

Welcome to Journalism and Communications

We are very excited to have you on board!

As you know, your program will be going fully online for Term 1.

What that means for our program is that this fall all of your **1st term courses** will be delivered online and virtually through **SAM, (Student Achievement Manager)** our Holland College online platform.

This is where you will access all course material, grades, and drop off assignments. Don't worry, you will have lots of time to orient yourself to the platform in the fall before we start classes.

Each of your courses this fall will include both reviewing material and completing assignments online on your own time (asynchronous) as well as participating in virtual classes (synchronous) several times a week. Those classes will follow a set schedule.

For Term 2, which starts in **January**, we intend to be back in the classroom for **face-to-face instruction**.

Getting to know you

We usually average around 18-22 first year students each year.

Our small class size is designed to ensure you have a lot of opportunity to interact with instructors and classmates on a daily basis.

It's our goal to maintain that personal connection, despite the fact that we may not even be in the same country.

Through the use of virtual technology, **we will be meeting with each student once a week just to catch up with you and see how things are going.**

That's on top of our regular interactions about things like assignments, and course content.

You will also be encouraged to **interact with each other outside of our virtual class sessions** and get to know on another. That way, by the time you meet in person in January, you will have developed the usual class rapport.

Program Overview:

List of important dates:

September 1 – first day of classes

December 11 – last day of classes for semester I

January 6 – first day of classes for semester II

February 22-26 – February break

April 23 – last day of classes for semester II

Term 1

The focus is on helping you develop the skills needed to be a critical thinker. All are focused on helping you look behind the claims and everyday headlines to the deeper issues at play.

- You will be taking 5 courses.
 - **Ethics:** Discuss and debate real-life ethical discussion in the newsroom.
 - **Science and the Media:** Understand how science works so, as a journalist, you can write about it effectively.
 - **Law and the Media:** How the law works, and the journalist's role. It includes both criminal and civil law, sources and libel.
 - **Manipulation and the Media:** An analysis on how journalists can be “spun” and techniques to avoid these traps.
 - **Politics and the Media:** Basic political structures and terms, and fundamental political issues facing Canada in general, and the Atlantic Provinces in particular.

Term 2

The focus is helping you develop the toolkit of techniques used by professional storytellers everywhere, from Eminem to Steven Spielberg.

You will be taking 5 courses:

- **Basic Newswriting:** Helps you write the everyday stories, answering the question “what just happened.”
- **Storytelling 1:** Helps you build a storytelling toolkit used by the pros.
- **Reporting Fundamentals 1:** Includes a series of lectures dissecting and analyzing successful interviews, and how to use that material for stories.
- **Social Media:** Teaches you how to appropriately interact with Facebook and Twitter as a journalist or communications officer, and best practices for writing and posting material to promote your work.
- **Practicum 1:** An in-house news producing course that lets you use your new skills in a controlled setting. It will include writing stories and taking photos for our school news website.

Terms 3-4

The focus is on developing and using your journalism and communications skills every day. You will be taking 5 courses each term. The fall courses are:

- **Broadcast storytelling:** learn the important foundational video skills such as how to capture and edit video interviews and B-roll using both a DSLR camera (provided) and your smartphone.
- **Advanced broadcast storytelling:** explore how to produce audio stories and begin completing original videos and audio stories of your own that will complement your written stories.
- **Reporting Fundamentals 2:** There's more work on helping you develop your interview skills.
- **Creative Non-Fiction course:** explore long-form storytelling, magazine-length stories, video and radio documentaries.
- **Freelancing:** helps you develop the skills to set up your own business so you can work independently, or to freelance on the side.

The winter courses are:

- **Reporting and Communications Workshop:** You produce written stories, photos and video for our student news site.
- **Beat Reporting:** This portfolio course evaluates your work during the entire program covering stories in various areas, including politics and sports, entertainment and health.
- **Feature Writing:** This portfolio course evaluates your work during the entire program writing longer form articles covering stories that supplement more current and breaking news.
- **Advanced Storytelling:** This portfolio course evaluates your work during the entire program using the advanced structures used throughout the storytelling world, from Eminem to Steven Spielberg.
- **Practicum 2 :** You will work in newsroom or communications office for 4 weeks, or create content in-house for our student news site.. You and your instructors will discuss which path is right for you.

Please check out our student news site The Surveyor, which contains written stories, audio storytelling and videos, all created by our students.

<http://surveyoronline.wordpress.com/>

Technology Requirements for fall: (online courses)

1. A desktop or laptop computer.

Either a Windows-based PC with Windows 10 or a Mac with macOS Catalina 10.15 or higher.

Processor: Intel i3 minimum with i5 or higher recommended.

RAM: 4 Gb minimum with 8Gb or higher recommended.

Storage: 10 Gb storage minimum with SSD disk recommended.

2. **Speakers/headphones/earbuds with microphone for listening to audio or videos presented in courses.** (for virtual lectures)

Note: your laptop may have a built-in microphone and speakers, but we recommend an external set for best quality of experience.

3. **Google Chrome is the only browser that SAM completely supports.**

4. **Microsoft Office 365.**

Students have free access to install the suite on their computers, tablets or other mobile devices. Once you have your student email, please download the suite to your computer in order to complete assignments.

A browser-based version is available, but downloading is preferred.

5. **Adobe Reader DC.**

6. **An Internet connection with a minimum download speed of 10Mb/s and an upload speed of 1Mb/s is recommended.**

A wired connection to your home router is typically preferable to a wireless connection as it provides better stability and performance.

7. We DO NOT recommend using tablets, smart phones, and Chromebooks because they have limited functionality. Speak with your instructor ahead of time if you do need to use of these devices.

Journalism and Communications lab workspaces (once you return in January)

We are a **Mac lab**, which means each student has their own workstation in our newsroom. That includes a Mac desktop computer, access to the internet, and a shared printer.

Each computer will have a Microsoft suite of products to use which includes Word, the program you will be using the most.

You will also have Photos (for photo editing) and iMovie (for video editing).

Applied Arts in Journalism (UPEI degree)

If you have an interest in completing a university degree along with this program, please speak to Rick MacLean about what we call the “2 and 2” program - you spend 2 years with us, and 2 years at UPEI, and you end up with a college diploma and university degree.

We also have an agreement with Mount St. Vincent University in Halifax, where you can complete a bachelor’s degree in public relations.

If you have an interest in either of these options, please contact **Rick MacLean** to find out more.

We’re on Facebook!

Check out our Journalism and Communications page, devoted to our program and students.

<https://www.facebook.com/HCJournalism>

We often post available jobs, and other related news items here.
We also have a private HC group, just for students in our program! We will make sure to add you to that group.

How to contact us:

Rick MacLean and Lindsay Carroll are your 2 full time instructors.
Give us a call or send us an email if you have any questions at all.
Melanie Jackson is a part time instructor.

Lindsay Carroll	902- 330-8595	lacarroll@hollandcollege.com
Rick MacLean	902- 566-9591	rmaclean@hollandcollege.com
Melanie Jackson	902- 566-9389	msjackson@hollandcollege.com

Stay tuned for more information about student orientation which will begin September 1st.

We look forward to seeing you (virtually)!

