

Journalism 488

Media Lab Production

Spring 2019

Fridays (1-2:40 p.m.) Stauffer-Flint 105

Instructor

Cal Butcher

Director, Media Crossroads

Office: (785) 864-2389

Cell: (913) 302-2980

Office: 2060 Dole (DHDC)

Email: calbutch@ku.edu

Office hours: by appointment, but I am available in Media Crossroads most days.

Course overview

This course continues the instruction learned in J-210 and prepares students to work independently with multiple sports media – studio and live production. This is a lab-intensive course designed with live studio and live in-the-field productions. Students will have the opportunity to learn behind the scene skills; studio and live camera, floor directing, lighting, audio, basic editing and field producing skills in production of sports media. Advanced students will have the opportunity to learn how to use the TriCaster.

Course goals

- Develop advanced understanding and skills in media production
- Operate television production equipment in the studio and in the field
- Receive experience in developing live and taped programming for KUJH-TV, Media Crossroads, and KU Athletics
- Understand the professional standard in live media production
- Become involved in student media and video production

After successfully completing this course you will be able to:

- Assist in producing live & taped programs for KUJH-TV & Media Crossroads
- Floor direct, operate a camera, understand basics of lighting and audio
- Crew for KU Athletics and other sports media production units
- Write and edit broadcast scripts for local sports
- Use Final Cut Pro or Adobe Premiere to edit original and existing video
- Initiate and develop video projects for the School of Journalism

The work

During Friday class meeting times, we will discuss examples of media and video production, as well as practice elements that will enhance students' skill-sets. We will also review weekly shifts and production work. Weekly topics are included below under the "Schedule."

Students will work the equivalent of two hours per week outside of normal meeting times in various media production situations. Students will also assist in live sports production, which may include the following:

operating cameras	editing a sports package/video
set up & tear down of cameras	creating a sports graphic
audio and video editing	recording a press conference
posting to a Website	covering HS football/basketball
directing with TriCaster	other duties as assigned

*Each week, students will submit a one-page weekly report of their work to include:

- Shifts worked
- Role in the production (camera, audio, etc.)
- Reflection on new skills learned and how they were used in the field
- IF YOU DO NOT SUBMIT A WEEKLY REPORT, YOU WILL GET NO CREDIT!

Grading

Assignment #1 - Promotion Video	10%	*SD-Card – Class 6+
Assignment #2 - Highlight Video	10%	
Assignment #3 - Two Sports-Related Shifts	10% (5% + 5%)	
Class Participation - Presentation & Critique	20%	
*Weekly Reports (production work)	50%	

*Completing the minimum production requirements for this class is regarded as a B. To get an A in this course, you are expected to go beyond the minimum

Attendance

When you have signed up for a live-production, it is a professional commitment and should not be taken lightly. Do not be late and never fail to show up for work. Emergencies happen; therefore, you should always have the contact number of your producer so you can let them know your status.

We will not meet every Friday as a group, but when we do have something scheduled, especially a tour of a production truck or a guest speaker, I expect you to be in attendance. Designated Friday class times will also be dedicated to individual presentations and critiques.

Journalism School Policy on Classroom Attendance

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid."

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether classes have been cancelled, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Schedule (subject to change)

Jan. 25	Meet earlier in the day or individually this week; KU Indoor Track Meet	
Feb. 1	Intros & Info; Review skills from J-210; determine Weekly Shift Projects	
Feb. 8	Individual Meetings to discuss Weekly Shifts	
Feb. 15	Show-and-tell presentations and critiques	
Feb. 22	No class meeting - individualized instruction available	
March 1	Show-and-tell presentations and critiques.	*1st Assignment Due
March 8	No class meeting - Big XII Conference Basketball Tournament	
March 15	No Class - Spring Break	
March 22	Show-and-tell presentations and critiques.	
March 29	No class meeting - NCAA Tournament (Sweet 16 in Kansas City)	
April 5	Individual Meetings to discuss Weekly Shifts	
April 12	Show-and-tell presentations and critiques.	
April 19	No Class - Kansas Relays at Rock Chalk Park	
April 26	Individual Meetings to prepare for Presentations	
May 3	Class Presentations & Critiques	*2nd Assignment Due
May 10	Stop Day	There is no final in this class!