

Georgia Southern University  
 College of Liberal Arts and Social Sciences  
 Department of Communication Arts – Spring 2020  
 MMJ - 4190 - Converged News Production  
 Sanford Hall 2021 MW 4:00pm-5:15pm

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 Office hours: MW 1:30-3:30 or by appointment.

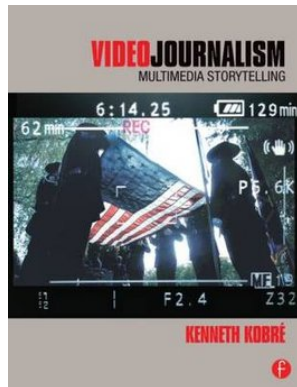
# Converged News Production:

## Course Description:

This is a lab-based course providing students a hands-on experience producing video and audio news content for distribution through university-based media outlets and on the Internet. MMJ majors must complete a minimum of two semesters of work in the course, with the first semester equating to one hour of course credit, and the second semester equating to two hours. Prerequisite(s): A minimum grade of "C" in MMFP 3331 and MMJ 3231 and MMJ 3331.

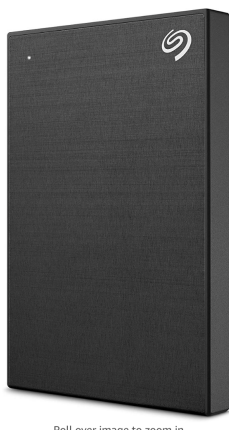
You will begin to work in a professional media organization creating work that will air publicly on the university website. This is an opportunity for you to gain extensive hands-on production experience in a real-world environment.

## Course Material:



## Text: Videojournalism: Multimedia Storytelling by Kenneth Kobre

**YOU MUST HAVE: An external drive** to maintain and transport your video. NO FLASH DRIVES will be allowed. Recommended: 1TB drive capable of being partitioned. FAILURE TO present a drive by the first newscast will result in a letter grade deduction on your pkg/web story. The drive needs to be partitioned for both Mac and PC.



Seagate Backup Plus Slim  
 1TB External Hard Drive  
 Portable HDD – Black USB  
 3.0 for PC Laptop and  
 Mac, 1 year Mylio Create,  
 2 Months Adobe CC  
 Photography  
 (STHN1000400)

by Seagate  
 ★★★★★ 993 ratings  
 | 239 answered questions

Amazon's Choice for "seagate backup ..."

List Price: \$59.99  
 Price: **\$49.99 & FREE Shipping.**  
[Details & FREE Returns](#)

You Save: **\$10.00 (17%)**

Free Amazon tech support included

Capacity: 1TB

1TB 2TB 4TB 5TB

**OVERALL GOAL:**

This course will provide you with a structured, realistic, challenging and enjoyable video production experience. It will allow you to build a high-quality production portfolio for internship and job placement following graduation if you so choose.

**INDIVIDUAL GOALS:**

- 1.) This class will give you the best opportunity to showcase your talent to a potential employer for either an internship or paid position.
- 2.) You will explore the various roles in broadcast media with the intention to understand your interests and your strengths.
- 3.) You will learn the fundamentals of Electronic News Gathering, News Editorial, TV News Writing, Video Editing and Broadcast Performance.
- 4.) You will be treated like a professional and will be expected to act like one.

**Course Objectives:**

1. You will be working in a simulated professional broadcast news and television production organization. Your work will air publicly on a website.
2. It will be an opportunity for you to get extensive hands-on production experience.
3. You will feel the real life pressure of producing media on a deadline.
4. Your work will be an important part of the organization and you will be an integral part of your team.
5. You will be treated like a professional and will be expected to act like one.

***The Professional Television News Organization***

We will be creating newscasts and online news. You will be an important part of teams producing news.

All of you will have the opportunity to be on-air. On-air talent must dress according to the situation. There are moments when, as a news organization, we must respond to the demands of an unusual event or time table. Every crew member will have a complete "call list" of everyone's e-mail and phone number. This is only in case of an emergency or when a "news worthy" event occurs on campus.



**Proper dress will be required if you appear on-air. No excuses. Be prepared.**



**In the studio: Male talent wear suit and ties (head to toe professional appearance. Female talent must wear a dress or pant suit.**

**In the field: Male talent can wear a suit and tie.**

**Minimum requirement: Business slacks, dress shirt and tie. (No jeans, shorts or t-shirts)**

**Female talent may wear a dress, pant suit, blouse/skirt, and blouse/slacks. (No jeans, shorts or t-shirts)**

**Exceptions: Foul Weather or story restriction...you must ask your producer or the executive producer if you may wear alternative clothing.**

**Failure to appear in proper attire will result in 2 points off your cumulative grade.**

### HOW TO GET A GOOD GRADE -

Show **effort!** You will be given a grade on your effort for each piece of work you accomplish.

**Teamwork:** Your ability to contribute within a team setting is essential. Like real life, you will work with people you may not agree with. This is part of your grade. You must get along with others. All members of your team will have the opportunity to evaluate your contribution and effort. Those evaluations will be a part of your grade.

Mastering **deadlines** is paramount! As we like to say, it is better to be done than late. No material will be accepted after the deadline! It is a firm and fast rule of every media organization to deliver on time! Missing a deadline will be equivalent to a 0 grade for that assignment.

**Improving** your skills throughout the semester will give you a better chance at a good grade. Consider this class as training camp and you are a rookie. We all have some skill that needs to improve. You will be asked to acknowledge your weaknesses and improve. Working hard and trying to improve will insure you receive the best grades. Just like in the real world.



**GRADES:** There would be nothing better than all the students in this class receive an A. It can happen. As in the real world, find your niche and do it well. Work hard and you will be rewarded. Not all of us can be on camera, but some of us can operate a camera as a journalist and become the most important part of the team. Not all of us can write a news story well, but some of us can perfectly edit a video under deadline and save the day. You will be expected to excel and improve in the areas you feel you need to learn to further your career. If you show you are proficient at one skill and are working hard on your weaker skills you will receive a complementary grade.

### Course Guidelines:

1. Excused absences must have medical documentation or prior approval by the instructor.
2. Check folio often for announcements.
3. Keep copies of your work for future classes.
4. You will be held financially responsible for any damage to university equipment.
5. I try to check email during my office hours. See me at the end of class or during office hours.
6. **No food or drink is allowed in the studio, control room or classroom.**
7. You will be asked to leave the class if you disregard the Communication Arts departmental policies.  
(see policies below)

Jan 13	Jan 14	Jan 15	Jan 16
<b>Syllabus</b> Overview/Attendance Why this class? Telling Stories.  ASSIGNMENT #1 5 shot story #1  Read: Chapters 4&5  TV Watching assignments begin:		<b>Camera Basics:</b> Visual journalism. Camera operation.  Due: Assignment #1 Critique in class  ASSIGNMENT #2 5 Shot story #2  Read: Chapter 6	

<p>Jan 20</p> <p>MLK DAY No Class</p>	<p>Jan 21</p> <p><i>2 Quizzes Due: By 11:59pm</i></p> <p>Read Chapters 7&amp;11</p>	<p>Jan 22</p> <p><b>Light/Camera exposure and Handling. Introduction to the video cameras.</b></p> <p>Due: Assignment #2 Critique in class</p> <p>Assignment: Interview and Lighting #1</p> <p>Shooting in proper exposure.</p>	<p>Jan 23</p>
<p>Jan 27</p> <p><b>Interviewing and Lighting</b></p> <p>Due: Interview and lighting #1 Critique in class</p> <p>Assignment: Interview and Lighting #2 Shooting and lighting interviews</p> <p>Read Chapters 8 &amp; 9 &amp; 13</p>	<p>Jan 28</p> <p><i>1 Quiz Due: By 11:59</i></p>	<p>Jan 29</p> <p><b>Recording Audio:</b> Audio basics for the MMJ.</p> <p>Due: Interview and lighting #2 Critique in class</p> <p>Assignment: Audio Story #1</p>	<p>Jan 30</p>
<p>Feb 3</p> <p><b>Combining Audio and Video The photo-pak</b></p> <p>Due: Audio Story #1 Critique in class</p> <p>Assignment: Audio Story #2 Read Chapter 10 &amp; 12</p>	<p>Feb 4</p> <p><i>3 Quizzes Due: By 11:59</i></p>	<p>Feb 5</p> <p><b>Shooting sequences:</b></p> <p>Due: Audio Story #2 Critique in class</p> <p>Assignment: Sequence #1</p>	<p>Feb 6</p>
<p>Feb 10</p> <p><b>Reinforcing the sequence:</b></p> <p>Due: Sequence #1 Critique in Class</p> <p>Assignment: Sequence #2 Read Chapters 14 &amp; 15</p>	<p>Feb 11</p> <p><i>2 Quizzes Due: By 11:59</i></p>	<p>Feb 12</p> <p><b>PRODUCING FOR TV</b></p> <p>Due: Sequence #2 Critique in Class</p> <p><b>Rundown, Facebook, Instagram, Tik Tok accounts.</b></p>	<p>Feb 13</p>

Feb 17 <b>WRITING FOR TV</b> Assignment: Script #1		Feb 18	Feb. 19 <b>Producing Workshop</b> <b>RUNDOWN CREATOR</b>  Due: Script #1  Assignment <b>Script #2</b>	Feb 20 2 Quizzes due by 11:59 <b>LAST CHANCE TO MAKE UP QUIZZES</b>	
Feb 24 <i>MID - TERM EXAM</i> <i>CAMERA</i> <i>EXAM #1</i>  <i>Liveness -</i>		Feb. 25	Feb. 26 Editorial meeting #1  DUE: Script #2	Feb. 27	
Mar. 2 Newscast #1		Mar. 3 Office Hours Podcast Production #1	Mar. 4 Post-mortem and critique. Editorial meeting #2	Mar. 5	Mar. 6 Podcast Posted on Instagram and Facebook
Mar. 9 Newscast #2		Mar. 10 Office Hours Podcast Production #2	Mar. 11 Post-mortem and critique. Editorial meeting #3	Mar. 12	Mar. 13 Podcast Posted on Instagram and Facebook
Mar. 16 Newscast #3		Mar. 17 Professor Cummings unavailable.	Mar. 18 Post-Mortem and critique. Editorial meeting #4	Mar. 19 Office Hours Podcast Production #3	Mar. 20 Podcast Posted on Instagram and Facebook
Mar 23 Newscast #4		Mar 24 Office Hours Podcast Production #4	Mar 25 Post-Mortem and critique. Editorial meeting #5	Mar 26	Mar. 27 Podcast Posted on Instagram and Facebook
Mar. 30 Newscast #5		Mar. 31 Office Hours Podcast Production #5	Apr. 1 Post-Mortem and critique. Editorial meeting #6	Apr. 2	Apr. 3 Podcast Posted on Instagram and Facebook
April 4 MMJ for a Day Newscast #6	Apr. 6 <b>Camera Exam #2</b>	April 7 Office Hours Podcast Production #6	April 8 Editorial meeting #7	Apr. 9	Apr. 10 Podcast Posted on Instagram and Facebook

April 13 Spring Break	April 14 SPRING BREAK	April 15 SPRING BREAK	April 16 SPRING BREAK	April 17 SPRING BREAK
April 20 Newscast #7	April 21 Office Hours Podcast Production #7	April 22 Post-Mortem and critique. Editorial meeting #7	April 23	April 24 Podcast Posted on Instagram and Facebook
April 27 Newscast #8	April 28 Office Hours Podcast Production #8	April 29 Post-Mortem and critique. Editorial meeting #8	April 30	May 1 Podcast Posted on Instagram and Facebook
May 4	May 5	May 6  <b>FINAL EXAM 3:00 – 5:00PM</b>	May 7	May 8

\* This schedule is tentative and dependent on whether the teams are able to produce an “airable” and “professional” product.

Grades will not be given via email or telephone. It is not the Department’s policy to post any student grades at any time during, or at the conclusion of, the semester. You can follow your grades on Folio.

The Department adheres to the definitions of grades as found in the Georgia Southern University Undergraduate Catalog 2014-2015 (p. 54). Individual instructors may articulate other grading standards.



## Course Policies

### Cell Phone/Smart Phone and Electronics Policy

Students in Communication Arts classes are expected to demonstrate professional behaviors with their use of electronic devices in the classroom. **The use of cell phones/smart phones, tablets and/or laptops to text, email or surf the Internet during class and/or assessments is banned except as directed or allowed by the instructor.**

- To assist in *your* learning the material for the course, you must be engaged in the class.
- Use of these electronic devices for outside activities during your class is disrespectful to both the professor and your peers.
- All devices must be turned to silent or vibrate for the duration of the class period.
- If you are expecting an emergency phone call, speak to your professor prior to class. If you receive that call during class, you will leave the room to answer it.

Students with documented permission (from the SDRC) may use laptops and/or tablets in the classroom for note taking.

- In these cases students must disable the wireless capabilities of the device.
- Students may not post these recordings/videos to the Internet and/or share them with other students.

Failure to adhere to the policies set forth by your professor may result in referral to the Office of Student Conduct, which may, in turn, result in sanctions under the Student Conduct Code as well as academic penalties. Each professor may have a more strict policy regarding the use of cell phones/smart phones and electronics in a specific course or in his/her classroom.

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**IN THIS CLASS...CELL PHONES ARE PROHIBITED during PRODUCTION...THEY MUST BE TURNED OFF...NOT VIBRATE, NOT SILENCED: OFF!**

If your phone goes off, 50 points will be deducted from your grade.

**Email:** Outside Classroom Communication (from the student conduct code, p. 9):

“Georgia Southern University considers Electronic Communication an official method of communication. The University recognizes that it allows and promotes timely delivery of information to our students and assists us in achieving our strategic objective of linking students and faculty members and fellow students and staff. Students can expect important notices about deadlines, upcoming events, and other information to be sent electronically to their email accounts. Students are expected to regularly check their accounts for activity.”

**Classroom Etiquette/Civility (from the student conduct code, p. 19):**

“A student-centered university conveys high expectations for appropriate behavior and is designed to assist students in the development of an informed set of values, ethics, and beliefs. It fosters a climate that promotes civility and respect.

Georgia Southern University students are expected to engage in behaviors that are consistent with the attainment of academic integrity and moral values. As members of the campus community, students are encouraged to actively support:

1. Ethical behavior in all aspects of University and community living;
2. Civil discourse among all members of the campus community, treating each student with dignity and respect regardless of personal differences."

Students are expected to communicate in a civil manner in their academic interaction at all times, both in and out of the classroom. This means that interactions are to be carried out in a polite, courteous, and dignified manner, which is respectful and understanding toward both peers and professors. Failure to behave in a civil manner may result in disciplinary actions as described by the Student Conduct Code."

### **Honor Code (from the student conduct code, p. 52):**

"The Georgia Southern University Honor Code states: 'I will be academically honest in all of my course work and will not tolerate the academic dishonesty of others.'"

### **Academic Dishonesty and Plagiarism: (Department of Communication):**

"Cheating, in its multitude of forms, is a serious offense to the University and compromises the learning process of the violators and their classmates. Ultimately, the reputation of the institution is at risk. For these, reason, the Department expects students to understand the provision of the Student Conduct Code that addresses academic dishonesty and the penalties for it, and the conduct themselves with integrity in their academic efforts. To that end, students are expected to follow both the letter and the spirit of academic honesty and to consult beforehand with their instructors whenever those ethical standards are even remotely at risk." You are expected to produce your own work. Academic dishonesty includes: plagiarism, allowing someone else to produce your work, turning in another person's work as your own, turning in the same assignment for more than one class, and cheating of any kind. Any act of plagiarism will be reported to the Office of Judicial Affairs. First time offenders will receive the grade of zero for the assignment, will be required to repeat the assignment – which will still be graded as a zero, and the final class grade will be lowered by one letter grade. Second (or more) time offenders will automatically fail this class. There are absolutely no exceptions.

### **Responsibility and Accountability**

The Department considers students to be individuals who are responsible for their own behaviors. Students are expected to make decisions with an awareness of the consequences which will most likely result from these decisions. Decision-making without considering the resulting consequences is not justifiable behavior if the consequences put the student's academic efforts at risk, in other words, if you enroll in a class, you are obligated to meet the responsibilities of the class, regardless of other commitments, including work, family, and other class obligations.

### **Attendance**

It is the Department's policy that any student who misses twenty-five percent (25%) or more of the scheduled class days, for any reason, will receive a failing grade for the course. All days when a student is not present will be counted as an absence. Individual instructors may impose stricter attendance policies. Instructors are not responsible for reminding students about their total absences.



In the event of student illness, injury, or extenuating circumstances, the DOS office will notify professors at his or her request. However, a student notification is not an excuse for missing class. The University does not issue excuses to students for class absences. For more information, please call **(912) GSU-DEAN (912-478-3326)**.

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### **Students with Disabilities**

**(912) 871-1566 or TDD 681-0666**

Georgia Southern is an Equal Opportunity and Affirmative Action institution committed to providing reasonable accommodations for any person with a disability who meets the definition of disabled described in the Americans with Disabilities Act. Students requiring academic accommodation should contact the Director of the Student Disability Resource Center for assistance at (912) 871-1566 pr TDD 681-0666. Additional information on the SDRC is available on the Georgia Southern home page, the SDRC website, and the Policy Manual.

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### **Accommodations (faculty and student handbooks):**

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**The syllabus is subject to change without notification.**

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