

## **TV News Writing**

Reporting Jour 4629-001

Fall 2012

9:40-12:40/T-TH/MJ212

Lurene Kelley, Ph.D

MJ212

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## **COURSE REQUIREMENTS**

### **CATALOGUE/COURSE DESCRIPTION:**

Gathering, writing and presentation of news for television. Students will shoot, write, edit, and voice packages for use in both the reporting and producing classes.

### **PREREQUISITE:**

JOUR 3120, COMM 3801 (minimum C- in both) or permission of instructor.

### **TEXTBOOKS:**

Broadcast News in a Multimedia World|Scoop.it Ezine

Available online @ <http://www.scoop.it/t/broadcast-news-in-a-multimedia-world>

### **CLASSROOM FORMAT:**

Lecture/Lab

### **GRADING:**

Each of your assignments will have deadlines. **Missing a deadline means a zero for that assignment.** While you will shoot in teams, **each person's story is to be his/her own video and copy.** If two versions of the same story, using the same exact video and sots, are turned in, both will be given zeros. **No video from outside sources is permitted except with prior approval from the instructor.**

You will be graded on your participation, effort, and quality of your work. **You will produce a minimum of four stories during the term** that may be selected for inclusion on your final resume tape. Your grade will be determined according to the following criteria:

Quizzes and Attendance	15%
Stories	45% ( Stories: B 15%; C 15%; D 20%)
Online Portfolio	40%

You may have a quiz each time our class meets. This is how I keep attendance. **There are no make-ups on quizzes, and quizzes are given out at the beginning of class. If you are late, you may take the quiz, but you will only receive half credit.**

### **ASSIGNMENTS:**

- 1) Of your three graded stories – you must cover the following types: Meeting/Media Conference, Feature/Sports, and Issue. One of these stories must be for MicroMemphis.
- 2) A MicroMemphis story is about the Cooper-Young neighborhood.

#### **A. Meeting/Media Conference**

**Meetings and media conferences are both pre-planned events. Yet, only a small portion of your video should come from the meeting or media conference itself (1/3 of story or less.) The rest of your video should come from a second venue.** You should take the meeting issue AWAY from the meeting location. Ie: If the meeting was about city council zoning – then the rest of your video should come from the area where zoning is the issue – and your issues should come from the people impacted. Take your story to the place and people IMPACTED. Don't just stay with the decision makers. Fraternity and sorority meetings are not acceptable stories for this category.

**B. Feature/Sports**

A feature should be about an individual with an interesting story to tell. It can be about someone who beat the odds (ie: cancer,) a person who changed his life or is changing others lives – someone who is doing something newsworthy. You must interview more than just the person being featured. You should interview people who can attest to the incredible nature of the story or someone affected by the individual.

A feature can also be about an organization – but it also must fit the description of an organization that is doing something significant.

Sports story CANNOT be play-by-play.

**C. Issue**

The issue category involves a topic that is multifaceted – meaning it is not a straightforward, just-the-facts piece. It will involve the reporter getting the perspective of at least two or more people with legitimate knowledge of the topic (not just people with opinions you find on the street!) You must present the many sides to the story that will help best explain the issue to the viewer. Your job is not convince the viewer to think a certain way but to be better informed about the issue.


- 2) **NO LATE WORK WILL BE ACCEPTED.** All stories must be turned in by the assigned date and time. Any stories turned in after will be dropped a letter grade.
- 3) This system is designed to maximize your skill development through personal coaching and critiques of your work. It is your responsibility to schedule additional personal critique time with the instructor if you so desire.
- 4) Online Portfolio: At the end of the semester you will have developed a professional website that includes your resume, any other pertinent skills, and, most importantly, your resume reel. This resume tape will contain three stories of your choosing, plus a standup montage.

**TENTATIVE TIMETABLE:**

**JOUR 4629-001  
Class Schedule for Electronic Reporting**

Date	Topic/ Assignment	What is due today?	Classroom and Time
T Aug 28	Introduction. Important information – attendance mandatory! If you are not	Contact form, availability Doodle poll, and Individual Session sign up all must be filled out before first class.  The links have been emailed to you.	MJ 212 9:40 – Noon

	at this first class you may be administratively dropped from the class as you cannot catch up. Assignment Turn-in Procedures. MicroMemphis.		
Th Aug 30	Shooting Techniques, Story formats and Newsking. Story meeting.	Assignment Due for today's class: Pitch sheet Story A Available online: <a href="https://docs.google.com/document/d/1umgur2BYRPGLF-YTBuYXlu5wks55U87GTeiUhDrTn7o/edit?hl=en_US">https://docs.google.com/document/d/1umgur2BYRPGLF-YTBuYXlu5wks55U87GTeiUhDrTn7o/edit?hl=en_US</a>	MJ 212 9:40 – Noon
T Sept 4	Story Development. Story Meeting. Newsking. Cameras. Turn in procedures.	Have read all articles tagged Storytelling in eZine. Possible quiz.	MJ212 9:40 – Noon
Th Sept 6	Group 1 Edit Day Story A  Group 2	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration  in the y	MJ212 9:00- Noon  <b>In the field</b>
T Sept 11	Group 2 Edit Day Story A  up 3	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video	MJ212 9:00 – Noon

		5. Recorded Narration	
Th Sept 13	Turn in Day Group 1 & 2 Story A	1. Story A uploaded to your Weebly page 2. Webstory written on your Weebly page 3. PKG prompter version and V/S/V scripts loaded into EZNews Story Pool. 4. Story A file drug into Jour 4639 Drive. Due by end of class.	MJ212 Open 9:40- Noon
T Sept 18	On-air presentation.	Assignment Due: Completed Pitch Sheet Stories B& C.  Have read all articles tagged <i>On-air</i> in eZine. Possible quiz.	MJ212 9:40 – Noon
Th Sept 20	Field Day		Work in the Field
T Sept 25	Group 1 Edit Day Story B  Group 2	Must bring to edit session or will not be allowed to edit: 1. PKG scripts Both editing and prompter versions. 2. V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration  Day	MJ212 9:00- Noon  In the Field
Th Sept 27	Group 2 Edit Day Story B	Must bring to edit session or will not be allowed to edit: 1. PKG scripts Both editing and prompter versions. 2. V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration	MJ212 9:00 - Noon
T Oct 2	Turn In Story B	1. Story B uploaded to your Weebly page 2. Webstory written on your Weebly page 3. PKG prompter version and V/S/V scripts loaded into EZNews “Story B” folder 4. Story B file drug into Jour 4639 Drive. Due by end of class.	

Th Oct 4	Story meeting day.	Come ready with two stories to pitch	MJ212 9:40 – Noon
T Oct 9	Individual Voicing & Critique	Bring printed PKG and VSV scripts for Story C.	MJ312 Your time slot
Th Oct 11 MCS FB	Individual Voicing & Critique	Bring printed PKG and VSV scripts for Story C.	MJ312 Your time slot
M&T Oct 15-16	Fall Break	No class!	
Th Oct 8	Story Meeting	Come prepared to pitch two story ideas.	MJ212 9:40 – Noon
T Oct 23	Group 1 Edit Day Story C  Group 2	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration  Day	MJ212 9:00- Noon  In the Field the Field
Th Oct 25	Group 2 Edit Day Story C	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration	MJ212 9:00 - Noon
Th Oct 30	Turn in Day Story C	1. Story C uploaded to your Weebly page 2.Webstory written on your Weebly page 3. PKG prompter version and V/S/V scripts loaded	MJ212 9:40- Noon

		into EZNews Story Pool 4. Story C file drug into Jour 4639 Drive. Due by end of class.	
T Nov 6	Story Meeting  In-Class Critique  Discuss Show Resume Reel: Standup Montage	Assignment Due: Completed Pitch Sheet Story D.	MJ212 9:40- Noon
Th Nov 8	Field Day		
T Nov 13	Group 1 Edit Day Story D      Group 2	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration  Work DayDay	MJ212 9:00 – 12:00      In the field
Th Nov 15	Group 2 Edit Day Story D	Must bring to edit session or will not be allowed to edit: 1.PKG scripts Both editing and prompter versions. 2.V/S/V script 3. Portable External Drive and firewire. 4. Raw story video 5. Recorded Narration	MJ212 9:00 - Noon
T Nov 20	Story Turn in Day Story D	1. Story D uploaded to your Weebly page 2. Webstory written on your Weebly page 3. PKG prompter version and V/S/V scripts loaded into EZNews Story Pool. 4. Story D file drug into Jour 4639 Drive. Due by end of class.	MJ212 9:40 - Noon

Th Nov 22 Thanksgiving		Happy Thanksgiving!!!	
T Nov 27	Online Portfolio	Read articles tagged “jobhunt” in Ezine.	MJ212 9:40 - Noon
Th Nov 29	Field Day	Shoot standup montage.	
T Dec 4 accreditation	Group 1 & 2 Resume Reel Edit day	Bring your hard drive with your standups for montage, any video to change, and your best three stories. Bring your scripting so that you can add graphics.	MJ212 9:00 – Noon
Th Dec 11	Online Portfolio Due by Noon	1. Must include resume reel and resume 2. Must be the top link on your workpage on <a href="http://www.Jour4629.weebly.com">www.Jour4629.weebly.com</a>	

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR ELECTRONIC REPORTING:

- to understand the concepts and apply theories in the use and presentation of images and information;
- think critically, creatively and independently;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- 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;
- apply tools and technologies appropriate for the communications professions in which they work.

### HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

- Gain familiarity with ethical issues in reporter neutrality and objectivity in coverage of controversial issues;

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

- Recognize the importance of relating stories to intended audience;

- Think critically regarding story sources and information gathering;
- Demonstrate ability to prepare reports on controversial issues, feature stories, sports events, and meeting stories.
- Acquire ability to conduct interviews, gather information in person, by phone, and digitally, as well as conceptualize a story.
- Demonstrate basic video shooting and editing skills

### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR ELECTRONIC REPORTING:**

The class is design to equip students with knowledge necessary to plan, shoot, and edit broadcast news stories.

#### *Awareness:*

- Become aware of the professional protocol such as story meetings and reporter responsibilities.

#### *Understanding:*

- Understand the ethical and professional challenges facing a broadcast journalist today.

#### *Application:*

- Developing story ideas, setting up interviews, selecting appropriate sources for stories, determining best video to use, writing news stories in various formats, digital editing.
- Creating online portfolio to present resume reel, as well as other journalistic/multimedia skills.

### **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.

### **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 course. 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 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.