

Production for Student Media

COMM2600 001

Instructor Information

Phone:

Email:

Office Location:

Office Hours

Communication Plan

I will respond to email within 24 - 48 hours during the work week.

I will try to respond on Slack ASAP (need to be sure to tag me).

The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Course Description

In this course students will apply and further develop their knowledge of media and journalism production through learning modules. Production skills will also be further developed through selected production modules. Students will create content for The Globe news, Express TV news, RadioSLCC, and the Student Media Center's social media outlets.

Prereq: COMM 1130, and COMM 1560 or COMM 2200 (can be taken concurrently)

Semester: Fall & Spring

Course Prerequisites

COMM 2600 is the capstone course in the Journalism and Digital Media and Video Radio Production programs. Therefore it is highly recommended that it is taken in your final semester in either of those programs.

COMM 1130 - Journalism and Media Writing is a required prerequisite.

COMM 2200 and/or COMM 1560 are highly recommended to be taken before taking COMM 2600, but may be taken concurrently.

COMM 2250 is a great class to take in the same semester.

Optional Materials

- If you still have your book from 1130 that is helpful.
- AP Style Book
- SD card (especially if you want to do TV)
- Flash drive or external hard drive

Course Student Learning Outcomes

- Demonstrate a basic knowledge of production work-flow for radio, television, news writing, and social media.
- Demonstrate entry-level professional skills in media content creation, including news value, research, interviewing, and distribution.
- Demonstrate technical proficiency in producing content for radio, television, news writing, and social media, including organization and structure, format and style.
- Demonstrate media writing proficiency script/story writing, editing, critique and reflection.

Brief Description of Assignments/Exams

Learning Modules: Learning modules will help you learn more about TV, radio, news writing, and social media through a combination of required and elective modules. All learning modules include readings/videos, at least one quiz, and hands-on practice assignments.

Required Modules: Students will complete all of the required learning modules before moving on to elective modules.

All: storytelling and converged workflow

TV: Producer

Radio: Producer

News writing: editing and online and broadcast writing

Social Media: overview

Emphasis Specific Modules: Pick one area of emphasis and complete the required learning module (and required production assignments).

TV: news packages (VO/VOSOT/PKG) **Radio:** news/weather/traffic **News writing:** headline and tease writing

Optional Learning Modules: Some production assignments require a learning module to be done before credit can be earned for the production assignment. Students may also choose to do more learning modules in place of a weekly production assignment. Optional Learning Modules can be completed regardless of chosen emphasis.

TV: news packages (VO/VOSOT/PKG), on-cam talent, ENG camera operation, and editing. **Radio:** news/weather/traffic, voice tracking, conversion podcasting **News writing:** Headline and tease writing, assistant editor, feature writing, beat writing, multimedia online news package

Production Assignments: Production Assignments will be done each week to create content for The Globe, Globe News, RadioSLCC, or the Student Media Center social media platforms. Around the middle of the semester students will be required to

complete at least one production assignment each week and earn an average of 120 points per week. To earn the needed 120 points students may need to do multiple production assignments in a given week. Producer and Editor assignments will be scheduled out within the first half of the semester. Each emphasis area has two required production assignments. *Some production assignments require a learning module to be completed before credit can be earned for the production assignment. Learning modules done in addition to the required learning modules will count as a weekly production assignment.

Emphasis Specific Required Production Assignments: Pick one area of emphasis and complete the required production assignments (and required learning module).

TV: Globe News Producer & Sequence Editing

Radio: SLCC Live Producer & Voice Tracking

News writing: Assistant Editor & Write an Online Article

Example Weekly Production Assignment Choices:

TV: Globe News producer, Photog/B-roll, VOSOT, VO, PKG, *on-cam talent, practicum

Radio: Show producer, on-air talent, news/weather/traffic, *voice tracking, sports segment, *conversion podcasting, weekly show, practicum

News writing: weekly online story, *arts and entertainment feature, *long-form feature, assistant editing, *sports feature, *headline/tease writing, copy editing (print, radio, TV), *multimedia online news package (SLCC Talks)

Social media: digital news story, platform specific (FB/Twitter/IG), Live social media coverage

Final Production/Article: In place of a final exam students will work together and with other classes to produce a final long format show or write an article with digital content for The Globe.

Assessment Weights

Required Learning Assignments	25%
Required Emphasis Assignments	20%
Weekly Production Assignments	25%
Weekly Critique/Participation/Attendance	15%
Final Show/Story	15%
TOTAL	100%

Grading Scale

95-100% = A	80-83% = B-	67-69% = D+
90-94% = A-	77-79% = C+	64-66% = D
87-89% = B+	74-76% = C	60-63% = D-
84-86% = B	70-73% = C-	Below 60 = E

Late Work Policy

First six - seven weeks of class

This course is fairly intense during the first six weeks. Keeping caught up on work will help you to not feel overwhelmed. The goal of the first half is learning/reviewing the concepts we will be using for the rest of the semester, so getting the work done is very important. All assignments in the first half have a five-day grace period from the due date (with the exception of the Converged Media Presentation). Work not turned in within the grace period will be downgraded 30% but will still be accepted. In addition, assignments (not quizzes or the presentation) from the first six weeks can be resubmitted for a higher grade as long as it was turned in before the close date. Again, the goal is to learn the concepts. If you find after receiving feedback that you have a better understanding of the concepts and would like to demonstrate it, just let me know and I will re-open the assignment. Re-submitted assignments will not be subject to the 30% grade reduction as long as they were on time originally. If they were late originally, they can still be re-submitted but will still be subject to the grade reduction. No re-submissions are accepted after we are into the production phase of the course.

Weekly production phase of class

The media production industry is a deadline driven industry. To help prepare you to work in this industry you need to meet all deadlines for weekly choice and required production assignments. In addition, this class relies on the content from your assignments to create weekly shows and a newspaper. Once the show/paper is produced for that week, we move on to the next one. Therefore, the course does not allow time to be making up work and trying to play catch up once we are in the production phase of this course. Work that is not ready for the weekly show or paper it was intended to be used in is not accepted for that week. There is a five day grace period to get everything submitted in Canvas, but if it was not ready on-time then, again, it will not count towards your points or assignment for that week. If you are able to shift any required assignments to another week, they will be subject to the 30% grade reduction. Depending on the assignment/content it may not be accepted for credit at all if the due date/time is missed.

Illness/Extenuating Circumstances

Illness or extenuating circumstances related accommodations will be made on a case-by-case basis, please contact me to make arrangements. Please be prepared with a plan to make up any work, dates by which you will complete work and to provide documentation if you do not want to incur the 30% grade reduction on assignments.

No late work is accepted in this course after the final day of regular classes, Dec 5. Late work is given lowest priority in the grading cycle.

Attendance Policy

Attendance and active participation during class contribute to your success. Your involvement in this course is valuable to me and the rest of the class. Prior to class, complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class.

There are many things that we do in this class that you will be unable to participate in if you are not in class. Production work and planning requires us to work together and to do the work together during class time. You may miss opportunities or not be able to fully participate if you are not in class.

Attendance is taken each day at the beginning of class and does contribute to your grade. Students arriving more than 10 minutes late or leaving before instruction is

completed for the class period will be marked late. Accommodations for attending class via Zoom can be made for illness. Please stay home if you are sick or experiencing any symptoms. I will work with you to have access to course materials. For any absence, you are still **responsible** for getting the missed course material via Canvas or Zoom, contacting classmates for notes and getting assignments turned in (I can work with you on deadlines for illness related absences but you must contact me about it). It is easiest for me to make accommodations if you let me know in advance if you are going to miss class and need me to have a Zoom session active/recorded for the class. Zoom sessions are only available/recorded by request.

Lab Policy

The course allows you access to the Communication Department open lab (1-054) and editing bays. Editing bays may be accessed in 1-054 from TBA. This course also allows you to check out equipment from the Communication Department Equipment room, the policy for checkout and edit bays will be reviewed in class before you may start checking out equipment.

Transfer/Certification/Licensure/Employment Information

The Communication department at SLCC has worked to create excellent transfer agreements with other USHE schools. Please visit [this website](#) to see the transfer agreements.

Your instructor has personally worked on all of these agreements, so if you have any questions, please feel free to talk to me about transfer.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

How to Navigate to Canvas

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Assistant Editing	Assignment	80
	Beat Writing for The Globe	Assignment	400
	Conversion Podcasting	Assignment	25
	Copy Editing (Print, Radio, TV)	Assignment	50
	Digital News Story	Assignment	35
	Facebook Live Technical (camera and audio) for SLCC Live!	Assignment	25
	Globe News On-Camera Talent	Assignment	25
	Headline/Teases	Assignment	70
	Live posting on X for the SLCC Live! show	Assignment	120
	Long form Feature	Assignment	120
	Multimedia SOS News Story	Assignment	130
	News/Weather/Traffic (On-Air)	Assignment	110
	Personal Weekly Radio Show	Assignment	80

Due Date	Assignment Name	Assignment Type	Points
	Photog/B-Roll	Assignment	55
	Platform Specific Content: Facebook SMC	Assignment	19
	Platform Specific Content: Instagram SMC	Assignment	29
	Platform Specific Content: X SMC (Can also be used for Threads)	Assignment	19
	Radio Practicum	Assignment	25
	Radio SLCC News Break	Assignment	50
	Researched Opinion Article	Assignment	75
	Roll Call Attendance	Assignment	100
	SLCC Live On-Air Talent	Assignment	45
	Sports Feature	Assignment	100
	Television Practicum	Assignment	25
	TV News Package	Assignment	160
	VO	Assignment	70
	Voice Tracking Weekly Choice Assignment	Assignment	80
	VOSOT	Assignment	130

Due Date	Assignment Name	Assignment Type	Points
	Weekly Online Story for The Globe	Assignment	100
	What's Happening Promo	Assignment	45
8/27	Converged Workflow Hands-On Practice - Required for all	Assignment	15
8/27	Storytelling Hands-on Practice - Required for everyone	Assignment	55
8/30	Converged Workflow Quiz - Required for all	Quiz	13
8/30	News/Editing/Online Quiz - Required for all	Quiz	11
8/30	Storytelling Quiz - Required for everyone	Quiz	26
9/3	Online news writing Hands-on Practice - Required for all	Assignment	100
9/4	Editing In-class activity with checklist	Assignment	45
9/6	News/Weather/Traffic Quiz-Required for all	Quiz	13
9/8	Broadcast news writing hands-on practice - Radio - Required for everyone	Assignment	40

Due Date	Assignment Name	Assignment Type	Points
9/10	Broadcast news writing hands-on practice - TV - Required for everyone	Assignment	65
9/11	Shooting Sequences - In-class activity - Required for all	Assignment	15
9/13	On-Camera Quiz - Required before you can earn points for on-cam talent	Quiz	7
9/13	Converged Media Presentation Part A (Identify Media) - Required for everyone	Assignment	5
9/20	Guest Speaker Reflection - Optional	Assignment	20
9/22	On Camera Practice and Critique - Required to complete before you can earn points for on-cam work	Assignment	20
9/22	Radio Producer Hands-On Practice Part A - Required for everyone	Assignment	60
9/27	Benchmark Bit Survey	Quiz	0

Due Date	Assignment Name	Assignment Type	Points
9/27	Social Media Quiz - Required for everyone	Quiz	11
9/27	TV and Radio Producer Quiz - Required for everyone	Quiz	20
9/27	TV Producer Hands-On Practice Part A - Required for everyone	Assignment	30
9/29	Social Media Hands-On Practice - Required for everyone	Assignment	29
10/1	Converged Media Presentation Part B- Required for everyone	Assignment	100
10/1	TV Producer Hands-On Practice Part B - Required for everyone	Assignment	60
10/9	Facebook Live Commenting during SLCC Live!	Assignment	6
10/11	Multimedia Online News Package Quiz	Quiz	5
10/14	Weekly Critique Participation - Oct. 14	Discussion	8

Due Date	Assignment Name	Assignment Type	Points
10/21	Weekly Critique Participation - Oct. 21	Discussion	8
10/28	Weekly Critique Participation - Oct. 28	Discussion	8
11/4	Weekly Critique Participation - Nov. 4	Discussion	8
11/11	Weekly Critique Participation - Nov. 11	Discussion	8
11/18	Weekly Critique Participation - Nov. 18	Discussion	8
11/20	Optional Weekly Points Tracking Extra Points - Nov. 20	Assignment	0
11/20	Weekly Assignment Choices Points Tracking - Nov. 20	Assignment	120
11/25	Weekly Critique Participation - Nov. 25	Discussion	8
11/27	TV Station Tour - Extra Points - Optional	Assignment	20
12/10	Finals Extra Points - Outside of your emphasis area	Assignment	0