STCM 315: Strategic Advertising and Public Relations Writing Spring 2019
Section: 003   CRN: 13863 Credit Hours: 3

Professor: Elizabeth Oppe, MBA, PhD
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Phone: 304.293.6773
Office Hours: TR Mornings 11:30-1 p.m. (Martin 204D)
MW Mornings 11-1 p.m. (Martin 204D)
MW Afternoons 2:30-3 p.m. (Evansdale SAS-E 1021)
Office: 204D Martin Hall

Prerequisites: STCM 215 (Introduction to Strategic Communications)

Course Description: Strategic Advertising and Public Relations Writing will build upon basic knowledge of audience analysis and media selection from earlier courses to develop higher-level writing skills across multiple media platforms – traditional, digital and social. This course is lecture-based with a practical application of learning outcomes.

The goal for this course is to teach students how to write in a variety of media with clarity, insight and skill. Through in class and homework writing assignments, students will be given practice in developing solid persuasive writing abilities necessary for professionals entering fields commonly associated with public relations and advertising.

The final product for this class will be a portfolio of writing samples appropriate to the student’s later job search. Students will be expected to take on their assignments with a professional attitude and a willingness to learn new techniques. Good writing takes practice, hard work and passion.

What You Will Learn – Learning Outcomes
By the end of this course, you should be able to:

- **Summarize** client, audience diversity and media information and format needs.
- **Identify and apply** the importance of truth, accuracy and fairness in the information gathering and distribution processes.
- **Demonstrate** skills in writing and revising deadline-driven copy within client, space and platform requirements.
- **Produce and critically analyze** story ideas and materials intended for diverse audiences and media platforms.
- **Develop a professional portfolio** by creating high-quality documents for print, broadcast online/social media in a variety of strategic disciplines: public relations, advertising, sales and marketing, and business communication.
- **Create and revise** professional written communications, speeches and presentations that clearly and concisely convey messages to internal and external audiences.
- **Develop and maintain** positive client relationships, and **work as a part of a strategic team**.
• **Evaluate self and peer work** based on the application of successful writing guidelines, including punctuation and grammar; Associated Press style guidelines; and concise organization of standard strategic communication messaging.

• **Understand** concepts and apply theories in the use and presentation of images and information;

• **Write** correctly and clearly in forms and styles appropriate for the communications professions, diverse audiences and purposes they serve;

• **Critically** evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

• **Apply** current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**Pep Talk:** This class will at intervals be time consuming and difficult. Your first few assignments possibly will receive low grades, which can be discouraging. Realize that if you put forth the effort, your work should improve throughout the semester, and this improvement will be reflected in your grades. Not to worry. You will come out of this course with the skills and knowledge, not to mention an impressive portfolio. Please, talk to me at any time if you have questions or concerns about the course. My objective for the course is to make it a positive learning experience that will prepare you for a future career in advertising and public relations. Remember, I am here to guide you, not hinder you.

**Required Texts:**

• You can also download the AP Stylebook Mobile application from [https://www.apstylebook.com/?do=product&pid=mobile](https://www.apstylebook.com/?do=product&pid=mobile)

You will also be expected to complete additional readings as assigned. All assigned readings should be completed before the appropriate class sessions for which they are assigned to generate class discussion and to ensure you are prepared to write. If completion of the readings becomes a problem, I reserve the right to administer pop quizzes on the text material.

**Additional Supplies:**
• **Flash drive**—All work should be saved to a flash drive. Do not save your work to the hard drive! It is wiped clean each Friday, and you do not want to lose your work. Remember to save your work early and often.

• **Three-ring binders**—one for saving your graded work; one for the print copy of your client portfolio to be turned in to me; and one for a print copy of your portfolio for your client.

• Subscribe to the newsletters for AdAge and PR Daily.

• Newspapers, magazines, trade publications, websites and other publications as required by your assignments or your own interests. In particular, you should be a registered user of latimes.com, which is free. See the press releases services described at [http://www.latimes.com/pressreleases](http://www.latimes.com/pressreleases).

**Reference Materials:** Use of reference materials to double check accuracy is strongly encouraged. These materials are available in the classroom, the library and online. Use these resources. They will prevent you from making embarrassing mistakes.

**Keeping up with the News:** You are expected to keep up with current events and news related to your client by reading your metro-area newspapers and trade publications, listening to the radio, watching the news, following the social media presence of traditional and alternate news sources, etc.

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**eCampus**

I will use the class eCampus site to post important course documents and to communicate with you. Among other things, you will find this syllabus, PowerPoint slides, assignment instructions and supplemental readings. If you happen to lose any class handouts, you should be able to find them here. Please become familiar with the site and check it often. PowerPoint slides will be posted before class and remain on the site, as space permits, until the end of the semester.

**Discussion Board feature:** I strongly encourage you to use this feature to discuss client issues with your classmates. Here you can talk about any challenges you are facing, things that have worked/have not worked, or other issues that may arise with your client. Your peers are a great resource—use them!

**Professionalism & Manners**

This class will be much like an actual job. To that end, professionalism is expected as well as good manners.

- **Please be on time.** Class starts promptly at 9:30 a.m. and you should be ready to participate. All outside assignments are due at the beginning of class; deductions will result from work turned in after 9:30 a.m. Consistent tardiness (5 or more) will result in you being marked absent.
- **No texting, and please turn off your cell phone alerts in the classroom.** If this becomes a problem you will be asked to leave and marked absent for the day, which could mean a zero for the day’s assignment. The absence WILL count against your three free absences. The policy with ringing cell phones stands for texting as well.
- **Please be respectful.** Ignore your personal life and focus on our class while in the classroom. Talking, sleeping, texting or being disrespectful in class in any way is not permissible. If disruptions become a problem, you will be asked to leave and will be marked absent for the day.

**Note:** This is a service-learning class. In addition to developing professional pieces for your portfolio, this opportunity provides you experience working in the nonprofit sector. Do not forget, however, that you are representing the University, our School and, in particular, the strategic communications sequence. **Professionalism is expected.**
Assignments and Deadlines
Strict deadlines are a reality for this profession. To better prepare you for your STCM career, strict deadlines must also be observed in this course.

- Work turned in after the start of class will be penalized 10 pts.
- Assignments turned in after class, but within 24-hours of the due date will be docked 20 pts.
- Late work will not be accepted after the 24-hour period expires, and you will receive a zero (0) for the assignment.
- E-mailed assignments will not be accepted, unless specifically noted.

All assignments in this course are expected to be presented professionally. All work should be typed and double-spaced in 12-point Times New Roman font with one-inch margins all around, unless otherwise noted. Your work should be grammatically correct with no typographical or factual errors, misspellings or handwritten corrections; otherwise, you will lose points.

Attendance & Participation: Regular, on-time class attendance is a student obligation, and each student is responsible for all work, including tests and written work, for all class meetings. Be aware that I distinguish between attendance and participation. In addition to warming a chair each week, I expect everyone to be active participants in the class—ask questions, offer your opinions, and challenge. I think you’ll find it makes learning easier, and even more fun.

Note: In practical terms, more than one-third of your grade is based on in-class assignments, making regular class attendance vital. An unexcused absence will result in a 0 for that day’s assignment(s).

Absences: You get 3 “free” absences, BUT MAKE NOTE: A student who misses 4 classes will have his/her grade reduced by 1 letter grade; missing 4 classes will result in a 2-letter grade reduction; 5 or more absences will result in an unsatisfactory grade in the course. NO EXCEPTIONS.

Note: We will regularly have in-class exercises that cannot be made up. Unexcused absences (i.e., those that aren’t university-sanctioned events or Days of Special Concern) will result in a zero (0) for these assignments. If you are absent on a day in which a take-home exercise is assigned, you are responsible for getting this information from one of your classmates or eCampus, and you are expected to turn it in on its due date. If an absence occurs due to a university-sanctioned activity, please provide documentation in advance so it will not count against you. You are responsible for getting me this information and/or notifying me of your planned participation in Days of Special Concern within the first two weeks of class.
Grades will be calculated from the following percentages

Final project + Portfolio presentation: 20%

In-Class Assignments: 15%
(e.g., style quizzes and other in-class assignments)

Out-of-class Writing Assignments:
1. Strategic Message Planner – 10%
2. Two Press Releases (one consumer/one nonprofit) - 10%
3. Feature Story – 5%
4. Print Ad/Print Advertorial - 10%
5. Radio/PSA script – 5%
6. Broadcast Storyboard/Visual Storytelling Storyboard 5%
7. Blog Assignment – 5%
8. Infographic Assignment - 5%
9. Social Media Message Strategies – 10%

The actual letter grade typically means:

You will earn an “A” on an assignment if all of the following are met: The work is rigorous, creative, and shows a thorough knowledge of the materials. It is an excellent piece of work written in a clear and concise manner. Few, if any, errors of fact or writing are present. All aspects of the assignment are present and exceptionally completed.

You will earn a “B” on an assignment if any of the following occur: The work has a few errors but shows a good effort at comprehending the material. It contains clear, understandable writing with some care and expression of knowledge. The writing needs more clarity, more development and/or more examples. The work may be missing some of the subtleties of the assignment.

You will earn a “C” on an assignment if any of the following occur: It is an adequate but superficial completion of the assignment. A number of assignment’s components are missing or not completed adequately. The argument is unsubstantiated or examples are missing. Sources are poorly cited, many errors of fact are present, or writing and grammar are inadequate.

You will earn a “D” or less on an assignment if you: 1) fail to follow assignment directions/suggestions, 2) fail to complete at least ¾ of the assignment, or 3) fail to show an understanding of the materials (indicating you did not complete the readings or you are not applying them).

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<th>Grade Level</th>
<th>Percentage</th>
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<td>A+</td>
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<td>A</td>
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Academic Integrity Statement
The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore, instructors will enforce rigorous standards of academic integrity in all aspects and assignments of their courses. For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the West Virginia University Academic Standards Policy (http://catalog.wvu.edu/undergraduate/coursecredittermsclassification). Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see your instructor before the assignment is due to discuss the matter.

Academic Standards Policy, including Academic Dishonesty

The WVU Catalog contains the full Academic Standards Policy. http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/

College of Media Statement on Plagiarism & Fabrication
As future journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. If you are caught cheating, or engaging in plagiarism or fabrication, meaning the invention of any fact, quote or source, you could receive an “F” for the course, or an “F” for the assignment. You could also receive an “Unforgivable F” on your academic transcript.

College of Media Statement on Plagiarism
Students are expected to understand that such practices constitute academic dishonesty regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed. Plagiarism includes, but is not limited to, the following:
1. Submitting as one’s own work the product of someone else’s research, writing, artistic conception, theme, thesis, dissertation, commercially prepared paper, musical piece or other written, visual, oral or electronic/computerized material that has been copied in whole or in part from the work of others, whether such source is published or unpublished.

2. Incorporating in one’s submission, without appropriate acknowledgment and attribution, portions of the works of others; that is, failing to use the conventional marks and symbols, such as quotation marks, to acknowledge the use of verbatim and near-verbatim passages of someone else’s work or failing to name the source of words, pictures, graphs, etc., other than one’s own, that are incorporated into any work submitted as one’s own.

College of Media Statement on Cheating
Cheating includes, but is not limited to:
1. Obtaining help from another student during examinations.
2. Knowingly giving help to another student during examinations, taking an examination or doing academic work for another student, or providing one's own work for another student to copy and submit as his own.

3. The unauthorized use of notes, books, or other sources of information during examinations.

4. Obtaining without authorization an examination or any part thereof.

5. Submitting materials developed for one assignment/class and using them in another assignment/class without instructor knowledge/permission.

6. Note that the College of Media includes fabrication of quotes as a form of cheating. Any student who presents work that knowingly, and without instructor approval, fabricates quotes of sources can be found guilty of cheating.

Refer to the University Academic Standards Policy and/or consult your professor for more information. [http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/](http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/).

**Days of Special Concern**

WVU recognizes the diversity of its students and the needs of those who wish to be absent from class to participate in Days of Special Concern, which are listed on WVU’s Web site. Students should notify their instructor by the end of the second week of classes or prior to the first Day of Special Concern, whichever is earlier, regarding such absences. Your professor will make reasonable accommodations for assignments that a student misses as a result of observing a Day of Special Concern, providing the absence/s are discussed with the professor in advance.

**Inclusivity Statement**

The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in your classes, please advise your instructors and make appropriate arrangements with the [Office of Accessibility Services](https://accessibilityservices.wvu.edu/). More information is available at the [Division of Diversity, Equity, and Inclusion](https://diversity.wvu.edu/) as well. [adopted 2-11-2013]

**College of Media Diversity Statement**

Through its faculty and student work, the Reed College of Media is actively committed to presenting diverse viewpoints to a general audience and to seeking, nurturing and maintaining ties to a base of multicultural sources. In public relations and advertising, the college equates excellence in campaigns to representing and communicating with diverse clients and audiences. In news storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences.

**Campus Safety**
The WVU Police are committed to creating and maintaining a safe learning environment for all students, faculty, and staff. Part of this mission includes educating the campus community on how to respond to potential campus threats, such as the threat of an active shooter on campus or other suspicious behaviors. Fortunately, WVU Police offer training - both online and in-person - on how to handle a variety of campus safety scenarios. All students are encouraged to visit the WVU Police webpage, in particular the content under the Active Shooter training program. Students are also encouraged to report any suspicious behaviors on campus using the Report a Threat portion of the webpage. Additional materials on campus safety prepared by WVU Police, including special safety tips and training, will also be provided on our eCampus page. [adopted 10-2-17]

**WVU Adverse Weather Statement:**
In the event of inclement or threatening weather, everyone should use his or her best judgment regarding travel to and from campus. Safety should be the main concern. If you cannot get to class because of adverse weather conditions, you should contact your instructor as soon as possible. Similarly, if your instructor(s) are unable to reach the class location, they will notify you of any cancellation or change as soon as possible, using agreed upon methods to prevent students from embarking on any unnecessary travel. If you cannot get to class because of weather conditions, instructors will make allowances relative to required attendance policies, as well as any scheduled tests, quizzes, or other assessments. [adopted 9-8-2014]

**Student Evaluation of Instruction Statement:**
Effective teaching is a primary mission of West Virginia University. Student evaluation of instruction provides the university and the instructor with feedback about your experiences in the course for review and course improvement. Your participation in the evaluation of course instruction is both strongly encouraged and highly valued. Results are strictly confidential, anonymous, and not available to the instructor until after final grades are released by Admissions and Records. Information about how you can complete this evaluation will provided by your instructor. [adopted 4-14-2008]

**Guidelines for Grading of Assignments**
See the next sheet for how assignments will be graded. The following guidelines also apply.

**In-class assignments:**
- Ample time will be given in class to work on in-class assignments.
- Don’t wait until the last moment to print your copy. Give yourself time to proofread. I will alert you when there are about 10 minutes remaining in class. Save, save, save!
- For in-class assignments only, edit on your hard copy. Use the standard proofreading marks given in *The Associated Press Stylebook*. You will be docked 5 points for every correction not using the proper editing marks. I must be able to read your changes! If you have questions about proper marks, please ask me.

**Out-of-class assignments:**
- Assignments are due at the beginning of class time. Late assignments (and, yes, that includes one minute late!) are penalized per the aforementioned. Assignments turned in
more than 24 hours late automatically will be assigned a grade of 0.

- Assignments must be typewritten; assignments not typewritten will be docked one letter grade. In the “real world,” computer glitches and printing problems happen but are not excused – the same is true in this classroom. Leave yourself plenty of time to cope with these problems and still make your deadline.
- Out-of-class assignments should be **picture perfect** when they are turned in. They may not be edited on hard copy. Obvious corrections, such as penned-in material, correction fluid, etc., will be penalized 10 points each.

**Rewrites:**

- You may rewrite any assignment (in class or out of class) that receives a grade of **70 or lower**. The rewrite is due **no later than one week** after you received the assignment back, no later than the beginning of the class period. It is your responsibility to meet this deadline. The rewrite grade and the original grade will be **averaged** to determine your final grade for that assignment.
- You must attach the original work with your rewrite. If no original is attached, the rewrite will not be graded.
- Rewrites also will be subject to greater scrutiny. Mistakes I missed the first time around I may catch on the second read. **Proofread** your rewrites carefully!

**Final Portfolio**

*The Portfolio* you turn in at the end of the semester in print and digital format should include:

- An updated **resume and link to the course WordPress digital portfolio** (wvu.stcm315.wordpress.com).
- A **Strategic Message Planner** including information on your client/brand’s goal, key facts/features of the service/product/organization/initiative you are promoting, target audience, benefits, competitors and message frames. The report will run 3-6 pages.
- **Two Print News Releases**, one for a consumer product and a second for a local nonprofit. The topic of the release will be discussed in class.
- A **Feature Story** on a person, initiative/program or success associated with your client/brand. The assignment should be at least 1,000 words in length.
- A **Print Ad OR Print Advertorial** based on your client/brand.
- A **Radio Script OR PSA** on a topic determined by your client. The script should be :30 seconds.
- A **Broadcast Storyboard OR Visual Storytelling Storyboard** on a topic determined by your client. The script should be a minimum of :30 seconds.
- A **Blog Assignment** based on your client/brand. The assignment should be at least 500 words in length.
- An **Infographic Assignment** using data visualization techniques.
- A **Social Media Message Strategy** based on your client/brand.
Additionally, working with a client, prepare one additional piece that strategically meets the needs of the client. Suggestions for pieces follow, but other ideas are welcome. The selection of this piece must be approved by the instructor.

- letter to editor or op-ed
- media advisory
- newsletter or e-newsletter
- direct mail piece
- media kit
- pitch letter
- promotional flier or brochure
- fact/info sheet
- website design
- packet of web ads
- design of out-of-home advertising
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1 January</td>
<td>Introduction Outcomes of Persuasive Writing</td>
<td>(Readings should be completed by the day in which they are listed)</td>
<td>In-Class Assignment: AP Style Quiz 1</td>
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<tr>
<td>7/9</td>
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<td>Reading: Section 1 - “Strategic Writing,” pp. 1 – 39, Read Appendices A-D</td>
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<td>Introduction to Service Learning Client Research Questions</td>
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<td>2 January</td>
<td>Strategic Communications Planning</td>
<td>Reading: pp.121-132. iServe: Service-Learning Project Community Partners Introduction Mountainlair: Greenbrier Room</td>
<td>In-Class Assignment: AP Style Quiz 2 Jan. 14: Client research questions due</td>
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<td>3 January</td>
<td>Practice in Print Writing: Press Releases, Media Kits, Brief, Pitches</td>
<td>Reading: pp. 41-86 Diversity Assignment: Nonprofit Audience Analysis</td>
<td>In-Class Assignment: Media List Strategic Message Planner/Social Media Planner Press Release #1</td>
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<td>21 (MLK Day-No class)</td>
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<td>4 January</td>
<td>Practice in Print Writing: Feature Writing, Annual Reports</td>
<td>Reading: pp. 87-98</td>
<td>In-Class Assignment: Pitch Letter Press Release #2</td>
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<td>5 February</td>
<td>Practice in Print Writing: Speeches, Op-eds and Letter to the Editor</td>
<td>Reading: pp. 99-104, see eCampus Community Partner Contracts Due</td>
<td>Feature Story</td>
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<td>6 February</td>
<td>Practice in Print Writing: Print Advertising</td>
<td>Reading: pp. 133-138</td>
<td>In-Class Assignment: Fact Sheets</td>
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<td>7 February 18/20</td>
<td>Broadcast Advertising</td>
<td><strong>Reading:</strong> pp. 139-151; 154-164</td>
<td>Print Ad/Advertorial</td>
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<td>8 February 25/27</td>
<td>Practice in Broadcast Media</td>
<td><strong>Reading:</strong> Review last week's readings</td>
<td>Radio Script/PSA</td>
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<td>March 1</td>
<td>Mid Semester Grades Due</td>
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<td>9 March 4/6</td>
<td>Practice in Digital Writing: E-blasts &amp; Mobile Messaging</td>
<td><strong>Reading:</strong> pp. 174-186</td>
<td>Broadcast/Visual Storytelling Storyboard</td>
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<td>10 March 18/20</td>
<td>Intro to Digital Writing &amp; Blogging</td>
<td><strong>Reading:</strong> pp. 105-118; 151-153 March 22: Last Day to Drop a Course</td>
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<td>11 March 25/27</td>
<td>Practice in Print Writing: Direct Mail, Brochures &amp; Infographics</td>
<td><strong>Reading:</strong> pp. 165-173; 187-198</td>
<td>Blog Assignment</td>
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<td>12 April 1/3</td>
<td>Persuasion &amp; Practice in Digital Media: Social Media</td>
<td><strong>Reading:</strong> see eCampus</td>
<td>Infographic Assignment</td>
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<td>13 April 8/10</td>
<td>Strategic Writing Business Communication</td>
<td><strong>Reading:</strong> 199-234</td>
<td>Social Media Message Strategies Review/Make Changes</td>
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<td>14 April 15/17</td>
<td>Professional Ethics</td>
<td><strong>Reading:</strong> Section I: The Law and Strategic Writing (pp. 34-39) PRSA Code of Ethics AAF Principles and Practices for Advertising Ethics Discuss STCM 315 final presentation (Mountainlair: Cathedral Room)</td>
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<tr>
<td>15 April 22/24</td>
<td>In-Class Presentations</td>
<td>Portfolios Due (Final Presentations: Mountainlair: Cathedral Room)</td>
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<td>April 30</td>
<td>Final</td>
<td>2-4 p.m. Final Presentations (if needed)</td>
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EQUIPMENT NOTE:

Reed College of Media Equipment and Professionalism Points Policy

Media companies invest thousands of dollars in high-end production equipment. As such, their employees are expected to share and use equipment, understanding they are part of an organization that relies on team work to produce quality content on deadline.

At the Reed College of Media, we likewise expect students to display this professional responsibility to respect equipment, colleagues and deadlines. To that end, all classes that require the checkout of Reed College of Media equipment must employ a Professionalism Points policy, in which 10 percent of the course grade is linked to responsible management of the school’s equipment.

Responsible management means:

· equipment may be checked out for no more than two days at a time and only to complete Reed College of Media class assignments;

· equipment must be returned in good condition (i.e. ready for the next person to use).

Professionalism Points

Ten percent of the total course points will be tied to this professionalism policy, meaning students must demonstrate responsible management of equipment to earn/maintain them. Failure to demonstrate responsible management of Reed College of Media equipment will result in point deductions, according to the following formula:

· A single return that is late by one day--10 percent of the total professionalism points will be deducted

· Two late returns within one day of the deadline or a single return that is 2 days late--25 percent of the total professionalism points will be deducted.

· Three late returns within one day of the deadline or a single return that is 3 days late--75 percent of the total professionalism points will be deducted

· Four or more late returns within one day of the deadline or a single return that is more than 4 days late--100 percent of the total professionalism points will be deducted, resulting in a full letter grade deduction off the final course grade.

Example: If the course has a total of 400 points possible, 40 points will be granted for professionalism. If a student has a single return that is 2 days late, (equipment was due Monday, but returned on Wednesday) he or she would immediately lose 10 points (25% of 40).

Absolutely no exceptions to the Professionalism Points policy will be made without prior instructor consultation and approval.
Broken, stolen or lost equipment

As are employees in many media outlets, students are financially responsible for any equipment they have checked out that is broken, stolen or lost owing to misuse or negligence. In these circumstances, students must consult with the instructor immediately or face both professionalism point deductions in addition to financial culpability.

Equipment must be checked out and returned during equipment office hours, which are posted on the doors of both G2 Martin Hall and the equipment office across the hall from G2.

Equipment Checkout and Return Policy:

During the semester you will check out equipment to do your assignments. You are responsible to bring it back in the condition you found it. Damage to, or loss of equipment will be paid for by you. You will sign a liability agreement before you can check out any equipment. This agreement makes you responsible for the equipment while it is in your possession. Under no circumstances should equipment be left in your vehicle. Students often report that their windows were smashed, and the equipment taken from a vehicle. You are responsible even so.

Please plan ahead, and check out equipment in advance of when you will be using it. Do not assume that equipment will be fully-charged and ready to go. That depends on the student before you charging the batteries before they return them.

You need to return equipment immediately after completing your assignment. Equipment that is more than 7 days late will be considered lost or stolen, and you will be charged the full amount of the replacement cost. If that amount has not been paid within a week of notification the fine will be turned over to student accounts. Please be sensitive to the needs of your classmates, who also need equipment to complete their assignments.

At the end of the semester, all equipment must be returned to the equipment GAs by Friday, Dec. 7. If there are extenuating circumstances that prevent you from returning the equipment by the deadlines you must contact one of the equipment GAs immediately.

Equipment GA: Ella Jennings
Office: Equipment room across from G2 Email: ekjennings@mix.wvu.edu

Equipment GA: Rylee McNemar
Office: Equipment room across from G2 Email: wrm0001@mix.wvu.edu

Equipment Office Schedule – (office across from G2)
Equipment can be checked out during the hours listed on the wall outside of G2. All equipment will be checked out for two days and then returned. Equipment checked out on Thursday is due on Monday and anything checked out on Friday is due on Tuesday. Equipment should be returned packed the way it was checked out, and batteries should be fully charged.