MCO 598 - Spring 2025

Broadcast Performance Skills

Credits: 1

Instructor: Nicole Koester (she/her)

Contact Info: Email: Nicole.koester@asu.edu Cell: 602-796-6007

Office Hours: Wednesdays, 11:50 - 12:15 p.m. and by appointment

Classroom: Cronk 314

Class Meetings Days and Times: Wednesdays, 10:00 -11:50 a.m. 1/13 - 3/4

Course Overview: Builds vocal skills both for everyday life, and for on-air performance. Focuses on breathing, voice control and pitch, articulation, stress and intonation, resonance, sounding conversational, anchoring, and on-camera body language.

ACEJMC Values and Competencies: As a member of the [Accrediting Council on Education in Journalism and Mass Communication](#), the Cronkite School is committed to classroom learning that achieves ACEJMC professional values and competencies. This course supports [those values](#).

Learning Outcomes

By the end of this course, students will:

- Understand and articulate the impact vocal delivery has on broadcast presentation
- Have a repertoire of exercises to improve breathing, pitch, and articulation
- Effectively mark script copy and delivery it in a conversational manner
- Present both scripted and live content with confidence
- Execute stand ups and live shots with a professional demeanor
- Anchor an "A" block of a newscast

Required Course Materials

- Small audio headphones to plug into cameras and computers
- A cell phone with video recording capabilities

Grading Structure

This class uses a total point system. 750 points are available. Each week students can earn up to 100 points: 50 for completing in-class exercises, 50 for completing the weekly homework

assignment that focuses on the current learning objective. Your final assignment 'An A Block from Your Block' is worth 100 points.

Grading Scale

This class uses the standard Cronkite Grading Scale for final course grades. A minimum level of work is expected of all students to receive a passing grade. An "A" grade is for exceptional work. A "B" grade is for work that exceeds expectations, and a "C" grade is for satisfactory work that meets expectations. The table below depicts the various course components and their contribution to your overall grade.

Grade Percentages

A+	97.00 - 100.00%
A	94.00 - 96.99%
A-	90.00 - 93.99%
B+	87.00 - 89.99%
B	84.00 - 86.99%
B-	80.00 - 83.99%
C+	76.00 - 79.99%
C	70.00 - 75.99%
D	60.00 - 69.99%
E	Below 60.00%

Rounding Up Grades: Final grades will not be rounded up.

Grading Procedure: Grades reflect your performance on assignments and adherence to deadlines. Grades on assignments will be available for review in the "Grades" page within 72 hours.

Extra Credit: You will be allowed to resubmit one previously graded assignment at the end of the semester. You may earn back up to ten points making improvements.

Y Grades: Students have the option of a Y grade in determining their final course grade. The Y grade signifies "satisfactory" completion of the course and is considered to be the equivalent of a C or above. Y grades allow students to earn course credit but do not affect your GPA. Students opting for the Y grade who do not achieve a "satisfactory" level (70% or above) will receive a D or an E depending on their assessment grades throughout the class. **Students must notify the instructor of a decision to select the Y grade option before the close of the drop period** and cannot change their selection after the drop period. You can find the drop date on the ASU Academic Calendar.

Withdrawals and Incompletes: Consult the ASU Academic Calendar for individual course and full session withdrawal deadlines. For questions regarding incomplete grades and medical or

[compassionate withdrawals](#), please contact Student Success Director Mary Cook: mary.cook@asu.edu.

Grades and Grading Policies: For more information on ASU grades and grading policies, visit https://students.asu.edu/grades.

 Submitting Assignments: All assignments, unless otherwise announced, must be submitted to the designated area of Canvas. Do not submit assignments via email.

Submission Times: Assignment due dates follow Arizona time. Click the following link to access the [Time Converter](#) to ensure your account for the difference in time zones. Arizona does not observe daylight saving time. Note: The Canvas mobile app sometimes converts deadlines to your time zone rather than the correct deadline in Arizona time, which can lead to confusion for students in other time zones. Please **do not** rely on the deadline (time and date) as it appears in the mobile app; instead, log in to Canvas using a computer to view the correct deadlines.

Submission Verification: Double-check your Canvas submission after you submit each assignment. If you upload a file in your submission, open the file in Canvas after submission to verify that it uploaded completely. It is your responsibility to make sure your work is submitted correctly. You will not receive credit for work that does not upload correctly or work that does not upload before the deadline.

Accuracy: Accuracy is crucial in journalism and mass communication; thus, we will adhere to rigid standards for all submitted work, regardless of the intent to publish. **Any major error of fact will result in an E (59%) on that assignment.** Examples include a misspelled proper name, an erroneous phone number, an incorrect address, a libelous statement or a misstatement of a major fact — in other words, anything that would require a published correction if the story were to appear in a professional news outlet. Minor misspellings or errors of grammar will also bring your grade down. If you are careless, you will lose points fast.

Deadlines

Meeting deadlines is crucial to success in any Cronkite course. Your instructor will hold you to the same standards as professional communicators. We expect you to meet all deadlines, including testing technology and equipment well ahead of those deadlines.

Assignments submitted even one minute past the deadline will not be accepted; they will receive a zero. **There are no exceptions, including for technical difficulties.** For example, students with unreliable internet connections have been unable to submit their assignments on time and thus earned no points for those assignments.

If you begin an assignment but run out of time to complete it, remember that submitting a partially completed assignment is better than not submitting anything at all (as long as your work meets all expectations for academic integrity and does not compromise the work of other students).

Makeup Work: Other than for religious accommodations or university-sanctioned events, the Cronkite School does not give makeup work. If you're absent and miss an in-class assignment, quiz, or test, you will not earn credit for it.

Extreme Personal Circumstances: Please notify your instructor as soon as possible if an extreme individual circumstance interferes with your ability to complete your coursework. Examples include hospitalization of a student, death of an immediate family member, natural disaster, etc.

Active-Duty Military: If you are a student on active duty with the military and, because of deployment or service responsibilities, experience Internet connectivity issues that prevent you from participating in course activities or meeting assignment deadlines, you must notify the instructor as soon as possible to discuss appropriate accommodations.

Religious Accommodations: If you need to be absent from class due to religious observance, notify your instructor at the beginning of the semester.

Attendance

Students must attend all classes for their full duration — as well as examinations as noted by the [ASU final exam schedule](#) — on the days and times and in the locations indicated on the class syllabus and [My ASU](#). If you experience extreme personal circumstances, you must notify your instructor immediately. Your instructor is obligated to report extreme or extenuating circumstances to the dean's office for coordination of student support.

Student Expectations

Classroom Etiquette: Students must keep mobile devices — including smartphones — stored out of reach during class unless prompted by the instructor. Students may only use computers during class to take notes and engage with course content. Food and drinks are not allowed in the classroom. Please arrive on time and be prepared to engage meaningfully with your instructor, peers, and course content.

Expectations of Professionalism: Students must exhibit professionalism in all course-related activities, assessments, and communications. It is vital to the learning process that each student respects their instructor, classmates, clients, partners, sources, technology, equipment, and course content. Students who engage in damaging or abusive behavior — and those who consistently make disruptive, rude or intimidating comments in person or online — will be referred to [ASU's Student Rights and Responsibilities](#) for investigation and possible consideration for dismissal from the program.

We strive to create a respectful, civil learning environment for everyone; however, some course content and discussions may evoke emotional responses based on personal experiences and backgrounds. Please bring any concerns to the attention of your instructor — or, alternatively, to [Cronkite School leadership](#).

According to ASU policy, "Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime."

Original Work: All work submitted for this class must be your original work, created by you, solely for the current session of this class. This includes photos, text, video, and images. You may not submit assignments or evaluations done for any other class, for any other organization, or for a previous session of this class. ASU offers resources to learn more about plagiarism and self-plagiarism. Students who violate this clause will be referred to an academic integrity officer.

Collaborations: All assignments must be your own work — from concept to execution — unless the instructor specifies some type of collaboration. Even when you are part of a team, not all elements of the assignment may be team-based. For example, the assignment may call for a team discussion of a topic, but a writing assignment based on that discussion must be your individual work. Violating this policy may qualify as academic dishonesty. You are responsible for understanding what elements of an assignment or task (if any) require peer collaboration or individual completion.

Official Photo: According to ASU policy, all students must have an official photo on file with the university. If you do not have an official photo on file, please visit this link to upload a photo: https://webapp4.asu.edu/cardservices. There is no charge for uploading a picture.

Equipment Checkout: Students in this course are eligible to check out equipment from the Cronkite Equipment Lab. View the Cronkite School equipment guidelines here: https://cronkite.asu.edu/about/policies/equipment/

Cronkite School Policies

Academic Integrity: The school has zero tolerance for academic dishonesty; instructors enforce academic integrity in every course and educational activity offered or sanctioned by the school. Any allegation of academic dishonesty will be referred to an appointed academic integrity officer for investigation. They elevate cases to the school's standards committee for review and recommendation to the dean of the school. If the committee finds that a student has engaged in academic dishonesty in any form — including but not limited to cheating, plagiarizing, and fabricating (see examples here) — that student shall receive a grade of XE for the class and may face suspension or expulsion from ASU.

At the beginning of every Cronkite class, every student must digitally agree to uphold Cronkite's Commitment to Academic Integrity, as well as the ASU Academic Integrity Policy and the Student Honor Code. This agreement indicates that each student has read and understood the terms of academic integrity violations and all potential sanctions. Students can find comprehensive information about academic integrity policies and procedures on the ASU Provost's site.

Student Accessibility and Inclusive Learning Services (SAILS): [Student Accessibility and Inclusive Learning Services](#)facilitates accommodations for students who have registered with that office. Accommodations are determined on a case-by-case, course-by-course basis through an interactive process with people who can best support student success. Prior to receiving accommodations from their instructor, students must receive verification of eligibility by registering with SAILS. Student SAILS information is confidential.

Course Content: Course content, including lectures, are copyrighted materials. Students may not share outside the class, upload, sell, or distribute course content, assessments, access codes, or notes. Students must refrain from uploading to any course shell, discussion board, or website used by the instructor or other course forum any material that is not the student's original work unless the student first complies with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Cronkite School Diversity Principles: The Walter Cronkite School of Journalism and Mass Communication [embraces inclusivity](#) in student, staff and faculty populations in order to create an academic environment that fosters diversity of thought and acceptance of all people regardless of race, gender, age, sexual orientation, or societal, political, cultural, economic, spiritual, or physical differences. To this end, the school directs efforts to the following four principles:

- Actively seek out and encourage diverse populations to become productive members of the faculty, staff and the student body;
- Create and maintain a work, learning and social environment that is cognizant and supportive of a diversity of human differences and beliefs;
- Incorporate within the formal content of the curriculum and in each course an affirmation of the core journalistic values of accuracy, fairness, ethical behavior and sensitivity when reflecting an increasingly multicultural world;
- Foster and support a climate in which events and activities of the school reflect diversity of awareness, sensitivity to and support for people of different origins, orientations and abilities.

Additional Cronkite School Policies: Students can find additional Cronkite School policies, including the Academic Integrity Policy, on [this page](#) and in the Canvas navigation menu (see "Cronkite School Policies"). These policies apply to all students in all classes; students must read and acknowledge these policies at the beginning of each class.

Technical Support: Contact ASU Technical Support by calling 855-278-5080 or visit the [online service center](#). Be sure to record your case number and document your issue with screenshots and video. Remember: It is your responsibility to make sure you start assignments early enough to be able to address any technical issues before the deadline. Deadline exceptions are not granted for technical troubles. If a technical problem arises, contact technical support immediately. To monitor the status of campus networks and services, visit the System Health Portal at http://syshealth.asu.edu.

For help using Cronkite computers, equipment, Adobe and other software, contact the Cronkite School IT support team at 602-496-6891 or email csit@asu.edu.

Class Communication

Email: ASU email is an [official means of communication](#) among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly. All instructor correspondence will be sent to your ASU email account.

Email questions of a personal nature to your instructor. You can expect a response within 72 hours.

Other communication: As part of ASU's culture of connectivity, students are encouraged to connect with each other outside of class. Remember that unauthorized collaboration on coursework (including via chats, channels, Zooms and more) may qualify as academic dishonesty.

Resources

News Access: Access the New York Times, the Wall Street Journal and the Arizona Republic using the instructions here: https://cronkite.asu.edu/about/policies/news-access/

Adobe Access: The Cronkite School provides free access to the Adobe Creative Suite via workstations in the Cronkite building and free Adobe Creative Cloud access for students to use remotely on their own computers. To access Creative Cloud and download Adobe programs, complete these steps:

1. Go to [Links to an external site.https://creativecloud.adobe.com/Links to an external site.](https://creativecloud.adobe.com/).
2. Log in with your [ASUrite]@asu.edu email and follow [these instructionsLinks to an external site.](#).
3. You must use your [ASUrite]@asu.edu email for Adobe access; your alternate email address (e.g. [firstname.lastname8]@asu.edu) will not work.

Syllabus Disclaimer

Statement of Intent: The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Your instructor will make every effort to avoid changing the course schedule; however, it is possible that unforeseen events will necessitate syllabus changes. Remember to check your ASU email and the course site often.