**MCM 495**  
**News Field Experience**  
**Department of Mass Communication**  
**Spring 2016**

**Instructor:** Dr. John Hendricks  
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**Phone:** 468-4001  
**E-mail:** jhendricks@sfasu.edu  
**Monday-Thursday thru July 311:30-12:20**  
**Other times by appointment**

**COURSE DESCRIPTION:** 3 semester hours. Independent investigation of a special topic or project by the student with advice, approval and supervision of an instructor.

**PREREQUISITES:** Advanced Standing and approval by Dean (see http://www2.sfasu.edu/iaa/FacStaff/IndependentStudy.doc)

The purpose of this course is to
1. further explore skills or issues in various media production roles
2. learn more about media communication through experience
3. produce work for public exhibition/examination or academic study

The student will work either independently in this course or under a faculty member or professional.

**PROGRAM LEARNING OUTCOMES (PLOs-Mass Media Major):**
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

**RADIO/TV CONCENTRATION (SLOs):**
1. Develop technical and creative skills necessary for the production and airing of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure, recognize standard production elements, and critically analyze their application.
3. Familiarize students with standard and evolving terminology utilized within the broadcast field.

**PROGRAM LEARNING OUTCOMES: (Radio-TV Majors)**
1. The student will demonstrate knowledge and ability to produce a basic program for broadcast.
2. The student will demonstrate the ability to recognize Broadcast program structure elements and critically analyze them.
3. The student will be able to prepare effective presentations as utilized in the industry.
4. The student will display comprehension of the terminology used in the discipline.
5. The student majoring in Radio/TV with a concentration in News will be able to recognize what constitutes sound news judgment and be able to apply that knowledge in preparing, evaluating and selecting news stories.

STUDENT LEARNING OUTCOMES:
Students will
1. create effective media messages for broadcast or other release.
2. develop an understanding of and to experience the process for preparing, organizing and producing a television documentary.
3. experience the process of writing a story outline, preparing shot lists and other steps of production planning.
4. develop further the student's ability to gather images in the field along with relevant audio
5. develop further the student's ability in the area of editing.

ACADEMIC DISHONESTY: Students in this course are expected to uphold the highest standards of academic honesty. Specific information about the academic integrity policy (A-9.1) including possible penalties for cheating and plagiarism in this course can be found at http://www.sfasu.edu/upp/pap/academic%5Faffairs/academic%5Fintegrity.html
Last Revision: January 29, 2008: Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Definition of Academic Dishonesty: includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Procedure: A faculty member who has evidence and/or suspects that academic dishonesty has occurred shall gather all pertinent information, approach the student or students involved, and initiate the following procedure. The faculty member shall review all evidence of cheating or plagiarism and discuss it directly with the student(s) involved. After hearing the student(s)' explanation or defense, the faculty member will determine whether or not academic dishonesty has occurred and will decide what penalty will be imposed. The faculty member will consult with his/her academic chair/director & dean in
making these decisions. Penalties may include reprimand or no credit for the assignment or exam, or re-submission of the paper, or make-up exam, or failure of the course. After a determination of academic dishonesty, the faculty member shall notify the office of the dean of the student's major by submitting a Report of Academic Dishonesty form, along with supporting documentation as noted on the form. This report shall be made part of the student's record and shall remain on file with the dean's office for at least four years. The faculty member shall also inform the student of the appeals process available to all SFA students. (Academic Appeals by Students, policy A-2). Upon second or subsequent offenses, the dean of the student's major will determine a course of action. Actions may include referring the case to the college council for review and recommendations.

The Student File: A student's file on academic dishonesty will not be available to faculty members. The purpose of the file is for the dean to track a pattern of multiple cases of academic dishonesty during a student's academic career at Stephen F. Austin State University. Students who are found to have demonstrated academic dishonesty and have withdrawn prior to the award of a grade will continue to have the determination of the infraction within their student records.

Appeals: A student who wishes to appeal decisions related to academic integrity follows procedures outlined in Academic Appeals of Students, policy A-2. Cross Reference: Student Handbook; Academic Appeals by Students, Policy A-2

Students with Disabilities: To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Withheld Grades Semester Grades Policy (A-54): Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

ASSIGNMENTS AND GRADING: The student is expected to produce significant product as agreed upon with the College approval form & the contract. The student is expected to complete all assignments as per the organization Actuality Media. Upon completion the student will turn into the instructor:

1. 5-7 reporter stand-ups
2. 2-3 partial anchor reads
3. Completed reporter packages
4. Professional slate with photography
**Schedule Application**

**January 06, 2016**

**Study Overview**
At the end of the 2016 Spring Semester Mass Communication student, Hunter Sowards, will have worked in combination with KLTV News team to improve news skills, learn from their staff, and create an online portfolio. Using resources from the SFASU Mass Communication Department and under the supervision of staff from the university a schedule will be set to determine when the appropriate projects will be completed. An available anchor or reporter at KLTV will provide guidance, feedback, and professional criticism to give Hunter Sowards valuable experience outside of the traditional classroom setting.

**Application of Schedule**
The following dates of meetings with KLTV News Team are subject to change. The (*) means these are tentative to when anchors and or reporters are available and are subject to change depending on their schedules. It is possible that more dates will be added throughout the year if possible.

<table>
<thead>
<tr>
<th>DATE:</th>
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<tr>
<td>1st Meeting with KLTV: (Jan. 27th)*</td>
<td>Initial meeting to meet and share the guidelines and expectations for the semester.</td>
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<tr>
<td>Week of Feb. 1st</td>
<td>Begin building first draft of stand-ups to be shown at the next meeting with KLTV</td>
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<tr>
<td>2nd Meeting with KLTV (Feb. 12th)*</td>
<td>Spending the day observing the day duties of the reporter or anchor. First draft of stand-ups shown and critiques made. Date set for when changes should be made.</td>
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<td>Week of Feb. 15th</td>
<td>This week will be spent taking the feedback from KLTV and applying it. This will also be the opportunity to work on the next step of the</td>
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<td>3rd Meeting with KLTV (Feb. 26th)*</td>
<td>Discuss expectations for the reporter package to be made as a first draft for the next meeting with KLTV.</td>
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<tr>
<td>Week of March 1st</td>
<td>Applying the expectations as well as building on all of the feedback and suggestions given. Reporter stand ups due- final.</td>
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<tr>
<td>4th Meeting with KLTV (March 11th)*</td>
<td>At this time a first draft of a reporter package could be shown to the anchor or reporter as well as more observation on their daily duties.</td>
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<tr>
<td>Week of March 14th</td>
<td>Filming, adding, and applying all feedback to the 2 other reporter packages that need to be completed at the end of the semester.</td>
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<tr>
<td>5th Meeting with KLTV (March 25)*</td>
<td>Gaining insight and experience spent observing and shadowing to continue applying to the reporter packages &amp; begin suggesting an anchor read to be recorded at SFA.</td>
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<tr>
<td>Week of March 28th</td>
<td>Work on script and begin producing content for short 1-2 minute anchor read to be filmed on campus of SFA.</td>
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<tr>
<td>6th Meeting with KLTV (April 8th)*</td>
<td>Opportunity to watch and observe anchoring and producing to apply to own short anchor read.</td>
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<tr>
<td>Week of April 11th</td>
<td>Finish editing, producing, and film anchor read- first draft.</td>
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<tr>
<td>7th Meeting with KLTV (April 22)*</td>
<td>Meet and show completed anchor read &amp; receive feedback to apply to following anchor read.</td>
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<tr>
<td>Week of April 25th</td>
<td>Film final anchor read and edit completed demo reel of the standups, packages, anchor reads.</td>
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<tr>
<td>8th Meeting with KLTV (May 6th)</td>
<td>Present final portfolio and receive any last feedback that needs to be applied to the portfolio.</td>
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<tr>
<td>SFASU FINALS WEEK May 9th</td>
<td>Present to professor overseeing the SFA Independent Study.</td>
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The following Projects will need to be submitted in completion by the week of May 9th, 2016.

- Completed professional online portfolio including the following items:
  - 5-7 reporter standups
  - 2-3 Partial Anchor reads
  - 3 completed reporter packages
  - Professional Slate with photography