**Com 398.01 Section 002 Professional Practice**

**Lecture: Wednesday 3:00 to 3:50 pm in FEL 030**

**Labs: Weekly Newscasts and Production Shifts By Appointment**

**Instructor: Kelly Lambert**

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Fell 054                              Office: 438-7139                     Cell: (815) 210-4863

News Room: 438-5481     Control Room: 438-7930       News Director: 438-5484

**Office Hours**

Monday, Wednesday, Friday 10-11am. Other times are available by appointment. I can usually be found in the newsroom, Post Production Room, studio, or my office every morning until the noon newscast.

**Course Objectives**

Com 398 is a variable credit professional practice, which can be repeated for credit multiple semesters. It is designed to give students the opportunity to build on television production skills learned in Com 263 and previous semesters of 398. In addition to one lecture each week, students are required to work graphic, creative services or web posting in addition to control room shifts each week. Shifts are based on credit, experience, and availability. A three-credit-hour student should work a minimum of two control room shifts per week (more are encouraged.) Students will demonstrate a substantial increase in general knowledge of Mass Media

* Students will demonstrate ability to write professionally
* Students will demonstrate evidence of professional competence in sequence-specific technical skills

**Lecture (3-3:50 pm Wednesday)**

This meeting will involve lecture, discussion and practical experience.  Some class sessions will be held jointly with journalism interns; others will be held separately. Students will watch examples of TV-10 and other newscasts, to review writing, interviewing, generating ideas, selecting soundbites, stand-ups, live shots and more.  Some time will be spent in the edit bay and studio, to improve performance skills.  Students will also work on improving resumes and cover letters and will update and improve their online portfolio.

**Directing Shifts**

You will be assigned to regular directing shifts. These shifts will begin one hour before the start of your show so you can start marking scripts.

**Production/Creative Services Shifts**

You will be assigned to production shifts according to your availability and the number of credit hours you are taking. Shifts are as follows:

8am-11am: Graphics, Bumps and Headlines

1pm-3pm: Web Posting

6pm-9pm: Creative Services (making promos)Equipment

If you have a question on how to operate a piece of equipment, ask me. If the equipment is broken, ask the engineer for assistance. Any equipment problems after hours must be written up on the appropriate form and submitted to the engineer.

**Evaluation and Projects**

Students will be assessed on how they are progressing, based on where they started, and what they are trying to achieve This is a holistic grade, based on the bulk of the work, not on any one individual piece or experience. There will be a final project. This project will be individualized to the hopeful career path of the student. There will also be a final portfolio website.

All assignments must be turned in on time. Any assignments turned in late will be docked 10% for the first day, 50% for the second day. No assignments will be accepted more than two days late.

**Grading**

Lecture attendance                                                                    50 points  
Shift Attendance                                                                        100 points  
Shooting/Graphics/Web/Promos                                            100 points  
Final Project                                                                               100 Points  
Online Portfolio (progress over the previous semester)        100 points

Final grade is on a 90/80/70/60% scale

**Grading of Lecture attendance**

0-1 absence: 50 points  
2 absences:   40 points  
3 absences:   20 points  
4 or more:       0 points

**Grading of shift attendance**

**Unexcused Absences**

Much of this course relies on teamwork. During live newscasts and photog/MMJ shifts, other people are affected if you don’t show up. Absence from newscasts and photog/MMJ shifts without notice will be considered unexcused. More than 10 minutes late for a shift without communicating will also be considered unexcused absence. Unexcused absences cannot be made up, and will drastically affect your total grade.

**Excused Absences**

Some absences can be considered excused with advanced notice. This might include athletic activities, military duty or a major life event (like a wedding.) These will be determined on a case-by-case basis—but must be scheduled in advance.

If you have to miss class due to an [extended illness](https://deanofstudents.illinoisstate.edu/contact/absence/) (3 or more consecutive class days), [communicable disease](https://deanofstudents.illinoisstate.edu/contact/absence/) or a [bereavement](https://deanofstudents.illinoisstate.edu/contact/absence/), the [Dean of Students Office](https://deanofstudents.illinoisstate.edu/) can help. It’s located in Room 387, Student Services Building.

For the absence to be excused due to illness or bereavement, the student must provide appropriate documentation to the Dean of Students Office.

Shifts missed due to excused absence must be made up within a reasonable period.

**Notes for current or future Mass Media majors**

Portfolio Artifacts--One of the culminating experiences of a mass media degree is the completion of COM 396 Mass Media Capstone, a course that includes the preparation of a personal portfolio to organize and showcase your abilities. I encourage you to retain items from this class, whether produced independently or in groups, for inclusion as portfolio artifacts. Beyond the Capstone class, your portfolio may also prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

*Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at*[*StudentAccess.IllinoisState.edu*](https://studentaccess.illinoisstate.edu/)*.*

**TV-10 News Policies and Guidelines**

News Director: Bob Carroll                      Production Coordinator: Kelly Lambert  
Office: 024 Fell Hall                                   Office:  054 Fell Hall  
Office phone: 438-7780                           Office phone: 438-7139  
E-mail: rcarro3@ilstu.edu                          E-mail: klambe2@ilstu.edu  
Cell phone: 309 242-6719                        Cell phone: 815 210-4863

Newsroom phone: 309 438-5481                Control room phone:  309 438-7930

**Our mission**

* To serve Illinois State University and Bloomington-Normal with fair, accurate and timely news, weather, sports and public affairs.  Our live shows at noon and 12:30 on weekdays are streamed live on Facebook and posted to the TV-10 webpage [www.tv10.ilstu.eduLinks to an external site.](http://www.tv10.ilstu.edu) each afternoon.  They also air on cable channel 20 (off-campus) and are rebroadcast daily at 4:30 and 5pm.
* To provide students with instruction and experience in newsgathering and live studio production.
* To help students improve writing, interviewing, editing, photography, production and delivery.
* To help students develop and improve news judgment.  To help students learn to handle multiple assignments and deadline pressure.
* To provide students opportunities to interact with broadcasters and video production professionals, to increase knowledge of the broadcast industry and its careers.
* To serve the School of Communication and the university by presenting a positive public image through all of our contacts with community leaders, newsmakers, audience members, alums, media representatives and others.
* To demonstrate the principles of ethical journalism through all of our work, in the field, in the newsroom, in the edit bay and on the air.
* To improve students’ ability to function effectively as part of a work team.

**Attendance**

If you must miss a shift, contact Bob or Kelly as far in advance as possible. Call, leave a message or send e-mail. Any explanation **after** an absence will not be accepted.  Unexcused absences will adversely affect your final grade. **It is your responsibility to make up for any shifts you miss.**

**Equipment**  
             Students are responsible for gear they take out. All gear must be signed out and signed back in.    
             Always shut the camera room door when you walk away from it, whether leaving or returning.  
             Equipment problems must be communicated to the engineer. If you have a question on how to  
             operate equipment, ask instructors, the engineer or advanced students for help.

* All ENG equipment and all editing software is only for students enrolled in 163, 263, 267, and 398, and only for assignments made by the TV-10 instructors.
* Big cameras can **only** be used by students who are in COM 263 or have passed it and are enrolled in another of the above listed courses.  Small cameras are for those who have not had COM 263.

**Supplies**

* MMJs will use SD Media cards on assignments. Each student will be given 1 card. Bring that to every shift, so that you will be able to complete shooting assignments.
* Each student will be given a reporter notebook, and more are available as needed. Please keep track of your notebook(s)
* All students will have a mailbox, either in the newsroom or the post-production room
* Headphones are available to check out when shooting a camera. If you want headphones for editing, you should bring your own.
* Students should have a portable USB drive or flash drive OR should use cloud storage (like the university-provided OneDrive.) It’s important to backup completed stories and to transfer those before the semester ends.

**Phones**

* Keeping in touch is crucial in newsgathering.  NEVER let a ringing phone go unanswered in the newsroom. “TV-10 News, can I help you?” is an appropriate greeting. Take clear messages and pass the information along ASAP or leave the message in the appropriate mailbox.  TV-10 phones should be used for TV-10 business only.  A code is required for long-distance calls; ask Bob.
* Program your cell phone with numbers for the newsroom, control room, Bob and Kelly so that you can stay in touch while on assignment.

**Driving/Parking**

* The **TV-10 News car,**a 2011 Chevrolet HHR, is to be used only for TV-10 business as assigned by Bob.  Keys are hanging in the newsroom hallway and must be checked out and returned promptly. You must have a valid driver’s license in order to drive the car. If an accident occurs, report it to Bob or Kelly immediately.  **Do not consume alcohol or drugs** while or prior to operating a university vehicle.
* Keep an eye on the **gas tank**; when low, report it to Bob, so he can fill it up. If you are in a situation where you need to use your own money, bring the receipt to Bob for reimbursement.
* You may be asked to use your personal vehicle on assignments. Reimbursement for travel, gas or parking is not typically available, but you can keep receipts just in case.
* We have two **parking spaces** in the lot behind Fell Hall.  One for the TV-10 car, the other for a car being used to cover a story during a particular shift, as assigned by Bob. This is **not**to be used while going to class, turning in a paper, running errands, etc., and this applies to days, evenings and weekends, because crews can work at any time. Any vehicles parked in violation of these rules will be ticketed; repeat offenders will be (and have been!) towed.

**Readiness and Response**

Newsgatherers have a responsibility to stay in touch and “on alert” at all times.  This means several things:

* Monitor other news media
* Keep the newsroom radio tuned to WJBC 1230 – this local news and talk station will likely be the first to report any breaking news
* Listen to news radio in the car going to and from assignments.  You may hear of breaking news that you can get to first.
* Don’t wear headphones or earbuds in the newsroom (only in edit bays); keep your ears open.
* Call in when you see something that might be newsworthy  **438-5481**or **309-242-6719 Bob’s cell**or **815-210-4863 Kelly's cell**
  + Don’t wait and tell us about it the next time you’re in – very frustrating!
  + Encourage roommates, friends, etc. to call in as well – we can use as many eyes and ears as possible out there – promote the newsroom phone # and social media.
  + Students should be “ready to go” and also “ready to be flexible” while on a shift
  + Keep supplies (notebook, phone, camera, etc.) at hand just in case

**Safety and Security**

There are many potential dangers in the course of news gathering. Also, students will work alone on some assignments, sometimes at night, and should use common sense and be aware of their surroundings. Field crews will be sent out in all weather conditions.

Students will be expected to do some lifting and carrying of gear.

**Inclement Weather/University Closures**

TV-10 will not close for bad weather—even if the university announces a closure. News is even more essential to viewers when conditions are extreme. But those conditions make it more important than ever for each of us to communicate. Let us know when you are leaving home, and also when you arrive (if the university is shut down, the doors will probably be locked.) If you have trouble along the way, let us know so we can get you help. We do understand that not everyone will be able to safely attend on these days. If you don’t believe you can make it here safely, call as early as possible so we aren’t searching for you. If you do not come to a scheduled shift on a snow closure day, you will be expected to make up that shift.

**Dress Code**

ALWAYS dress for the weather and ALWAYS be ready to go in the field if necessary

**Anchors**:

* **Women**– no sleeveless and no low-cut.  A jacket looks best.
* **Men** – jacket and tie

**MMJs:**

* **Women**

**Best:**     sleeved shirts with dress pants or skirts; dress shoes or boots

**NO**:      shorts, short skirts, jeans, yoga pants, sleeveless, low-cut, flip flops, tennis shoes

* **Men**

**Best:**     collar shirts with dress pants or khakis; dress shoes or boots

**NO:**      shorts, jeans, sweatpants, t-shirts, tennis shoes, flip flops

**Photographers:**can wear jeans or nice shorts. Collar shirts are preferable to t-shirts.

**Appropriate use of Video and Media**

Students may want to post videos on websites or to make copies of their work; this is encouraged in some cases and discouraged in others.

* Don’t assume the material is yours; you don’t own the equipment or facilities.
* You can only post material that has been aired or graded.  This means no outtakes, bloopers, etc.  Spreading this material around can reflect badly on yourself, on others and on the program.  You are on the road to becoming a video professional, and you’re working with others who are too.
* Do not promise or provide copies of your work; give the person Bob’s name and number.  Never offer raw (unedited) files to anyone outside of the news staff.
* You cannot profit from any material produced here, except in rare cases where arrangements for payment have been made in advance.  In those rare cases where you were paid to produce it, it still doesn’t belong to you and you can’t profit additionally from it or re-use it without permission of the person/agency that paid you

**Alcohol/Drug Use - Absolutely forbidden.**

* Do not use or bring alcohol or drugs to any TV-10 facilities or to any assignment.
* Do not come onto the premises if you have consumed alcohol or drugs in the previous 8 hours.

**Media Credentials**

Some assignments will require credentials.  There are several types:

* Business cards (Career Center will print these for you  – take them on every assignment)
* Press passes (available in Bob’s office – return at the end of your shift)
* ISU Athletics and IHSA State Finals require a press pass and a parking pass.  (These are available in Bob’s office and must be returned at the end of each shift)

**Scheduling**

Students will work morning, afternoon and evening shifts in order to produce our live newscasts and specialty shows.  Students will work **two** shifts (approximately five hours each) weekly.

* **Show producers** will have to work morning shifts.
* **MMJs** can work morning, afternoon or evening shifts.
* **Production crew** shifts vary:
  + Director --- 11:00am – 12:30pm  (or 11:15-1pm)
  + Technical Director and Audio Operator in place by 11:45 (or 12:15).

**Other General Policies**

* The news desk and all TV-10 related graphics and elements are only to be used for news assignments and programs; not for STW or other classes or personal videos.
* Don’t take stuff (food, t-shirts, tickets) from sources or others at news or sports events.  This is a matter of journalistic ethics.