, computers and communications links to remote resources are recognized as being integral to the education and research experience. Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with all the recommended software. In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources."
12. **Disruptive Classroom Behavior.** You are expected to conduct yourself in a professional manner showing the utmost courtesy and respect to the instructor, guest speakers, visitors, and other students in the class. The intention for this class is to create a community of learners in a positive, insult-free zone. A student who is unable to conduct himself or herself in a courteous and respectful manner will be asked to remove himself or herself from the classroom. Removal from the class is a serious step that must be reported to the Vice President for Student Affairs. (See the university policy on “Disruptive Classroom Behavior” listed in the California State University, Fresno Schedule of Courses.)
13. **Policy on Electronic Devices.** Use of cell phones; tablets; radios; media player/recorders not related to course activities during class time is inappropriate and disruptive to the learning environment. Students using these devices inappropriately during class may be asked to leave, risk losing that day’s attendance points, and not being able to turn in assignments due that day, resulting in a deduction in points for late work. Cell phones and other communications devices are to be turned off and **out-of-sight** during production time (rehearsal and newscasts). If any such device is **seen by the instructor** during production, that student will receive an **automatic F** for his/her assigned role that day.
14. **For free tutoring on campus, contact the** [**Learning Center**](http://www.fresnostate.edu/learningcenter) (<http://fresnostate.edu/studentaffairs/lrc>) in the Collection Level (basement level) of the Henry Madden Library. You can reach them by phone at 559.278.3052.
15. **For free writing assistance** (even just to test out some ideas on a supportive audience), contact the [Writing Center](http://www.fresnostate.edu/artshum/writingcenter/) (http://www.fresnostate.edu/artshum/writingcenter/). You can drop in, make an appointment, or get an advance online consultation. Or you can join a small group for a semester and earn one credit. Phone them at 278-0334.
16. **Our campus has developed** [**SupportNet**](http://fresnostate.edu/studentaffairs/lrc/supportnet/) (<http://fresnostate.edu/studentaffairs/lrc/supportnet>) to connect students with specific campus resources promoting academic success. Students may be referred to it if you believe they need the services provided by SupportNet to succeed in your course.

**Disclaimer:** Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes will be posted in the **Announcements** area of the Canvas course Web site and by email to each student’s campus email account.

## **Course Schedule MCJ 128 Spring 2021**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Due by 11am**  | **Due by 1pm** | **In Class: 1-5** | **Assignment Due** **Next Class:** |
|  | **WEEK ONE: ZOOM** | **BOOT CAMP** |  |  |
| M1/25 |  11AM-1PM Watch FSFocus Newscast on your own.  | - Critique of FSFocus newscast due by 1pm. | -Introductions-Syllabus-Talk about FSFocus critiques-Lesson on Rundown-Log in to everything-Shoot a VOSOT | -VOSOT Script |
| W1/27 | \*if Bootcamp V/S is useable for a show, then #1V/S grade is exempt.  | -VOSOT Script | -Watch Mojo Videos-Social/Web lesson-Shooting Tips-Story Pitching-Edit VOSOT | -Social Foundation-Finish VOSOT -Write Bio |
|  | **WEEK TWO: ZOOM** | **BOOTCAMP** |  |  |
| M2/1 | -Social Foundation due-First Draft of Bio due  | -Watch VOSOTS | - Story Pitching-Scavenger Hunt | -Work on Scavenger Hunt-#1 Tweet -#1 PKG Story Pitch |
| W2/3 | - #1 Tweet Due | -Scavenger Hunt Videos-#1 PKG Story Pitch | -Watch Scavenger hunt videos-Story Pitch #1 | - Begin #1 PKG-Final draft of bio |
|  | **WEEK THREE** | **BOOTCAMP** |  |  |
| M2/8 | -Final draft of Bio Due  | -Give an update on your pkg  | - Producing- Produce a mini newscast-Learn about CNN | -Work on #1 PKG |
| W 2/10 |  | - #1 PKG script due | -Begin editing #1 PKG (once script is approved)  | -Complete #1 PKG-Write Web Story |
|  | **WEEK FOUR** | **BOOTCAMP** |  |  |
| **M****2/15** | **NO CLASS** | **PRESIDENTS DAY** |  | -Finish web story-Story pitch Show #1 |
| W2/17 | -PKG video approval-Pitch Show #1-Pkg Web story Due | -Completed PKG Due-Upload #1 PKG to youtube | - Dress for TV- How-To social - Promos- CNN VOSOT | -Story pitch Show #2 |
|  | **WEEK FIVE** | **BOOTCAMP** |  |  |
| M2/22 | -Pitch Show #2  |  | -Scripts Due W #1-Rehearsal Monday |  |
| W 2/24 |  |  | -Rehearsal Show #1-Prep for Monday Promo | -Video due Show #1-Scripts due Show #2-Pitch Show #3 |
|  | **WEEK SIX** |  |  |  |
| M3/1 | -Pitch Show #3 -Video due Show #1  | -Script Due Show #2 |  Promos  | -Prep for Show #1-Social promos -Web #1 due |
| W3/3  | -PKG to Youtube-Web #1 due | -Social links due-VO/VOSOTs due #1 | **LIVE SHOW #1** | -Critique Show #1-Video due Show #2-Script due Show #3-Pitch Show #4 |
|  | **WEEK SEVEN** |  |  |  |
| M3/8 | -Pitch Show #4-Video due Show #2 | -Critique Show #1-Script Due Show #3 | Promos | -Prep for Show #2 -Social promos-Web #2 due |
| W3/10  | -PKG to Youtube-Web #2 due | -Social links due-VO/VOSOTs due #2 | **LIVE SHOW #2** | -Critique Show #2-Video due Show #3-Script due Show #4-Pitch Show #5 |
|  | **WEEK EIGHT** |  |  |  |
| M3-15 | -Pitch Show #5 -Video due Show #3 | -Critique Show #2-Script Due Show #4 | Promos | -Prep for Show #3-Social promos -Web #3 Due |
| W3-17 | -PKG to Youtube-Web #3 due | -Social links due-VO/VOSOTs due #3 | **LIVE SHOW #3** | -Critique Show #3-Video due Show #4-Script due Show #5 -Pitch Show #6 |
|  | **WEEK NINE** |  |  |  |
| M3-22 | -Pitch Show #6-Video due Show #4 | -Critique Show #3-Script Due Show #5 | Promos | -Prep for Show #4-Social promos -Web #4 due |
| W3/24 | -PKG to Youtube-Web #4 due  | -Social links due-VO/VOSOTs due #4 | **LIVE SHOW #4** | -Critique Show #4-Video due Show #5-Script due Show #6-Pitch Show #7 |
|  | SPRING BREAK  |  |  |  |
|  | **WEEK TEN** |  |  |  |
| M4/5 | -Pitch Show #7 -Video due Show #5 | -Critique Show #4-Script Due Show #6 | Promos | -Prep for Show #5-Social promos -Web #5 due |
| W4/7 | -PKG to Youtube-Web #5 due | -Social links due-VO/VOSOTs due #5 | **LIVE SHOW #5** | -Critique Show #5-Video due Show #6 -Script due Show #7 -Pitch Show #8 |
|  | **WEEK ELEVEN** |  |  |  |
| M4/12 | -Pitch Show #8-Video due Show #6 | -Critique Show #5-Script Due Show #7 | Promos | -Prep for Show #6-Social promos -Web #6 due |
| W 4/14 | -PKG to Youtube-Web #6 due  | -Social links due-VO/VOSOTs due #6 | **LIVE SHOW #6** | -Critique Show #6-Video due Show #7-Script due Show #8 |
|  | **WEEK TWELVE** |  |  |  |
| M4/19 | -Video due Show #7 | -Critique Show #6 | Promos | -Prep for Show #7-Social promos-Web #7 due |
| W4/21  | -PKG to Youtube-Web #7 due | -Social links due-VO/VOSOTs due #7 | **LIVE SHOW #7** |  -Critique Show #7-Video due Show #8 |
|  | **WEEK THIRTEEN** |  |  |  |
| M4/26 | -Video due Show #8 | -Critique Show #7-Script Due Show #8 |  | Prep for Show #8-Social promos  |
| W4/28  | -PKG to Youtube-Web #8 due | -Social links due-VO/VOSOTs due #8 | **LIVE SHOW #8** | -What do you need for your reel? -Plan re-shoots, stand-ups… |
|  | **WEEK FOURTEEN** | **LAST CLASS** |  |  |
| M5/3 | -go over websites | -Critique Show #8-Go over websites | -SHOOT/RECORD THINGS FOR REEL | -Get your website, reel, resume done  |
| W5/5 |  |  | **SHOW #9?** **SPANISH SHOW?**  |  |
|  | **FINAL** | **MAY 12-TH** | **1:15-3:15** |  |
| W5/12 | 1:15 - 3:15 P.M. |  | Present websites  |  |

Everyone is required to do 4 pkgs, 4 VO/SOTS and 4 VOS.

\*Each of these required stories must air on Fresno State Focus to receive credit.\*

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