

## **TV News Writing and Reporting**

JOUR 4629/6629-001

Fall 2018

1:00-3:15 p.m., Tues. and Thurs, MJ208

Dr. Joe Hayden (Office: MJ304)

Office Hours: Tuesdays and Thursdays from 3:15 to 5:00 p.m.

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### **COURSE REQUIREMENTS**

#### **CATALOG 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 3120 and 3526

#### **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 (at least 250 GB)

#### **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%
- Homework & Quizzes 10%
- Online Portfolio 10%
- 6 Projects 10% each
- Midterm 15%

## **Graduate Student Requirements**

In addition to these requirements, graduate students will complete two book reviews, one of which must be on *We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too* by Tom Rosenstiel et al. (Cambridge University Press, 2007). ISBN: 978-052-16915-43.

- Attendance & TN 5%
- Homework & Quizzes 10%
- Online Portfolio 5%
- 6 Projects 10% each
- Midterm 10%
- Book reviews 10%

## **ATTENDANCE + TIGER NEWS:**

Class attendance is mandatory as per departmental guidelines. 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. Any additional absence will result in a penalization of one grade level (e.g., from B+ to B for four total absences, from B+ to B- for five total absences, etc.). Missing a total of seven classes will result in the student failing the course. University policy for excused absences applies to this course. 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 a full absence.

Besides regular class attendance, you are all required to contribute to *Tiger News* at least twice and to attend the filming at least once in the semester. If you have a class that keeps you from attending *Tiger News*, come speak to me by the end of the second week of class so we can make different arrangements. Failure to complete the *Tiger News* requirements will result in a 50-point deduction for attendance.

## **HOMEWORK & QUIZZES**

You will regularly have to answer textbook questions at home after reading the chapters. You must turn in the homework by the designated deadline.

You will also have surprise quizzes about course material, grammar and/or general knowledge as it pertains to current local and international news. There will be no make-up on quizzes. There are 6 quizzes, worth 20 points each. Your lowest quiz grade 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).

## **MIDTERM**

The midterm will be discussed in class. A study guide will be provided at least two weeks before the exam.

## **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) and project 2 is a VO/SOT/VO. All other projects are full reporter packages (PKGS), each of which must include at least two (2) sources and a standup. Every project will be graded out of 100 and judged on the following criteria:

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

Project 1 should be a 25-second piece and project 2 should last 40 to 45 seconds. All packages should run between 1:15 and 1:30 in length.

## **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.

**Multimedia Component:** All class writing assignments must be accompanied by one of the following multimedia components: Infographic, photograph, photo slideshow, video, audio or podcast.

**TENTATIVE TIMETABLE:  
JOUR 4629/6629-001 Class Schedule for Fall 2018**

**Aug. 27:** Course introduction. Realize the importance of AP Style and Appendix A of your textbook for your success in this course. Camera checkout procedure. Assignment submission instructions. Broadcast story forms and basic shooting concepts.

**Aug. 29:** Equipment review & check-out. Film at least 5 minutes.

**Sept. 4:** Turn in Homework 1 (chapters 1 & 2) before class starts. Bring external hard drive (min 250 GB). Introduction to video editing.

**Sept. 6:** Turn in Homework 2 (chapters 3) before class starts. Video editing (cont.)

**Sept. 11:** Review videos. Go out and shoot for your first project.

**Sept. 13:** Turn in Homework 3 (chapters 4 & 7) before class starts. Work on project 1 (draft due at the end of class).

**Sept. 18:** Turn in Homework 4 (chapter 5) before class starts. Review project 1 draft.

**Sept. 20:** Project 1 due at the end of class for everyone.

**Sept. 25:** Turn in Homework 5 (chapter 8) before class starts. Plan for project 2. Discuss project 6.

**Sept. 27:** Project 2 due at the end of class for Group A. Everyone must come to class.

**Oct. 2:** Turn in Homework 6 (chapters 9 & 15) before class starts. Project 2 due at the end of class for Group B. Everyone must come to class.

**Oct. 4:** Turn in Homework 6 (chapter 12) before class starts. Project 3 due at the end of class for Group A. Everyone must come to class.

**Oct. 9:** Midterm Review. Project 5 pre-production reminders. Catch-up day.

**Oct. 11:** Project 3 due at the end of class for Group B. Everyone must come to class.

**Oct. 16:** *Fall Break*

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

**Oct. 23:** Project 4 due at the end of class for Group B. Everyone must come to class.

**Oct. 25:** Project 5 pre-production presentations.

**Oct. 30:** Project 4 due at the end of class for Group A. Everyone must come to class.

**Nov. 1:** Turn in Homework 7 (chapter 13).

**Nov. 6:** Project 5 due at the end of class for Group B. Everyone must come to class.

**Nov. 8:** Turn in Homework 8 (chapters 14 & 16).

**Nov. 13:** Project 5 due at the end of class for Group A. Everyone must come to class.

**Nov. 15:** Discuss your online presence, your online portfolio & reel, and project 5.

**Nov. 20:** Project 6 due at the end of class for Group B. Everyone must come to class.

**Nov. 21-26: Thanksgiving Break**

**Nov. 27:** Project 6 due at the end of class for Group A. Everyone must come to class.

**Nov. 29:** Work on your online presence, your online portfolio and reel.

**Dec. 4:** Work on your online presence, your online portfolio and reel.

### **FIVE PILLARS OF JOUR4629**

- *Professionalism:* Students learn the professional skills and attitudes necessary to work in today's broadcast news industry. They learn to contribute story ideas, write, report, shoot and edit video under deadline pressure.
- *Writing:* Students write stories for broadcast, edit, write leads and tags and 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 JOUR4629:**

- 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.
- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

## **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):***

- Relate 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:**

### *Awareness:*

- Become aware of the professional protocol such as story meetings and reporter responsibilities
- Learn about the importance of audio mixing in video stories
- Recognize the various story types in television news

### *Understanding:*

- Understand the ethical and professional challenges facing a broadcast journalist today
- Appreciate the role of social media and the internet in today's broadcast industry
- Recognize the qualities of what is newsworthy in local and national television news
- Realize the importance of following the news (local, national and international)
- Study the principles of effective story telling as it pertains to television news
- Understand the professional routine of local television news workers

### *Application:*

- Develop story ideas, setting up interviews, selecting appropriate sources for stories, determining best video to use, writing news stories in various formats, digital editing
- Take weekly news quizzes
- Meet professional television news workers
- Give and receive criticism by peers when stories are reviewed collectively in class
- Create an online portfolio to present resume reel, as well as other journalistic/multimedia skills

## 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. Undergraduate students are to begin the portfolio in JRSM 3900 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 because of 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 and Strategic Media 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 your instructor 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.