

Washtenaw Community College Comprehensive Report

COM 155 Scriptwriting for Broadcast Media Arts Effective Term: Spring/Summer 2025

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: Communications, Media & Theatre Arts (new)

Discipline: Communication (new)

Course Number: 155

Org Number: 11500

Full Course Title: Scriptwriting for Broadcast Media Arts

Transcript Title: Scriptwriting for Broadcasting

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Course title

Rationale: Master syllabus needs to be updated for Canvas migration and the course name needs to be updated. Once assessment for the course is complete (next fall/winter), additional updates may be made.

Proposed Start Semester: Winter 2025

Course Description: In this course, students will gain practical experience in writing styles for the various media of the broadcast industry. Through hands-on exercises and projects, students will become familiar with various writing techniques, develop broadcast media writing skills and apply those skills to the creation of news stories, interviews, promos, liners, public service announcements (PSAs), social media and commercials. Students will also be exposed to current trends in the industry and given the opportunity to critique those trends and theorize about upcoming styles. The title of this course was previously Scriptwriting for Broadcast Arts.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
 Ferris State University
 Grand Valley State University
 Jackson Community College
 Lawrence Tech
 Michigan State University
 Oakland University
 University of Detroit - Mercy
 University of Michigan
 Wayne State University
 Western Michigan University
 Central Michigan University

Student Learning Outcomes

1. Construct various written productions for broadcast air.

Assessment 1

Assessment Tool: Outcome-related commercial

Assessment Date: Fall 2025

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 50% all students, with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

2. Develop script ideas into potential programs.

Assessment 1

Assessment Tool: Outcome-related pitch presentation

Assessment Date: Fall 2025

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 50% all students, with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

3. Identify broadcast writing techniques.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2025

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 50% all students, with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Identify key broadcast writing techniques such as writing for the ear, attribution placement, exposition, gaining attention and contractions.
2. Develop production writing skills.
3. Conceptualize the purpose of the production.
4. Conceptualize the mood of the production.
5. Select music based on purpose and mood.
6. Select sound effects based on purpose and mood.
7. Develop potential programming ideas into pitch presentations.
8. Develop ideas into viable scripts for programming.
9. Present pitch to an audience.
10. Recognize productions such as commercials, PSAs, interviews, liners, news stories and promos.
11. Create pitch ideas for social media campaigns, syndicated radio shows, radio commercial campaigns, and/or imagining campaigns.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom
Other: TI 127

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Apr 25, 2024</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>May 06, 2024</i>
Dean: <i>Anne Nichols</i>	<i>Recommend Approval</i>	<i>May 09, 2024</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Mar 17, 2025</i>
Assessment Committee Chair: <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Mar 27, 2025</i>
Vice President for Instruction: <i>Brandon Tucker</i>	<i>Approve</i>	<i>Mar 30, 2025</i>

Washtenaw Community College Comprehensive Report

COM 155 Scriptwriting for Broadcast Arts Effective Term: Winter 2017

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Communications

Course Number: 155

Org Number: 11520

Full Course Title: Scriptwriting for Broadcast Arts

Transcript Title: Scriptwriting for Broadcast Art

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Other:

Rationale: Assessment report was completed in May of 2016. Minor updates to the master syllabus need to be made, based on that.

Proposed Start Semester: Winter 2017

Course Description: Scriptwriting for Broadcast Arts is designed to give students practical experience in writing styles for the various media of the broadcast industry. Through hands-on exercises and projects, students will become familiar with various writing techniques, develop broadcast writing skills and apply those skills to the creation of news stories, interviews, promos, pitches, liners, public service announcements and commercials. Students will also be exposed to current trends in the industry and given the opportunity to critique those trends and theorize about upcoming styles.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University
Eastern Michigan University
Ferris State University
Grand Valley State University
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Construct various written productions for broadcast air.

Assessment 1

Assessment Tool: Student created commercial

Assessment Date: Fall 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: all

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: Script will be scored using a departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors (not teaching the assessed course) within the department will score and analyze the data for assessment.

2. Develop script ideas into potential programs.

Assessment 1

Assessment Tool: Pitch (presentation)

Assessment Date: Fall 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: all

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: Pitch presentation will be scored using a departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors (not teaching the assessed course) within the department will score and analyze the data for assessment.

3. Identify broadcast writing techniques.

Assessment 1

Assessment Tool: Departmental examination

Assessment Date: Fall 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: all

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: Broadcast writing techniques will be scored using a departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors (not teaching the assessed course) within the department will score and analyze the data for assessment.

Course Objectives

1. Identify key broadcast writing techniques such as writing for the ear, attribution placement, exposition, gaining attention and contractions.
2. Develop production writing skills.
3. Conceptualize the purpose of the production.
4. Conceptualize the mood of the production.
5. Select music based on purpose and mood.
6. Select sound effects based on purpose and mood.
7. Develop potential programming ideas into pitch presentations.
8. Develop ideas into viable scripts for programming.
9. Present pitch to an audience.
10. Recognize productions such as Commercials, PSAs, interviews, liners, news stories and promos.
11. Create pitch ideas for social media campaigns, syndicated radio shows, radio commercial campaigns, and/or imagining campaigns.

New Resources for Course

Course Textbooks/Resources

Textbooks

Stovall, James. *Writing for the Mass Media*, 9th ed. Pearson, 2014

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>May 26, 2016</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>May 27, 2016</i>
Dean: <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Jul 06, 2016</i>
Curriculum Committee Chair: <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Sep 22, 2016</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Sep 26, 2016</i>
Vice President for Instruction: <i>Bill Abernethy</i>	<i>Approve</i>	<i>Oct 04, 2016</i>