

JTC 490-004, Streaming Management and Production
Fall Semester, 2023, 1-3 Credits
Thursdays, 3-5:50, Clark C-238A

Instructors:

Steve Weiss

Office: Clark C-204

steven.weiss@colostate.edu

303-880-7221

Ryan Crist

Office: College of Business

ryan.crist@colostate.edu

720-934-2629

Instructor's office hours and preferred method of communication will be discussed in class.

Course description:

Streaming platform producers have raced past traditional broadcast television and cable in the competition to provide programming to the majority of viewers. The news, sports and entertainment industries are changing and so is the role of program creators and distributors. This class focuses on the technologies and skills necessary to succeed in a streaming media environment, including managing, producing, streaming video content and creating the tools and platform itself. Audience analysis, data analytics and social media strategies will also be discussed. Industry professionals will provide guest lectures.

Course objectives:

1. To define and clarify what determines quality in streaming management and production through practice, classroom instruction, guest speakers and review of various media productions and streaming platforms including those produced in our class.
2. To build on your critical thinking skills allowing you to approach each media project and management decision from an objective point of view.
3. To enhance your awareness and understanding of quality streaming management and production guidelines, regulations, ethics, concepts and theories.
4. To examine how streaming management and production is impacted by cultural issues.
5. To examine the global impact of the streaming industry, management and production; and understand the challenge of producing and managing platforms for an international audience.
6. To increase your knowledge and sensitivity related to diversity issues in the media, streaming production and management, and in your lives.
7. To identify opportunities and pathways that can help you prepare for a career in streaming design, management, analysis and production.

Attendance:

Attendance is mandatory. Research has proven the most important predictor of classroom success is directly linked to attendance. Additionally, surveys indicate the vast majority of students prefer an attendance policy that requires them to attend class on a regular basis. Absences will only be excused if instructors are notified ahead of time. Time missed in class will need to be made up outside of the class period to keep pace with grading requirements of this workshop.

Grading:

Grading for this class will be based on several factors: meeting the hourly time requirements associated with the (1-3) credits each student has registered for the class, along with the effort of participation demonstrated in the course and the quality of the work that is submitted.

This workshop follows the “hours to credit” formula that is utilized in other JMC internships, practicums and workshops. Each credit hour requires 50 hours of documented participation. If you registered for 1 credit = 50 total hours. 2 credits = 100 hours. 3 credits = 150 hours. All classroom time will count toward meeting that obligation. Effort and participation outside of Thursday’s class will also count as approved and documented by the instructors. Time credited may be adjusted by the instructor to account for effort and quality.

Final grades will be assigned using the University-approved plus/minus system:

A	94-100%
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	below 59

Lectures and assignments:

All students will receive the same amount of credit for lecture/discussion periods if they participate appropriately. Assignments will vary depending on the focus area each student chooses to participate in: design, promotion, management, analysis and/or content production. Students may choose multiple focus areas.

Quizzes will be administered at the discretion of the instructors and must be completed within the class period. Quiz content will be based on class lecture/discussion content. No makeup quizzes allowed.

This course meets the following professional values and competencies as outlined by The Accrediting Council on Education in Journalism and Mass Communications . This JMC course will help you:

- understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you serve;
- critically evaluate your 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 you work, and to understand the digital world.

Academic Integrity

CSU takes academic integrity seriously. At minimum, academic integrity means that no one will use another's work as his/her own. Plagiarism is the unauthorized or unacknowledged use of another person's academic or scholarly work. Done on purpose, it is cheating. Done accidentally, it is no less serious. Regardless of how it occurs, plagiarism is a theft of intellectual property and a violation of an ironclad rule demanding "credit be given where credit is due."

If you plagiarize in your work you can lose credit for the plagiarized work, fail the assignment, or fail the course. Plagiarism can result in expulsion from the university. Each instance of plagiarism, classroom cheating, and other types of academic dishonesty will be addressed according to the principles published in the CSU General Catalog:

<http://www.catalog.colostate.edu/FrontPDF/1.6POLICIES1112f.pdf>. 

Academic integrity means more than just avoiding plagiarism. It also involves doing your own reading and studying. It includes regular class attendance, careful consideration of all class materials, and engagement with the class and your fellow students. Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community.

A NOTE ABOUT AI: Generally speaking, you are not authorized to use artificial intelligence engines, software, or artwork generating programs (or similar) to produce work for this class without explicit permission from the instructor, following a discussion on whether it is appropriate for the use of such technologies on SOME assignments. You should not, however, construe this limited use as permission to use these technologies in any other facet of this course.

Student safety & community practices

- CSU's Discrimination, Harassment, Sexual Harassment, Sexual Misconduct, Domestic Violence, Dating Violence, Stalking, and Retaliation policy designates faculty and employees of the University as "Responsible Employees." This designation is consistent with federal law and guidance, and requires faculty to report information regarding students who may have experienced any form of sexual harassment, sexual misconduct, relationship violence, stalking or retaliation. This includes information shared with faculty in person, electronic communications or in class assignments. As "Responsible Employees," faculty may refer students to campus resources (see below), together with informing the Office of Support and Safety Assessment to help ensure student safety and welfare. Information regarding sexual harassment, sexual misconduct, relationship violence, stalking and retaliation is treated with the greatest degree of confidentiality possible while also ensuring student and campus safety.
- Any student who may be the victim of sexual harassment, sexual misconduct, relationship violence, stalking or retaliation is encouraged to report to CSU through one or more of the following resources:
- Emergency Response, call 911
Deputy Title IX Coordinator/Office of Support and Safety Assessment, call (970) 491-1350
Colorado State University Police Department (non-emergency), call (970) 491-6425
- For counseling support and assistance, please see the CSU Health Network, which includes a variety of counseling services that can be accessed at:
<http://www.health.colostate.edu/>.
- And, the Sexual Assault Victim Assistance Team is a confidential student resource that does not have a reporting requirement and that can be of great help to students who have experienced sexual assault. The web address is
<http://www.wgac.colostate.edu/need-help-support>.