VIDEO COMMUNICATIONS FOR PR AND MARKETING

COURSE DESCRIPTION

The course is designed to introduce students to the use of video communications in public relations and marketing. The course also seeks to expose students to industry practices and the expertise of public relations and marketing professionals.

Video is an important communication tool that reaches a variety of publics, both internal and external. Consequently, the use of video as a communication tool has significantly expanded in government, non-profit organizations, and within business commerce.

Student teams will be formed to produce quality public service and promotional marketing videos, i.e., student crews of writers, editors, producers and directors will produce video projects. A total of two (2) video projects will be completed during the semester at mid-semester and the end of the semester.

Course Learning Objectives:

The class will provide students with technical and aesthetic proficiencies used in video communications for public service, public relations and marketing.

Students will learn historical and regulatory aspects of communication policy and mandates for public related discourse and service for broadcast licensees.

Students will also hear from experts in the fields of marketing, broadcasting and business communications on selected topics. These lectures will contribute substantially to the core learning experience of the class.

University of North Carolina at Chapel Hill

School of Media and Journalism

Course: JOMC 333 (Fall 2015)

Schedule: Thursday 6:00 - 8:45 PM

Instructor: Willis G. Smith, B.F.A., M.A., USNR-R

Email: willis54@email.unc.edu

Office Hours: Tuesday/Thursday 2:00PM - 3:30PM and 5PM - 6:00PM. Also available by appointment. Faculty/Staff Lounge 2nd Floor Carroll.

REQUIRED READING:

*Kobre, K. (2012). Videojournalism: Multimedia storytelling. Waltham, MA: Focal Press.

*Murch, W. (2001). In the blink of an eye: A perspective on film editing (2nd ed.). Los Angeles: Silman-James Press.

*All books have been ordered by Park Library and will placed on reserve.

Lynda.com is a free online service for students with helpful tutorials on basic and advanced video editing techniques: https://software.sites.unc.edu/lynda/

Important Dates

Project #1 Due -	10/7
Fall Break -	10/14 - 10/18
Thanksgiving	11/26 - 11/29
Project #2 Due -	12/9

VIDEO COMMUNICATIONS FOR PR AND MARKETING

FINAL GRADE

A=90-100; **B**=80-89; **C**= 70-79; **D**=60-69; & **F**= 59 & below.

FINAL GRADE POINT SCALE

Quizzes -	30 Points
Project 1 -	25 Points
Project 2 -	25 Points
Class Assignments/Participation -	20 Points
Final Grade -	100 Points

ATTENDANCE

1. Please note: students CANNOT be absent from a class for production or post-production assignments.

2. Students must also be in class to present your work for critique. Part of your completion of the project assignment is the critique

3. You will be allowed 2 un-excused absences; after that 3 percentage points will be deducted from your FINAL GRADE. If your semester average is 91 and you miss 3 classes, your final average would be 88%. Use your 2 un-excused absences wisely. The only exception to this will be a serious medical condition.

4. Coming in late is distracting to everyone else. If students make it a habit of coming in late, I will start counting tardiness as absences. Above all, communicate with me. I am here to help you learn and succeed, and if something challenging is going on, talk to me.

5. The PR and marketing arenas are going to require more of your mind, body and spirit than you can imagine. The rewards are great, but the demands are high. It is critical that students attend every class.

TURNING IN ASSIGNMENTS

Assignments (both Projects and Class Assignments) are always due before class starts.
Give yourself time to make sure your projects play properly. What you turn in at deadline will be what you are graded on, period. **All late work will receive a zero, no excuses, no exceptions.** Re-shoots are acceptable and encouraged. For any assignment you turn in on time, you may re-shoot the assignment for a better grade at any point before the final portfolio is due. The assignment must be entirely re-shot and re-edited from start to finish, not just a re-edit of your first take.

VIDEO COMMUNICATIONS FOR PR AND MARKETING

QUIZZES ON LECTURES AND SPEAKERS (30 Pts.)

Students will be tested on the material presented in class by the instructor or guest lecturer. There will 3 QUIZZES during the semester with ample notification provided.

CLASS ASSIGNMENTS AND PARTICIPATION (20 Pts.)

BE ON TIME. (This includes class, locations, assignments and deadlines). NOTE: Being absent (class and locations) without proper excuse and being habitually late will **definitely** lower your final grade.

Pre-production preparation are the most important aspects of the course. They will be observed and graded.

Expect "Murphy's Law" to happen. Things happen, be prepared. Have a plan "B" ready. Flexibility and creativity are your friends. Keep close professional touch with your clients. Keep them informed. If there is a problem come to me. If I hear from them before you tell me there may be a problem, it can become a serious problem for you.

Project 1: PUBLIC SERVICE ANNOUNCEMENT VIDEO (25 Pts.)

This assignment is designed based on classic communications objectives and parameters related to Public Service Announcements production and programming of a 30 second spot. Public Service Announcements are predominately non-profit based, promotional, and caused based in nature. Student teams will have the option of selecting a PSA topic related to a UNC on or off campus service or activity. Students will develop a production schedule and ultimately present the PSA in class.

Team roles will require leadership, initiative, teamwork, creativity, flexibility, decision-making, management, planning and engagement with the PSA project and teammates. Crew assignments will be made in class and be will switched for Project 2.

Project 2: PROMOTIONAL MARKETING VIDEO (25 Pts.)

This assignment is directed towards video communications with broader marketing objectives. Newer social and video media platforms present ample opportunity for diverse approaches and multiple delivery platforms and target audiences:

Phase I - students will have the opportunity to select an appropriate marketing topic, strategy and pitch their project.

Phase II - students will develop and implement a production and programming schedule for their promotional video marketing project to present to the class. Students will have discretion related to project length and intended media or multimedia platforms.

VIDEO COMMUNICATIONS FOR PR AND MARKETING

PROJECT GRADING

1) Assignments are due at the minute class begins

2) Any assignment not turned in will not receive credit.

3) Class participation is critical to success in this course.

Project based grading criteria include:

1. Programmatic and Distribution Strategies (PSA or Marketing)

   a. Target Audience
   b. Scripting
   c. Content Congruency
   d. Identification of Production Elements

2. Audio Production Element Quality

   a. Dynamic Range
   b. Appropriate db, VU or Volume Levels
   c. Microphone Selection and Use
   d. Transition Use and Effectiveness

3. Video Production Element Quality

   a. Lighting, Exposure, and Composition
   b. Shot Selection, Focal Length and Focus
   c. Camera Movement, Zooming, Pans, Dolly etc. (appropriate to subject or object)
   d. Transition Use and Effectiveness

4. Editing

   a. Audio and Video Orientation
   b. Shot Sequencing and Congruency
   c. Sequence Motifs
   d. Shot and Sequence Timing (How well utilized)

5. Overall Effectiveness, Efficiency and Impact of Video Project

   a. Effective Use of Production Elements
   b. Efficiency of Communication
   c. Emotional Impact for Intended Audience
   d. Multiple Uses

VIDEO COMMUNICATIONS FOR PR AND MARKETING

PROJECT CRITIQUES

Your participation grade will be heavily influenced by your participation in class discussions, critique sessions and your overall respectfulness of others in the classroom. Be engaged, be thoughtful, and be constructive in your feedback. You can be tough without tearing each other apart.

PRODUCTION CREW POSITIONS FOR PSA/MARKETING PROJECT CREWS

Producer: overall project manager, main client representative
Writer: primary scriptwriter, continuity, props, production journal chief, assistant video editor
Director: creative responsibility, casting, shoot director on location
Videographer - responsible for recording video and audio on location or in studio
Video Editor: primary editor, unit and location manager, production journal assistant, props assistant

PRINCIPLES OF ACCREDITATION

The School of Media and Journalism's accrediting body has developed a set of values and competencies. Learn about them here: http://bit.ly/1dk0dom JOMC courses are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies under "Professional values and competencies" in the link above. This class specifically addresses the following professional values and competencies:

- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- think critically, creatively and independently;
- apply tools and technologies appropriate for the communications professions in which they work;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

HONOR CODE

I expect that each student will conduct himself or herself within the guidelines of the University honor system (http://honor.unc.edu). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

SEEKING HELP

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

VIDEO COMMUNICATIONS FOR PR AND MARKETING

DIVERSITY

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

SPECIAL ACCOMMODATIONS

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/

JOMC 333.1 – Video Communications for PR & Marketing

Fall 2015 Schedule

(W 6:00 - 8:45 PM)

08/19 Photo Demonstration Examination
Photo Reference Source: Photos of 27th Street NYC Subway Station by Willis Smith

Review Syllabus

Broadcast Radio and Television Public Service Policy

08/26 Public Service Announcements: History and Legacy

PSA Examples and Examination

Review equipment procedures and class assignments

09/2 Pre-Production Meeting (Crew Assignments and Roles)

Meet with each crew regarding role assignments

Script Writing Review
Reading Assignments Due:
Chapter 12 - Videojournalism: Multimedia Storytelling

In-Class Writing Exercise

Brainstorming for UNC based PSA clients

JOMC 333.1– Video Communications for PR & Marketing

Fall 2015 Schedule

09/9 Due: Identification of UNC based clients and back-up clients (Clients)

Pre-Production Meeting (Production Schedule)

Camera Basics Review
Reading Assignments Due:
Chapter 5 - Videojournalism: Multimedia Storytelling

In-Class Camera and Bounce Lighting Demonstration

09/16 Due: PSA Client scripts due

Pre - Production Meeting (Script Review)
Critique PSA Scripts

Reading Assignments Due:
Chapter 13 - Videojournalism: Multimedia Storytelling

09/23 Due: PSA raw footage (A-roll and B-roll)

Guest Lecturer (TBA)

In-Class Editing Work Day

09/30 Due: PSA Client Rough Cut
Critique PSA Rough Cut

In-Class Work Day

10/7 Due: PSA Client Final Cut
Critique PSA Final Cut

10/14 Fall Break

10/21 Assignment of Project #2 (Marketing)

Lecture - Media in Marketing

Pre-Production Meeting (Crew Assignments and Roles)

Meet with each crew regarding role assignments

JOMC 333.1 – Video Communications for PR & Marketing

Fall 2015 Schedule

10/28 Due: Identification of Marketing Project Client, topic, or product

Guest Lecturer (TBA)

Pre-Production Meeting (Production Script)

11/4 Due: Marketing Project scripts due

Critique Scripts

Pre - Production Meeting (Production Schedule)

11/11 Due: Marketing Project raw footage (A-roll and B-roll)

In-Class Editing Work Day

11/18 Due: Marketing Project Rough Cut

Critique Rough Cut

In-Class Editing Work Day

11/25 Thanksgiving Break

12/2 In-Class Editing Work Day

12/9 Due: Marketing Project Final Cut

Critique Day