

College Media Practicum
Office: Student Life, 310 Davis Center

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Course Philosophy and Organization

This course gives staff members of The Vermont Cynic, WRUV and UVMtv a chance to earn credit for course assignments *related to their work* in one of these organizations; however, it is also a class with *specific assignments and requirements*, all related to work you do in your organization. And it is, in nearly every way, separate from other work you do in the organization. This course does *not* provide credit or a grade for everything and anything you do for the organization—and certainly not for something as woolly as your “commitment” to the club or “effort”—but only for the specific assignments and requirements, all of which will be spelled out for you on Blackboard, in this syllabus and in your Individualized Learning Plan, which we’ll establish the first week of the semester.

Your ILP will state exactly what you will be expected to complete for the semester and will serve as a personal syllabus. We will negotiate a workload reasonable for your position, and it will include:

- ❑ Ten weekly assignments.
- ❑ A directed mid-term project focused on building a LinkedIn page and media resume.
- ❑ An open-ended final project.

All finished work appropriate for publication or airing must also be submitted to your chosen media organization by the deadline set by the organization. This deadline might differ from my deadline.

Weekly Responsibilities: Submission of Hours and Blackboard Uploads

Starting in the first week of class you will also be asked to keep and submit via Blackboard weekly reports of the hours you perform your job: an hour count and a short description of all work completed. I expect you to work 45 hours across the semester for *each credit hour* you receive for this course: the standard for a UVM internship. For a 4-credit course, this is roughly 12 hours a week, including classtime and/or conferences with me. It’s proportionally less for fewer credits. Hours must be logged in the week they are worked; the maximum number of hours accepted in a given week is 25. If ever I feel you’re exaggerating the number of hours you’re working, we’ll meet to discuss my concerns.

Starting in the third week of class, you’ll begin uploading weekly assignments to Blackboard (bb.uvm.edu) and, for students submitting videos, to YouTube. Generally speaking, this work is due at 11:55 p.m. each Sunday, but *you should check Blackboard for the exact due dates*. These assignments will represent the larger body of work you will be doing. You will be graded according to whether these uploads are (1) on time, (2) generally resembling the work assigned and (3) complete. If you can truthfully meet each of these criteria, then you will receive 100 percent credit for the upload.

Midterm and Final Project

For the midterm, all practicum students design (or improve) a LinkedIn profile and media resume. As with weekly uploads, your final project is unique to your position. We’ll negotiate the content of the final project—you’ll propose and I’ll approve—and include this project on your ILP.

Media Portfolio

Every student must keep a file of everything completed as part of the practicum. This portfolio should represent the breadth of your experience as a staff member. By the last month of class, if not before, you will collect the work into a three-ring binder OR online blog and write a 500- to 800-word introduction in which you reflect on the work. Broadcast students who prefer a hard-copy portfolio should include taped segments in the portfolio on CD or DVD. We will discuss how you can use this on-campus practicum to attain an off-campus internship. A completed (fully edited and impressive) resumé will be part of your portfolio and will factor into your grade.

THE GRADE BREAKDOWN

Weekly Blackboard Uploads (3 points each)	30 points
Recorded hours	10 points
Midterm: LinkedIn profile and media-centric resume	10 points
Project: unique for each position: 25 percent of your effort	25 points
Complete Portfolio, with meta-text, introduction, plus updated midterm docs	10 points
Participation—a grade influenced by supervisor and/or peer review	15 points
TOTAL	100 points

A = 100-90 points / B = 89-80 points / C = 79-70 points / D = 69-60 points / F = 59-0 points
“Plus” grades are 8s or 9s within the range; “Minus” grades are 1s and 0s within the range.

Professionalism

Working with a college media group is a closely collaborative, often deadline-driven experience, one that can teach you teambuilding and leadership skills. The professional responsibilities and rewards you encounter will far outweigh the “reward” of the credit-hours given to you by UVM. Along with the many personal and professional positives of this experience comes the reality of stress; in a large group, working under deadline, some people will learn to productively use their stress; others will not. It is vital for staff members to maintain professional relationships with one another and to learn from those instances in which they falter. Therefore, anyone who exhibits unprofessional behavior will face repercussions. For the purposes of this class policy, unprofessional behavior includes behavior that causes disruption to a professional atmosphere. In response to instances of unprofessional behavior associated with this class, I will initiate a personal conference to discuss possible action, which could range from a verbal warning to reduction in your grade to removal from the course.

Cynic/WRUV/UVMtv Staff Meetings & Adviser Meetings (two different weekly meetings)

You are expected to attend the regular meetings of The Cynic, WRUV or UVMtv. Attendance can count toward your work-hour total. If you cannot regularly attend the meeting, you must set up a weekly one-on-one meeting with your direct supervisor. Likewise, you will be required to meet regularly with me. You are allowed two “free” absences for the term. After that, each absence will result in a 3 percent reduction in your overall grade.

Late Work

In the media world, a deadline is the difference between a piece of work being 100 percent usable and 0 percent usable. In this class, I will accept late work for up to one week past the deadline, but the deduction for missing a deadline is one-third of the total points possible. After one week, I will not accept late work, and therefore the deduction will be 100 percent of the total points possible for the assignment.

Plagiarism / Cheating

If you cheat or plagiarize in any way, you will receive a zero for the work in question and could fail the course.

Backup Copies

Never give me the only copy you have of a piece of work. Make a backup copy.

Syllabus Updates

Changes to this syllabus will be made in class, in conference and/or via Blackboard, if necessary.

College Media Practicum / Sample syllabus
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Office Hours by appointment

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	Do this BEFORE midnight Sunday	Conferences / Workshops
8-27 to 9-2 / Week 1	Record W1 hours online by 11:55 p.m. Sunday.	Establish ILP.
9-3 to 9-9 / W2	Record W2 hours online by 11:55 p.m. Sunday. Upload Blackboard W2 (GOALS) and ILP by 11:59 p.m. Sunday.	Meet with peer group or prof.
9-10 to 9-16 / W3	Record W3 hours online by 11:55 p.m. Sunday. Upload Blackboard W3 by 11:55 p.m. Sunday.	Meet with peer group or prof.
9-17 to 9-23 / W4	Record W4 hours online by 11:55 p.m. Sunday. Upload Blackboard W4 by 11:55 p.m. Sunday.	Meet with peer group or prof.
9-24 to 9-30 / W5	Record W5 hours online by 11:55 p.m. Sunday. Upload Blackboard W5 by 11:55 p.m. Sunday.	Meet with peer group or prof.
10-1 to 10-7 / W6	Record W6 hours online by 11:55 p.m. Sunday. Upload Blackboard W6 by 11:55 p.m. Sunday.	Meet with peer group or prof.
10-8 to 10-14 / W7	Record W7 hours online by 11:55 p.m. Sunday. Upload Blackboard W7 (MIDTERM) by 11:55 p.m. Sunday.	Meet with peer group or prof.
10-15 to 10-21 / W8	Record W8 hours online by 11:55 p.m. Sunday. Upload Blackboard W8 by 11:55 p.m. Sunday.	Meet with peer group or prof. <u>Give eval form</u> to your supervisor.
<i>W8 Optional Extra</i>	<i>In addition to this week's assignment, you could also email the professor a <u>complete draft</u> of your final project for a full markup. You would be able to revise the project before turning it in for an actual grade in Week 12. This is an optional assignment that would not impact your grade. Marked-up submissions would be returned to you by Week 10.</i>	
10-22 to 10-28 / W9	Record W9 hours online by 11:55 p.m. Sunday. Upload Blackboard W9 by 11:55 p.m. Sunday.	Prof away. No conference.
10-29 to 11-4 / W10	Record W10 hours online by 11:55 p.m. Sunday. Upload Blackboard W10 by 11:55 p.m. Sunday.	Meet with peer group or prof.
11-5 to 11-11 / W11	Record W11 hours online by 11:55 p.m. Sunday. Upload Blackboard W11 by 11:55 p.m. Sunday.	Meet with peer group or prof. <u>Meet w/staff supervisor for eval.</u>
11-12 to 11-25 / W12 PROJECT DUE!	Record W12 hours online by 11:55 p.m. Sunday. Upload Blackboard W12 (PROJECT) by 11:55 p.m. Sunday.	Meet with peer group or prof.
<i><u>Note: "Week 12" is the week before Thanksgiving, but your project is due on the Sunday after Thanksgiving.</u></i>		
11-26 to 12-2 / W13	Record W13 hours online by 11:55 p.m. Sunday. Upload Blackboard W13 (GOAL REFLECTION) by 11:55 p.m. Sunday. Upload STAFF EVAL to Blackboard by 11:55 p.m. Sunday.	Meet to discuss portfolio & resume.
12-3 to 12-9 / W14	Record W14 hours online by 11:55 p.m. Sunday.	Conferences, if needed, by appt.
Monday, Dec. 10	Media portfolio due online or to my office by <u>noon</u>.	

Use this form to prepare for your ILP planning meeting

When we meet in the first week of class, we'll create your Independent Learning Plan for use in the practicum. You'll need to decide on eight weekly assignments, which should be the same for each week, and a final project.

1. What will you upload for your eight weekly assignments? (3 points)
 - How will I know that it is complete?
2. What will you upload for your final project? (25 points)
 - How will it be evaluated?

Below are examples of ILPs that would pass muster. You could choose or modify one of these or come up with your own, as long as the workload is fairly equal to what you see here. Please prepare for our meeting: The more prepared you are, the better the chance that I'll simply rubber-stamp your proposed ILP. If you have no idea what you want to do, I can always choose your assignments for you, but that's not my preference.

A CYNIC REPORTER

- **Weekly:** Turn in a 300- to 500-word news story with at least two quoted, human sources.
- **Project:** Turn in a 1,500-word enterprise project, with photos, to Blackboard and to your editor; minimum of six quoted, human sources.
- All stories would be objective and completely sourced. Include no significant errors of grammar, mechanics or AP style.

A WRUV DJ

- **Weekly:** Submit an mp3 file of the week's two-hour show.
- **Project:** Develop and implement a marketing plan that would raise the profile of WRUV among downtown merchants and patrons.

A UVMtv REPORTER

- **Weekly:** Upload a Quicktime file of a new, timely, well-edited news segment for UVMtv appropriate for showing on UVM Weekly; interviews, voice-overs or both would be included. Length should be 90 seconds to three minutes.
- **Project:** A final clip with these specific requirements: minimum of two interview subjects, three sound bites, two locations, reporter stand-up and one graphics illustration.