Regent University Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a Biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

School of Communication & the Arts Mission Statement:
To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

**COURSE SYLLABUS**

**SCHOOL OF COMMUNICATION & THE ARTS**  
**DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM**

**JRN 633**  
**AUDIO-VIDEO PRODUCING AND REPORTING**  
**SPRING 2012**  
**COURSE TYPE: CAMPUS**

**MEETING LOCATION: TBA**  
**MEETING TIME: THURSDAYS 1:30 P.M. – 4:30 P.M.**

**COURSE INSTRUCTOR: MICHAEL PATRICK**

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
SECTION 1 – COURSE OVERVIEW

INSTRUCTOR INFORMATION:
Instructor: Michael Patrick
Telephone: 757.352.4970
Fax: none
E-mail: michpat@regent.edu
Office Hours: Thursday mornings 9 a.m. -12 noon
Office Location: Room 213
Best time to contact me: email me for appointments.

Welcome to JRN 633 Audio-Video Producing and Reporting. This is a hands-on lab-style course. We will study the craft of creating audio-video content in the field for distribution in broadcast, web and mobile platforms. Plan to come away from this course with production skills and samples of your work that will assist you in pursuing your calling.

SHORT BIO
Michael Patrick joined Regent University in 2002 after a media career that spanned more than 30 years. He has served as Dean for six years and Chair of Journalism for four years. He is now head of Journalism in the Journalism and Strategic Communication Department at the School of Communication and the Arts.

Dr. Patrick draws upon 30+ years of professional experience as a journalist and news executive in a variety of media organizations, including television, radio, newspapers and the Internet. He started in newspapers and radio, followed by many years in network television news.

As a vice-president and executive producer, Patrick directed and coordinated news coverage by domestic and international news bureaus. Among many professional associations, Patrick worked at CNN International and he helped found CBN News. He holds five degrees, including a Masters in Communication and a PhD in organizational leadership.

COURSE DESCRIPTION
Professional principles, aesthetics, ethics, and practices of journalistic audio-video reporting, producing, and field production, in order to apply journalistic principles studied in the classroom during field and project exercises.

Theme Scripture:
1 Inasmuch as many have undertaken to compile an account of the things accomplished among us, 2 just as they were handed down to us by those who from the beginning were eyewitnesses and servants of the word, 3 it seemed fitting for me
as well, having investigated everything carefully from the beginning, to write it out for you in consecutive order, most excellent Theophilus; 4 so that you may know the exact truth about the things you have been taught.—Luke 1:1-4:

INTEGRATION OF FAITH
This course finds the intersection of faith and professional practice in the conduct of the reporter and producer in the telling of truthful stories. A natural balance and expression is also evident in the interactions of students with people whose lives make up those stories.

SECTION 2 – COURSE EXPECTATIONS

COURSE OUTCOMES
Upon completion of this course, students should be able to:

1. Students will learn how to produce and report audio-video stories effectively at a professional-standards level for a variety of media platforms. These knowledge and skill sets will be assessed through assignments involving research, news-gathering, script-writing, individual and collaborative projects, field production and audio-video story packaging.

2. Students will gain both a theoretical and a professionally applied working knowledge of ethical, faith-based, editorial and journalistic issues that apply particularly in audio-video journalism. These knowledge and skill sets will be assessed through assignments involving research, news-gathering, script-writing, individual and collaborative projects, field production and audio-video story packaging.

3. Students will explore the integration of faith with the social, moral, ethical, and community impact of audio-video news-gathering and story-telling, and the redemptive role that news reporters and producers can play in transforming their communities. These knowledge and skill sets will be assessed through assignments involving research, news-gathering, script-writing, individual and collaborative projects, field production and audio-video story packaging.

REQUIRED MATERIALS
Students are responsible for acquiring the following books and materials for this course before the first class meeting:


- Students are strongly encouraged to complete the 1-credit hour version of the CTV Equipment Workshop, which facilitates access and use to audio-video equipment.
• Microsoft Office (Word, Excel, PowerPoint, etc.) version 2007 or later.

• The latest version of a web browser compatible with Blackboard and media players. For assistance, visit the links provided in the Helpful Resources section of the course in Blackboard or contact IT Helpdesk via their website, phone at 757-352-4076, or email helpdesk@regent.edu.

• Additional materials may be provided via Blackboard. Students are responsible for the information and materials distributed in class and on Blackboard (see “Use of Blackboard” below for more information).

• Understand and adhere to the Regent Honor Code found in the Student Handbook. A persistent link can also be found in Blackboard’s “RU Resources” tab.

Recommended Course Materials:

• Students are required to have regular access to computer based audio-video editing software. Students may use any audio-video editing software that will reliably edit video and audio for them. We recommend Adobe Premiere Elements 9. Check Amazon.com for easy manuals on how to edit in Adobe Premiere.

• Students are expected to have regular access to a computer that is fully capable of processing audio and video projects (See recommended minimum computer specifications @ http://www.regent.edu/it/helpdesk/document/standards.cfm

• A limited number of computers are also available on campus in the Computer Lab and in the Newsroom to assist students with completing assignments. A student should not plan on using these resources as the primary means of completing all of their assignments.

• The practice of excellent grammar and punctuation is expected in graduate study. I recommend that you purchase a solid grammar and punctuation reference to assist you in your writing. Mistakes in grammar and punctuation will incur assignment grade penalties, which are otherwise easily avoided.

• A working familiarity with the Library and its database resources online will be necessary for research purposes.

• The School provides all new students with an audio-video camera. Students may wish to augment their options by enrolling in the CTV Equipment Workshop (1 credit hour) which runs on a weekend early in the semester. That workshop provides the students with additional equipment resources for check-out from the School.

• Each week, special reading assignments, including web links and resources, will be posted in Blackboard for upcoming class discussion. Students are required to have regular access to the Internet and broadcast or cable television for research, viewing and
assignments. DVD play or online video access capabilities will be required for completion of some audio-video homework assignments.

- All students are expected to read emails sent from the professor and regularly access Blackboard for updated postings and details related to the course, including updated assignments and deadlines, grades, class-related materials and announcements.

- Most homework assignments will require fluency in Microsoft Word; therefore, a contemporary version of Word is required, plus other software contained within Microsoft Office 7.

- APA 6th Edition Style Guide is the required publication style for any academic paper assignments. Also PowerPoint will be utilized in some class presentations.

- Students will be utilizing Google Drive online for filing some assignments. Students will need to learn how to use a conversion program or use their editing software for conversion of a variety of video files from one form to another (.mpeg, .avi, .mov, flv, etc.) for use in the course.


- Other resources such as writing style guides, Blackboard tutorials, University policies, IT Helpdesk, and information may be accessed via the “RU” and “Helpful Resources” tabs in Blackboard as well as in the Helpful Resources section of this course.

**Course Reading Assignments**

- Course reading assignments will adapt and include developing news and links on emerging journalistic issues from contemporary sources. Students will also be required to stay abreast of current events developments each week for class discussions and some related homework.

- Reading assignments from the texts or other sources will be posted and updated each week on the Reading Assignments Page in the Week-by-Week section in Blackboard. Students are expected to have read materials prior to class and prepared for in-class discussions.
• Students should be prepared by having read the assigned materials prior to class discussions. This will enable a more fruitful exchange and integration of ideas. Failure to be prepared properly for discussion will be penalized in daily points for class preparation and participation. Reading assignments will be drawn from related text material, contemporary news sources, academic and professional trade publications, web links, handouts and other materials. It is imperative for students to become adept in using the university library resources for research purposes. Appropriate reading assignments beyond textbooks may be updated and posted each week on Blackboard.

Important: Online Protocols & Deadlines

• **Blackboard Postings:** An online tutorial is available within Blackboard for learning how to navigate the Blackboard system. For purposes of this course, you may expect to find the Professor using Blackboard in the following ways:

  - **Announcements:** When you log in, you may find some special course announcements posted occasionally. In some cases, the faculty member will email a copy of announcements to your student email account.

  - **Discussion Board:** Discussion Board will not be used in on-campus classes unless otherwise directed by the Professor.

  - **Syllabus:** A complete copy of the initial course syllabus will be available in Blackboard; however assignment updates and changes related to schedules and assignments may be communicated elsewhere in Blackboard, particularly on the Assignments page. Helpful Hint: Always open a file in Blackboard, such as the Syllabus Word document, by right clicking and opening it in a new window. Your computer screen will lock up less often.

  - **Course Resources:** Check Course Resources periodically. Many special readings and related links will be posted here. While this site will not be inclusive of all specially assigned readings, it will contain many important listings.

  - **Week-By-Week Assignments:** Assignments section in the Week-by-Week section for details on writing and reading assignments each week. The link for filing assignments is located in the Assignment area of the Week-By-Week section of Blackboard. The assignment is always posted in the particular Week-By-Week section for the date that it is due.

  - **Posting Assignments:** In each week’s Week-by-Week Assignment listing, there is a hotlink for each assignment that you can open and attach a document copy of your completed assignment. This will automatically deliver your assignment securely to the Faculty member. A “green flag” will then appear in the Grade Book, signaling to you and the faculty member that your work is ready for grading. Written homework assignments not filed here are subject to penalty and a delay in grading.

  - **Blackboard’s Grade Book:** When you post a written assignment through the proper link in the Week-by-Week Assignment area, a small green flag will appear in the
assignment grading column in the Grade Book. When a grade is posted, you will see it there. By clicking in this area, you can retrieve your written assignment along with the professor’s written feedback.

- **Grades** will be posted typically within seven days after the assignment is due. Please note that grades for attendance/preparation & participation will be tallied by the professor offline weekly, but these scores will not be posted until the end of the semester. While grades for extra credit may appear in the Grade Book throughout the semester, they will not be factored into the total grade until the end of the semester.

- **Classroom etiquette & expectations**: When discussing issues which naturally invite disagreements about values, points of view, and position (such as politics or religion) please feel free to express your views and defend your position vigorously with reasoned support. You must also communicate with graciousness, professional courtesy, and respect toward your colleagues. We will discuss issues in journalism that touch deeply held convictions. Candor is encouraged. Personal “ad hominem” attacks are not welcome in our debates and discussions.

- **Extra Credit Assignments**: Any extra credit earned will also be posted typically at the end of the semester. These points for extra credit may be awarded periodically by the professor for special projects. At the semester’s end, these points will be attached to your score on lower-graded assignments, at the professor’s sole discretion.

- **File Name Protocol**: When labeling the subject of an assignment to the professor in an email, the following subject label protocol should be followed:

  Course Number (space) Student last name (space) assignment slug. The professor will provide the specific assignment slug for each assignment when it is given.

  For example for a student named Bilbo Baggins who is filing his “Story 1” assignment, he would post it as: “JRNU 210 Baggins Story 1”

  Failure to follow this protocol may result in a grade penalty for the assignment and cause undue delays in getting graded feedback for your assignment.

- **Homework**: Assignments will be discussed in class and on Blackboard’s Week-by-Week Assignments section. Unless otherwise directed, written assignments are due at the start of each class.

  • Your name should appear on the first page of the assignment. Unless otherwise directed, homework assignments should be written in Word, double-spaced and use 12-point type. A version of Word 2007 or newer (docx) is required. Non-script papers and citations must follow APA guidelines. All broadcast scripts must be prepared in proper two-column form as instructed by the professor.
If homework comes in a file form that the professor cannot open readily, then it will be penalized in grading and a delay in grading is likely. Some graded homework will also require interactions and collaborative work with fellow students.

- **Grammar & Punctuation:** At the collegiate level, a working knowledge of proper grammar and punctuation is expected. I recommend that you utilize one of many reliable text or online resources to help prompt you with this task. Failure to write with proper grammar and punctuation will result in increasing grade penalty throughout the semester.

- **Circulation and Use of Student Material in Course:** Editorial work is a collaborative process. Be advised, students will routinely critique each other’s work in course exercises. All work submitted in this course may be shown in class and/or posted in Blackboard discussion areas, circulated and used in course critiques and exercises. Submission of materials in this course implies the student’s full permission to post, copy, circulate and use student material in course exercises. Student grades will remain confidential, of course.

**Important Note about All Assignments, Late Assignments & Deadlines:**

Journalism is a deadline driven discipline. Late assignment submissions are not automatically accepted. If the professor chooses to make an exception and accepts a late assignment submission, the student will need to have secured the professor’s approval for late submission well in advance to the deadline. Approved late assignment submissions must be completed and submitted properly within the time frame set by the professor. Most late assignment submissions will be graded down, including approved late submissions. Late assignment submissions not approved by professor in advance will not typically be accepted and the assignment will receive a “zero” grade. Except in the most extreme and excused circumstances, e.g. the student’s hospitalization, assignments will not be accepted later than 48 hours after deadline.

- **Attendance, Preparation, Participation & Absences:** Proper reading preparation and active participation in class discussions are expected and play a significant role in grades. Absences, excused or otherwise, do not automatically relieve student from keeping up with reading, assignments and turning in written homework prior to deadline. Clear effort should be made to notify the professor about any excused absence in advance. Absences for health reasons may require verification of medical attention. Collaborate with your student colleagues because you are usually expected to keep up with class content and assignments despite absences.

- **Attendance is tracked weekly.** For any week (7 days) in which a student does not participate in academic activities for the course within Blackboard or during class on campus, the student will be marked absent. The standard by which a final date of attendance in the class is measured will be the last date on which the online student engages in academic activity for the course in Blackboard. “Academic activity” includes submitting an assignment, taking an exam or tutorial, engaging in computer-assisted
instruction, participating in online discussion about academic matters, or initiating contact with a faculty member to discuss academic matters concerning the course. Students should be aware that this date could affect their financial aid and financial obligations.

Withdrawal from a Course

Online students who have not participated in academic activities by the end of the second week of the fifteen week semester will be administratively withdrawn from the class. However, any participation in academic activities for the class constitutes class attendance. “Academic activity” includes submitting an assignment, taking an exam or tutorial, engaging in computer-assisted instruction, participating in online discussion about academic matters, or initiating contact with a faculty member to discuss academic matters concerning the course.

Financial penalties apply for grades of “W” and “WF,” as described under the refund policy. Students need to verify with the Business Office how the withdrawal and grade of “W” or “WF” will affect their account balance before they initiate a withdrawal process. Courses carrying a grade of “WF” receive no credit but are counted towards hours attempted and will negatively affect the students' GPA. The issuance of a “W” or “WF” grade may have a direct impact on students’ receipt of a grade for tuition reimbursement purposes and may directly affect his or her eligibility for and receipt of financial aid. It is imperative that students contact the Financial Aid Office at Regent University before receiving a “W” or “WF.”

Contact with the Professor: Typically, you can anticipate a 24 to 48 hour response from this professor on your email of questions or concerns regarding the course. If you do not get a quick response, please email me again, inasmuch as email is an imperfect system. Indicate the Course Number and your last name in the subject line of any email. Prior to the Course’s start, this professor’s office hours will be posted, and you should feel encouraged to come by or call the professor during these periods. If you fail to reach the professor in person, leave a message and/or your contact information, and the professor will return your call as soon as possible.

Reservation of the Right to Modify: The School of Communication and the Arts has attempted to provide information, which, at the date and time of preparation for publication, most accurately described policies, procedures, regulations and requirements of the school and this course. However, this syllabus deliberately does not define the complete nature or parameters of this course experience. New opportunities for learning arise. The professor reserves the right to add to, cancel, alter or change any statement, requirement, assignment, deadline or element of this course herein described without prior notice.

Course & Assignment Changes and Announcements: Reading and writing assignments will be discussed in class and posted routinely online in Blackboard. Students are responsible to regularly check online in Blackboard for announcements and related changes in the course schedule and homework assignments. Also, some additional course reading materials will be regularly posted in Blackboard.
Course Completion/Incompletes: All courses require extensive engagement (with other students, the instructor, and with the course materials) as well as timely completion of assignments. Many assignments are due weekly. Thus, keeping up with the schedule is essential to your success. Some work is difficult or even impossible to make up (such as discussion with others), so you must plan your schedule carefully. Be sure you can complete this course in the scheduled period. Grades of “Incomplete” will be granted only for true emergency situations, not for poor planning. The policy for grades of “Incomplete” can be found in the School of Undergraduate Studies Catalog, found online.

SECTION 4 – SCHEDULE AND EVALUATION

Course Schedule, Overview, Assignments & Grading

The schedule below includes the topical content for this course.

Assignments due for each week should be completed and filed by the start of class. Assigned readings in the textbook(s) are to be completed each week prior to class. If students appear to have not properly prepared for discussions, the preparation and participation points for the day’s grade may be lost.

Normally, upcoming assignments will be discussed during class. Details on Course Assignments are subject to news and journalistic-related media opportunities for writing and discussion during the course. Please check the Assignments page in Blackboard each week for the most current and definitive Assignments-related information and details for both writing and reading work. Some topical information related to assignments is provided in the following schedule.

The topical assignment listings here are provided here for course overview purposes only, and they not complete detailed listings. Students must check the Week-by-Week Assignments section in Blackboard for more detailed information. All assignments are subject to change and update in advance due to the nature of the course.

METHOD OF EVALUATION

Grading Weights

<table>
<thead>
<tr>
<th>Graded Area</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance, Preparation &amp;</td>
<td>25%</td>
</tr>
</tbody>
</table>
The following grading scale will be used:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Score</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>96-100</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>93-95</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>90-92</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>85-89</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>81-84</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>78-80</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>75-77</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>71-75</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>68-70</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>65-68</td>
<td>1.00</td>
</tr>
<tr>
<td>D-</td>
<td>60-65</td>
<td>0.73</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
<td>0.00</td>
</tr>
</tbody>
</table>

SECTION 3 – SCHEDULE AND EVALUATION

COURSE SCHEDULE

The schedule below provides a general overview of topics and due dates for all assignments in this course. It is recommended that you place this Course Schedule in a convenient place and refer to it each week of the course. The course will adapt to opportunities for production; therefore, Syllabus dates are subject to change. The professor will notify you in class and via Blackboard’s Assignment area of any notable changes.

Unless otherwise stated in Blackboard, assignments for each week must be submitted no later than the start of class, Thursday, 1:30 pm each week.

Check the Week-by-Week section in Blackboard for weekly reading assignments.

Week 1: January 3
Course Overview and Newsroom Production Orientation
Week 2: January 10
Audio-Video Writing. Assignment 1

Week 3: January 17
Audio-Video Writing and Non-linear Editing. Assignment 2

Week 4: January 24
Field Orientation: MOTS. Assignment 3

Week 5: January 31
Mobile Field Interviewing. Assignment 4

Week 6: February 7
Mobile Event Coverage. Assignment 5

Week 7: February 14
Developing Story Coverage. Assignment 6

Week 8: February 21
Developing Story Coverage

Week 9: February 28
Documentary-style production. Assignment 7

Week 10: March 7
Modular Week—No Class.

Week 11: March 14
Documentary-style coverage.

Week 12: March 21
Documentary-style coverage. Assignment 8

Week 13: March 28
Production Field Trip

Week 14: April 4
International Reporting and Producing

Week 15: April 11
International Reporting and Producing Assignment 9

Week 16: April 18
Final Audio-Video Project and Presentation
SECTION 4 – PROGRAM GOALS

SCHOOL OF COMMUNICATION AND THE ARTS MISSION STATEMENT
To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

PROGRAM GOALS FOR THE DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM.

1. Christian Worldview: Development of Christian worldview as professionals working in the field of communication study.
2. Academics: Exploration of at least a dozen important theories of human communication and of the three common methodological approaches used to conduct communication research.
3. Christian Community: Development of Christian community at Regent University through interactions with other Regent University students, faculty and staff.
5. Global Competence: Understanding of international and intercultural communication through interactions with international students, communication scholarship, and travel to other countries for teaching, research and ministry.

M.A. in Journalism; Major: Journalism

2. Academics: Exploration of emerging theories, skills and practices of journalism as it pertains to all areas of media and society, with knowledge of the changing forces that influence journalistic media standards and practices.
3. Christian Community: Development of Christian community through interactions with other Regent University students, faculty and staff.
5. Global Competence: Exploration of the interactive nature of the Internet as it pertains to professional journalistic practices and the media industry, particularly as it intersects with the impact on local and global media communications and community.

SECTION 5 – UNIVERSITY POLICIES

Students should become familiar with all university policies as outlined in the Student Handbook including:

- Disability services (Note: Requests for accommodation must first be submitted through Disability Services).
- Regent Honor Code (as an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.)
- Withdrawing from a course or the University
- Discipline policies

A link to the Student Handbook can also be found in Blackboard’s “RU Resources” tab along with links to University Library, Student Services, University Bookstore, academic writing assistance resources, and more.
Blackboard’s “Help” tab provides additional resources including:

- Blackboard tutorials
- IT Help Desk contact information

STUDENT COURSE EVALUATION

Students have the opportunity to provide feedback throughout the course through e-mail, telephone, and on-campus appointments. Near the end of the course, students will complete an anonymous online course evaluation form. Since the results contribute to improving course design and presentation, it is important that students be honest and constructive in their evaluations. Students will receive an e-mail reminder from the University when it is time to complete these evaluations. Please take time to provide this input. Students can access the online evaluation system at:

http://eval.regent.edu/regent/survey/students.cfm

If you have questions about the online evaluation please contact evaluation@regent.edu.

This syllabus is subject to change without notice.

Last updated: 10/24/2012

Regent University
1000 Regent University Drive, Virginia Beach, VA, 23464
Phone (888) 718-1222
©2012 Regent University, All Rights Reserved.