

TV News Writing and Reporting

Jour 4629-001 ~ Fall 2016

9:40-11:55, T-TH, MJ212

Dr. Roxane Coche (Office: MJ324)

Office Hours: M, 10:30-12:00; T-TH, 3:30-4:30; W, 4-6:30; and by appointment.

Contact Information: rcoche@memphis.edu / @roxaneunc / Skype: roxcoche

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.

PREREQUISITES:

JOUR 3526, 4120 (minimum C- in both) or permission of instructor.

WHAT TO EXPECT:

This course will be split between the theoretical and practical aspects of electronic newsgathering. We will review area newscasts to stimulate discussion about the hows and whys of deciding on, gathering, and presenting news stories in broadcast form. There's a lot of emphasis on both the content and the production of your stories.

OBJECTIVES:

The objectives of this course are for students to be able (1) to plan and execute video productions from concept to finished product; (2) to improve videography with emphasis on composition, lighting, and technique; (3) to understand the principles and practice of editing and other post-production issues; (4) to understand elements of producing for both studio and remote field production; (5) to improve those basic production skills necessary to achieve the above goals; (6) to practice good grammar and solid writing skills with strict attention to accuracy, detail, and industry standards.

MATERIAL NEEDED:

Textbook: *Broadcast News Handbook: Writing, Reporting and Producing in the Age of Social Media*, 5th Edition, McGraw-Hill, 2014.

Equipment: An external hard drive on which to keep your stories

CLASSROOM FORMAT:

Lecture/Lab

GRADING:

Classroom discussion is important and will count toward your grade for the course. Class time isn't the time to schedule shooting or editing sessions—unless allowed by the schedule (see below). During the term, there will be weekly quizzes, one (1) exam and six (6) projects. You will also have to update the online portfolio you developed in previous classes. Your grade will be determined according to the following criteria:

Attendance + TN	5%
Quizzes	5%
Online Portfolio	10%
Project 1	5%
Project 2	10%
Projects 3 and 4	15% each
Project 5 (=Final Project)	20%
Midterm	15%

Attendance + Tiger News:

Class attendance is mandatory in the Department of Journalism. 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.

To allow for illness and other unforeseeable misfortunes, you are permitted three absences in the semester. If you must miss class, it is your responsibility to get in touch with me and/or your peers to ask about course content and possible assignments. Any lateness of 10 minutes or less counts as half an absence. Any lateness of more than 10 minutes counts as an absence.

Everyone starts with a grade of 100/100. From the fourth absence on, I will deduct 10 points for each class you miss from your attendance grade (5 points if you're late less than 10 minutes). You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival.

Besides regular class attendance, you are all required to attend **Tiger News** at least once in the semester. Failure to do so will result in a 40-point deduction for attendance.

Quizzes

You will have a quiz every week about AP-style, course material and the news (pay particular attention to local media, the NYT World News and CNN World News). There will be no make-up on quizzes. There are 12 quizzes, worth 10 points each. Your two lowest grades will be dropped.

Online Portfolio

At the end of the semester you will have developed a professional website that includes your updated resume, any other pertinent skills, and, most importantly, your resume reel. This resume tape will contain three stories of your choosing (at least one of your two packages).

Projects

You are allowed to ask for help from one classmate on the projects (i.e. two people may work as a team to turn in two different projects, one for each, and you will be graded individually).

The first project is a voice-over (VO), project 2 is a voice-over to sound on tape (VO/SOTs), project 3 is a VO/SOT/VO, and the final two projects are full reporter packages (PKGS). The fifth and final project must be “evergreen” content. Each package must include at least two (2) sources and a standup.

Additionally, each project will be graded out of 100 and judged on the following criteria:

- a. Reporting enterprise and depth (news value)
- b. Diction, enunciation and other elements of delivery (pkgs. only)
- c. Steadiness, composition, and aesthetic quality of video
- d. Editing proficiency
- e. Quality of writing and how well video matches audio (SWAP)

Project 1 should be 30-second pieces, 2 should be 40 to 45 seconds, 3 should be between 45 and 55 seconds, and projects 4 and 5 should run between 1:30 and 1:45 in length (tape time).

OTHER ISSUES:

Late work: You’re responsible for turning in all projects on the dates they’re due. If you cannot make it to class that day, upload your project online and send me a link. In this day and age, there is no excuse. **No late work will be accepted**, regardless of the reason(s).

Equipment: A 24-hour notice is needed to check out broadcast equipment. Mr. William Johnston will go through the rules with us in class. You are expected to follow his instructions.

Graduate Students: Graduate students must complete one additional package and also fulfill one or more of the following assignments, to be worked out in advance with the instructor: a presentation, a paper, course or student assistance/training.

**TENTATIVE TIMETABLE:
JOUR 4629-001 Class Schedule for Fall 2016**

Aug. 23: Guest speaker: Dr. Joe Hayden.

For next class: Read syllabus. There will be a 10-point quiz about its content on Thursday. Get the textbook ASAP. Think about a topic for your final project (referred to as “project 5” from here).

Aug. 25: Discuss course objectives. Answer questions. Realize the importance of AP Style and Appendix A of your textbook for your success in this course. Assignment submission procedures.

For next class: Meeting at WMC.

Aug. 30: WMC visit.

For next class: Check out a camera (work in pairs/groups). Learn some of Appendix A.

Sept. 1: Quiz #1. Discuss WMC visit. Equipment review. Shooting refresher.

Go out and shoot at least 4 minutes of footage. Review in class. Discuss project 1.

For next class: Watch and log the first block of one local and one network newscast this day.

Notice similarities and differences. Write brief summary. Read Chapters 1 and 2 of textbook. Learn some of Appendix A.

Sept. 6: Discuss broadcast story forms and what you watched. Editing refresher. Review videos. Go out and shoot for your first project. Review.

For next class: Read Chapters 3, 4 and 7 of textbook. Learn some of Appendix A.

Sept. 8: Quiz #2. Lede exercises and VO writing drill for project 1. Review.

For next class: Work on project 1. Learn some of Appendix A.

Sept. 13: Field day for project 1 due at the end of class. I will be in my office or the classroom during class time if you want to discuss anything.

For next class: Read chapter 5. Learn some of Appendix A.

Sept. 15: Quiz #3. Review project 1. Discuss projects 2 and 5.

For next class: Shoot for project 2. Learn some of Appendix A.

Sept. 20: Project 1 revision, due at the end of class. Must be in class.

For next class: Skim chapter 5 and class notes for reminder. Read chapter 8. Come up with topic for project 5. Learn some of Appendix A.

Sept. 22: Quiz #4. Diamond Structure and television news. Interviewing techniques.

For next class: Shoot for project 2. Learn some of Appendix A.

Sept. 27: Brainstorm story ideas and development for projects 2 and 5. VO/SOT writing drill.

For next class: Think about story ideas for projects 2 and 5. Learn some of Appendix A.

Sept. 29: Quiz #5. Discuss story ideas and development for projects 2 and 5. Practicing shooting interviews. (Bring cameras and microphones to class.)

For next class: Shoot for project 2. Learn some of Appendix A.

Oct. 4: Editing day for project 2, due at the end of class. Must be in class.

For next class: Read chapter 9. Choose top two ideas for project 5. Write up a short paragraph to introduce them. Learn some of Appendix A.

Oct. 6: Quiz #6. Hand in project 5 homework at the beginning of class. Package writing drill. Hand in script at the end of class.

For next class: Watch for my email with my feedback of your package writing drill. Do not delete it. Make sure you bring it to our next meeting. Enjoy the break! Learn some of Appendix A.

Oct. 11: Fall Break

Oct. 13: Quiz #7. Re-write your package drill based on my feedback. Brainstorm story ideas and development for project 4. Review for midterm.

For next class: Study for midterm.

Oct. 18: Midterm. (Remember: You should know the entries in Appendix A by now.)

For next class: Prepare project 4 presentation.

Oct. 20: Quiz #8 (online & timed). Project 4 pre-production presentation.

For next class: Shoot for project 4. Start reading Chapters 11, 12, and Appendix C.

Oct. 25: Field day for project 4, due at the end of class. I will be in my office or the classroom during class time if you want to discuss anything.

For next class: Read Chapters 11, 12, and Appendix C.

Oct. 27: Quiz #9. Discuss assigned readings. Discuss online portfolios and project 5.

For next class: Write project 5 pitch for selected idea.

Nov. 1: Hand in project 5 homework at the beginning of class. Present pitch to class. Discuss online portfolios.

For next class: Write pre-production plan for project 5.

Nov. 3: Quiz #10. Talk about your online presence.

For next class: What could you do better online?

Nov. 8: Work on online portfolios and reels. Discuss project 5.

For next class: Read Chapter 13 and Appendix B.

Nov. 10: Quiz #11. Review/critique online portfolios. Start editing reel.

For next class: Read Chapters 14 and 15.

Nov. 15: Discuss assigned readings and keep working on project 5 and online portfolio.

For next class: Catch up on whatever you need to catch up on (including project 5 and your online portfolio).

Nov. 17: Quiz #12. Discuss your online presence, your online portfolio & reel, and project 5.

For next class: Catch up on whatever you need to catch up on (including project 5 and your online portfolio).

Nov. 22: Field day for project 5. I will be in my office or the classroom during class time if you want to discuss anything.

Note: I may not be online much during Thanksgiving break. Ask me your questions before the break. Further, you may not be allowed to check out equipment during the break. Plan ahead! Your final project is due at 11:40 a.m. on Tuesday, November 29 at the end of class. There will be **no leniency** for this deadline. It is your responsibility to talk to me before the break in order to come to class with everything you need to complete your final project on time.

Nov. 24: *Thanksgiving Break*

Nov. 29: Project 5 due at the end of class.

FIVE PILLARS OF JOUR 4629

Professionalism: Students learn the professional skills and attitudes necessary to work in today's broadcast news industry by regularly generating content for a TV newscast. They learn to contribute story ideas, write, report, shoot and edit video, and work with a producer and/or editor under deadline pressure.

Writing: JOUR 4629 teaches students to write stories for broadcast; to edit; to write teases, opens and closes; to compose copy for anchors reading a teleprompter.

Multimedia: Students generate broadcast-caliber content that makes use of audio, video, graphics and the Internet.

Critical Thinking: Students develop skills to give (and receive) criticism by their peers when stories are reviewed collectively in class. They also learn how to cultivate an audience with particular news-making decisions and strategies.

Media Literacy: Students learn industry terms, trends, and controversies.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 4629:

- 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 an 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 JOUR4629:

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 an 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

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

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.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.