



YOUR CALLING. OUR PASSION.

## COMMUNICATION

# COMB 348 Television & Radio Workshop & Lab Spring 2024

### Faculty Information

Professors: Dr. Cameron A. Pace & Mr. Austin Twigg  
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### Course Information

Credit Hours: 1  
Semester: *Spring 2024*  
Course Day/Time: *Monday 3:00 – 3:45 PM*  
*Labs – Tuesday & Thursday 8:00 – 9:35 AM*  
Location: *Trask 102, 106 & KECC Studios*

### Required Textbooks

*No textbook required.*

### Required Materials And Supplies

*SDHC or SDXC memory card with UHS 10 rating or higher (standard size)*

### Evangel University Mission

Evangel University is a comprehensive Christian university committed to excellence in educating and equipping students to become Spirit-empowered servants of God who impact the Church and society globally.

### Department Mission

The Department of Communication serves students through a study of communication, incorporating theory, history, and application in a variety of media and non-media contexts. The Department prepares its majors to function effectively as competent professionals with a Christian worldview.

## Catalog Description

This workshop will provide experience in the areas of electronic journalism and broadcast production techniques. Members of the class will be exposed to all facets of television and radio production through a "hands-on" approach. This workshop is responsible to produce an EUTV weekly program titled *Newswatch Today*, a campus and community morning news program with news, interviews, features, weather, which airs on Mediacom cable access channel 80-5, the Evangel cable channel 35-1, and Livestream online. Shows are uploaded to EUValorMedia.com for archive online. The workshop also provides student with on-air radio experience through KECC Radio. *Students are required to enroll in COMB 348-51 TV Workshop Lab to be in the workshop.*  
**Prerequisites:** COEM 175 & COMM 214 or permission of professor.

## Learning Outcomes

The outcomes for this course have been aligned to the [Enter name of the accrediting organization/standards here Course Learning Outcomes (CLO), Program Learning Outcomes (PLO); and/or Evangel University Student Learning Outcomes (EU20)].

COURSE LEARNING OUTCOMES			
Upon completion of this course, the student will:	CLO	PLO	EU20
Have developed an improved "on air" sound as an announcer.	X	CS3 FB3	I2*
Be familiar with radio station policies and procedures.	X	FB1	
Be able to produce basic promotional announcements on digital audio formats through the use of audio editing software.	X	AP1 FB2 FB3	G1*
Have learned advanced skills in targeted areas of video production.	X	FB3	E5*
Have an increased understanding of news and sports production for television.	X	FB2	E5*
Have developed new and/or improved skills in electronic journalism practices.	X	MJ3	I2*

\*Objectives are in compliance with but not assessed for these outcomes.

## Course Format

The course is seated in a classroom for instruction and training. Students will also work in lab situations using the TV Studio during scheduled lab sessions, and a radio shift at KECC studios as assigned during the week.

## Course Requirements

1. TV Production Positions - Each student will be assigned a production crew position for the recording of the shows. These assignments will be given out at the beginning of the semester. Students with more workshop or production experience will more likely receive positions with more responsibility. Students will be assigned to *Newswatch*

Today or *Sports Update* depending on interest and experience. Students will meet weekly to produce these shows in the TV Studio during lab time. Producers supervise crew and talent. The Program Manager evaluates producers.

2. KECC Airshift – the student will complete 20 hours of KECC airshift duty over the course of the semester. The student may set this up as a 2-hour shift per week or some other arrangement as approved by the KECC adviser or staff. Students will use the airshift time to practice and perform announcing and newscasting skills. Student announcers will need to follow KECC program requirements and other procedures to be successful on-air and to receive proper credit. Hours will be logged as part of station documentation.

3. Producer Shift – Each student will pre-produce one EUTV broadcast during the semester. The student will prepare the program rundown sheet and the teleprompter script. Pre-producing refers to the organizing of materials in preparation for the program to be recorded or aired. Students will select stories following guidelines setup by the adviser, assign stories to anchors, create the rundown document, receive stories from anchors and place into teleprompter script, and finish by writing up any transitions, teases, and introductions as needed prior to lab time. If the student is assigned a program that has a staff producer in place, the student will act as an assistant producer, assisting the producer with preparation for the show. EUTV uses the online rundown application from [rundowncreator.com](http://rundowncreator.com).

4. Workshop Projects - Students are required to do **three** projects in the workshop:

- a. **TV news package story\*** – Each student will produce a news story package sometime during the semester. The package must be a completely edited story on video including soundbites, b-roll footage, and a standup. Students will submit a “pink sheet” report and script to the producer in advance of the lab the story airs. Length is 1:30 to 1:45.
- b. **TV news VO/SOT story** – Each student will produce a news story that is edited for airplay, but will be read live by the news anchor. The edited portion of the story should include b-roll and soundbites, but no standup or narration. Students will submit a “pink sheet” report and script to the producer in advance of the lab the story airs. Length is :45 to 1 minute.
- c. **Radio Production Project** – Students will choose from one of three project types for KECC radio production:
  1. **Radio News Wrap** – this is a complete radio news story with soundbites, sound effects, and narration. Story topic can be suggested by the student or be assigned by staff. The wrap should be 1:00 to 1:15 in length.
  2. **Radio Promotional Spot** – the student will produce a 30-sec. promotional radio spot that highlights a feature of KECC radio programming. The promo idea must be approved by KECC staff in advance of the production and airing.
  3. **News/Community Interest Interview (Podcast)** – The student will produce a 5-minute radio interview that features a guest that would be interest to

the listening audience. The guest should be approved by KECC staff or adviser in advance of production.

- d. **Radio Aircheck Evaluation** – The KECC adviser and staff will randomly select a radio airshift during the semester for evaluating the student announcer. The student may suggest three or more dates for this evaluation, but no advance notice will be given as to the actual date. The purpose is to make sure the student does well at each airshift. Most evaluations will take place after midterm break. Students may be asked to record their aircheck for this purpose.

**The EUTV assignment editor will evaluate assigned projects in relation to how the project met stated objectives, quality of work, and the meeting of deadlines. Students must turn projects in by the deadlines in order to receive an A or B on the project. All late projects receive a grade of C or less if the fault lies with the student. Students may be asked to make changes to their assignment before broadcast. The earlier you turn them in, the more time you have to make any necessary changes.**

### **PRODUCTION SCHEDULE & LABS**

Each Monday during the semester at 3:00 PM the class meets for a general meeting of the staff and instruction from the advisor. ALL WORKSHOP STUDENTS ARE REQUIRED TO ATTEND THE 3:00 MEETING. Students are required to sign up for the TV Workshop Lab. **Students will be assigned a lab time – Tuesday at 8:00 AM or Thursday at 8:00 AM.** Each lab lasts 1 hour 35 minutes approximately. Labs are assignments and points are taken off for missing them. You may make up a lab by attending two in one week. See Dr. Pace if you have a situation where you might miss a lab time. Occasionally, staff may require workshop students to come to lab earlier or at special times for show preparation or to make up for production difficulties during lab time. **Students will also sign up for an airshift at KECC at our first meeting of the semester.**

### **Attendance**

If a student misses a workshop meeting, it is the responsibility of the student to make contact with the appropriate producer or assignment editor to see if any assignments had been given or modified related to the absent student. There is a maximum of 4 absences from the workshop meeting before being withdrawn from the course. Absences from lab times must be made up or a reduction in grade may result. Two absences not made up will result in a reduction of one letter grade. More than two absences not made up will result in an incomplete for the course.

### **Electronic Devices In The Workshop**

It is expected that electronic devices will be used during class to support the students' learning. Any use of technology that substantially degrades the learning environment, promotes dishonesty or illegal activities is prohibited. Cell phones should only be used for academic purposes during class. It is not permissible to answer cell phones or engage in text messaging while class is in session. Should an emergency situation arise that requires you to use your cell phone, please make the professor aware of the circumstances.

### Staff Workshop Requirements

Workshop requirements for staff members are the same as non-staff students. The staff positions become the production positions, except in the case of the program manager and assignment editor. These two staff positions who take workshop for credit must participate in a production position during lab. All other requirements are in-effect.

### Packages and VO/SOTs

Students are required to produce two segments in the field as reporters & photographers, which will be edited and aired on EUTV programs. Students will be assigned these projects weekly at the workshop meeting. Once a story is assigned, **it is the responsibility of the reporter to schedule any interviews necessary and to reserve the appropriate video equipment.** Normally, assignments are given two weeks in advance of deadline. Occasionally, a breaking story may require a shortened preparation period. Please keep in contact with the Assignment Editor should any problems arise with this. **Failure to complete your reporting assignments without prior approval will significantly lower your grade in the workshop.** Producers require 48 hours notice to give approval. There should be a very good reason why you were not able to complete your assignment. Make sure to include a video summary form (pink sheet) with your project which provides information about names of interviewees, story length and cues. **The Assignment Editor can only give one extension per student per semester.** Extensions are not given without penalty if the student's difficulty could have been avoided by the student. If you see that you have a project due soon and do not yet know your assigned story, get in touch with the Assignment Editor immediately.

### The Temporary Grade of Incomplete

[Incomplete Request Form](#)

### Academic Integrity Policy

Any and every instance of academic dishonesty compromises the mission of Evangel University and violates the standards we hold as people of Christ and practitioners within our professional fields. Evangel expects its students to exhibit the highest level of integrity for all course work. While discussion and collaboration are encouraged as part of course interaction, **all work submitted in any course** (seated, online, or hybrid) **must be the original work of the individual student. Use of services and/or software, including AI programs, to generate student submitted work will be considered a violation of academic integrity. Therefore, students are expected to understand and avoid all forms of academic dishonesty, which includes falsification, cheating, collusion, and plagiarism. Instances of integrity violations will be handled according to the procedures outlined in the University's Academic Integrity Policy.**

Please view the current Student Handbook for the complete policy.

## Accommodations Statement

Evangel University is committed to equal educational opportunities for students with disabilities. Please view the following page or contact the Center for Student Success for more details:

[Accommodations Statement](#)

## Assessment

Students will be evaluated and graded based on the following:\*

TV Crew assignment	35%
Radio Airshift/Announcing	25%
VO/SOT Story	10%
Package Story	10%
Radio project	10%
Radio Aircheck	5%
Workshop files/self-evaluation	5%

**\*Students must receive at least a grade of C to pass the workshop.**

Your performance in completing your assignments and duties will make a definite difference in your grade. Your experience in the workshop will go a long way toward helping you prepare for a career in broadcasting, journalism, and/or video production.

## Grading Scale

A = 92.5 – 100	A- = 89.5 – 92.4	B+ = 87.5 – 89.4
B = 82.5 – 87.4	B- = 79.5 – 82.4	C+ = 77.5 – 79.4
C = 72.5 – 77.4	C - = 69.5 – 72.4	F = 0 – 69.4

[How Do I View My Grades?](#)

## University Resources

Canvas Course Commons

[Canvas Course Commons at Evangel University](#)

The Center for Student Success

[The Center for Student Success](#)

EU Libraries

[EU Libraries](#)

The Write Place

[The Write Place](#)

## Special Notes and Policies:

## INSTITUTIONAL POLICIES ON WORKSHOPS

Evangel University complies with all accreditation requirements concerning coursework, workshops, and internships. A workshop that earns 1 hour of credit must include 40 or more hours of student activity over the 15 weeks. The Film Workshop complies with this through weekend work periods and special projects. Students who cannot meet the 40 hour requirement will have not earned credit from the workshop.

## BROADCAST RIGHTS

As with all productions, student or otherwise, produced at Evangel, student projects are to be aired over the EUTV cable access channels in whole or in part. Each project is to be considered an EUTV Presentation with copyrights belonging to Evangel University.

## EXERCISES & ASSIGNMENTS

Projects are completed using the equipment at the TV Studio. Start working on these assignments early to avoid the rush that occurs just before the deadline. Equipment non-availability is not an excuse for late assignments. Equipment breakdown is also not an excuse for late work. Start early, practice your skills, and pay attention to assignment details – these will help you to be successful. EUTV uses its own equipment much of the time. This equipment must be kept safe, secure, and in good working order.

## WORKSHOP PARTICIPATION

It cannot be stressed enough that a workshop is based on student involvement. Though the workshop is only 1 credit, the opportunities for learning are numerous. The work you do in a workshop tends to be the work you show others when looking for a job after graduation. Take advantage of your workshop experience to get the most learning you can for least amount of tuition dollars.

## OUR AUDIENCE

*Newswatch Today* and *EUTV Sports Update* will be shown on Mediacom channel 80-5 weekly with a potential audience of over 30,000 households watching. Also, Evangel students (over 1,400) are able to watch these programs on EU cable. Crusadermedia.com often posts EUTV programs. We also broadcast on Livestream.com all around the world. KECC is heard on campus and through Internet streaming. These programs are open to the general public to view and hear. Please maintain a professional attitude at all times. You should do your best work considering the audience can be anyone. Encourage your friends and family to watch or listen via channel or online.

TV STUDIO FACILITIES – Evangel University does not charge a lab fee for using the TV Studio facilities. Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere. If a student has lost or broken any piece of equipment during its use, he/she is responsible to repair or replace the item.

EUVALORMEDIA.COM – The TV Workshop, KECC and EUTV have entered into agreements with other student media to share resources and news. Assignments given in the TV Workshop may be used by *The Lance* or EUValorMedia.com for the purposes of expanding news coverage. In similar fashion, other media may contribute to EUTV or KECC. Please remember to always give credit when using other sources. Make sure not to use exclusive or copyrighted material for your videos without consulting with Dr. Pace.

For more information on projects and workshop materials, go to <http://www.doctorpace.net> .