

Television News Producing
JOUR 4639 - 001
Fall 2011
Tues. & Thurs., 1:00-2:45
Meeman 208 & CCFA Studio

Instructor: Dr. Joe Hayden
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Office: Meeman 304
Telephone(s): 678-4784
Office hours:
MWF, after 2:00
TR, after 3:00

*Appointments aren't necessary but are a good idea if you want to avoid waiting.
Journalism web address: www.memphis.edu/journalism

COURSE-SPECIFIC REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Producing, writing, editing and using electronic equipment to assemble a television newscast. Emphasis on performing the various tasks in a newsroom.

PROFESSIONAL VALUES AND COMPETENCIES FOR TV NEWS PRODUCING

- Think critically, creatively and independently;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles in pursuit of truth, accuracy, fairness and diversity;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical structure;
- Apply tools and technologies appropriate for the communications professions in which they work

PREREQUISITE(s):

JOUR 2081, JOUR 3120, COMM 3801

TEXT BOOKS:

None.

EQUIPMENT:

Required: A portable external hard drive, 500 GB. Universal for both Mac and PC. For example: Hitachi SimpleDrive Mini. (*This is the same hard drive required in the TV News Reporting class. You don't need two.*) It's a good idea to buy the inexpensive protective carrying case that goes with it.

Recommended: You do not need tapes for this class, but if you want to save copies for yourself I'd advise you to buy DV-tapes so that you can record the newscasts that you produce or that you anchor. (Resumé tape material).

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating messages.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
- Understand how new technology affects the media and the public.
- Understand necessity and challenges in thematic blocking of news content
- Think critically in balancing newscasts to fit time and content requirements of news management.
- Acquire ability to think of time as newscast space through application of backtiming.
- Recognize the problems of balancing production and marketing demands with providing journalistic content for audience members.
- Develop appreciation for audience context and perspective in the communication process.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Demonstrate effective newscast development and broadcast writing style.
- Demonstrate advanced backtiming ability to include multiple-segment, 15-minute newscasts executed to within 10 seconds of assigned time.
- Demonstrate the ability to maintain focus and multitasking skills in "live-on-tape" newscast production.
- Produce a complete newscast.
- Work effectively with show director and news crew.
- Manage a news team.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR TV NEWS PRODUCING:

Awareness:

- Lecture , discussion, and practice of basic journalistic principles
- Diversity will be discussed as part of reaching the audience, showcasing different voices, and covering all parts of the community.
- Ethical decision making is discussed throughout the semester as it applies to the writing and grouping of individual stories.
- Discussion questions will be posed in class to stimulate critical thinking. Independent thinking is encouraged.

Application:

- Each student will produce a 15-minute newscast.
- Time permitting, each student will also produce an interview segment to run during the show.
- Students will also crew shows for their classmates—anchoring, running audio, controlling studio cameras, serving as assistant director, operating the prompter, and working as tape-op.

OBJECTIVE OF COURSE:

To build your skills in producing television newscasts and content for those newscasts. Each student is expected to write, produce, perform studio work, and anchor a television newscast. Producing is all about communicating clearly and organizing effectively. Demonstrating these skills is how you'll be judged and what your grade is based on.

COURSE REQUIREMENTS:

Producing

Each student will help produce a 15-minute newscast called *Insight*, which airs on Comcast. As the producer, you will be expected to stack the show and manage your news team. This responsibility involves two parts: (1) in the lab, selecting and assigning stories, editing scripts, and checking video; (2) in the studio, communicating with anchors and crew members, working closely with the director, and insuring that the show starts and ends promptly.

Before going into the studio you need to submit nine (9) copies of the show to the news team: yourself, director, audio, TelePrompTer, anchor, floor director, assistant director, tape operator, professor. On that day you must turn in a set of scripts to William Johnson, the director, by noon. Failure to do so will delay the newscast and thus lower your grade.

Professional development involves accountability. After the newscast, you will evaluate each member of your team, paying particular attention to hardworking people who went above and beyond to help make the show a success—or people who dropped the ball and failed to deliver.

“Spotlight” Producing

Each student will invite, research, and interview a guest speaker on a classmate's newscast. This is a different type of producing but an important and increasingly popular feature of many news programs. You will work with the producer to determine the length, placement, perhaps even the approach within the show, but these will generally run less than five minutes. (Remember: the overall newscast is only 15 minutes.) The guest and the topic must be approved in advance by the instructor.

Other Assignments

When you are not producing a show, you will be assigned specific duties as part of this news team. Afterward, your producer will evaluate your performance in writing and turn it in to the instructor. Exemplary service and team spirit will earn you extra points. Failure to perform your duties will result in a lower grade.

Class begins at 1:00 sharp, at which point the door to the studio will be locked. If you can't get in you can't receive a grade. In other words, if you're late you get an “F.” I will keep time by this website: www.time.gov. I suggest you check your watches and cell phones by this site.

Each student must bring in one ream of paper at the beginning of the newscast. Please write your name on it and we will store it in MJ208. If we start running through too much of the

department's paper, they will stop issuing us paper and you will have to get all of your newscasts copied at the bookstore copy center. It's a pain – so just bring your own.

GRADING:

You will work as a television station news department. That means a great emphasis on teamwork. If the newscast fails, you all fail. If it succeeds, you all succeed. Help one another.

- 15:00 newscast segment 25%
- Spotlight interview 25%
- Assignments 25 %
- Participation/Attendance/Attitude 25%

OTHER ISSUES:

One of the key qualities you should leave a professional program with is . . . *professionalism*, which means being competent, yes, but also being hardworking and dependable. Can your co-workers trust you to get the job done right and on time? Are you reliable? Can you be counted on to keep your cool and still perform well?

We are producing something for public consumption, something that affects not only your reputation but our image as a university. Please act accordingly.

JOUR 4639 001
Class Schedule for **Fall 2011**

Date	Topic/ Assignment	Pages	Additional Info
T Aug. 30	Introduction. Broadcast writing.		MJ208
R Sept 1	Newscast analysis. Newscast format. The producer's roles.		MJ 208
T Sept. 6	Producer assignments and schedules. Studio tour.		MJ208
R Sept 8	Newscast analysis. Building a newscast. Studio tour.		MJ208
T Sept 13	Coaching your team. The fine art of being a manager.		MJ208
R Sept 15	Roll Shows 1-2		Studio
T Sept. 20			MJ208
R Sept. 22	Roll Shows 3-4		Studio
T			

Sept 27			MJ208
R Sept. 29	Roll Shows 5-6		Studio
T Oct 4			MJ208
R Oct 6	Roll Shows 7-8		Studio
T Oct 11			MJ208
R Oct 13	Roll Shows 9-10		Studio
M & T Oct 17 & 18	Fall Break		Fall Break
R Oct 20			MJ208
T Oct 25			MJ208
R Oct 27	Roll Shows 11-12		Studio
T Nov 1			MJ208
R Nov. 3	Roll Shows 13-14		Studio
T Nov 8			MJ208
R Nov 10	Roll Shows 15-16		Studio
T Nov 15			MJ208
R Nov 17	Roll Shows 17-18		Studio
T Nov 22			MJ208
Thurs & Fri Nov 24 – 25	Thanksgiving Break		No class
T Nov. 29			MJ208
R Dec 1	Roll remaining shows. Wrap-up.		Studio
T Dec. 6			MJ208

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to

check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- 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;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.