

TV News Producing

JRSM 4639

MW 2:20-4:20 p.m., MJ 208, 212 (*online initially*)

Spring 2021

Joe Hayden, Ph.D.

Office: 304 Meeman Journalism Building

Office Hours: by appointment.

Office number: 901-678-4784

Email: jhayden@memphis.edu

COURSE REQUIREMENTS

Catalog description

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

Prerequisites

JOUR 4639 (TV News Writing/Reporting)

Textbooks, Software and Required Materials

No books to buy, but there will be occasional reading—chapters and articles—assigned by the instructor. These will be announced in class and distributed via email or eCourseware.

Required: A portable external hard drive, 500 GB. Universal for both Mac and PC.

Classroom format

After a month of training and prepping, this course will work like a newsroom to build your skills in producing television newscasts and content for those shows. Each student is expected to write, produce, perform studio work, and generate content for their classmates. 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.

***2021 note:** Given the pandemic, our normal slate of Tiger News shows will have to be reconsidered. Therefore, we will retool the course for this semester and improvise. We'll discuss these modifications in class.*

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 4639 - 001 to enter your course and read the instructions on the welcoming page

Course Requirements

2021 Note: The course requirements in 2021 will be different than in semesters past. Students will take a couple of quizzes, put together weekly rundowns, write teases, analyze newscasts, cut two packages, and update their portfolios and a resume reel.

Quizzes

At least two quizzes will be given—one on broadcast terminology, the other on a book chapter about producing that will be shared on eCourseware. Subsequent quizzes are possible.

Rundowns and teases

Students will assemble mock rundowns each week. These are lists of potential stories that could run in a newscast, complete with the estimated time and format of each piece. Part of the challenge is choosing what to include and deciding where in the show it should go: the A block, B block, and so on. Students will also write three teases for each rundown: the first is a two-story tease for the show opening; the second and third teases will highlight a single story.

Newscast analyses

An important part of TV producing is news decision-making. Consequently, it's important to know what the pros do and how. Students will analyze two newscasts (one local, one national), discussing the choice of stories, especially the lead story, the pacing, the teases, the visuals, and the writing.

Packages

Students will write, report, shoot and edit two packages during the semester. Both should include a stand-up. They should also feature at least one original source (interviewee)--probably via Zoom, Facetime or Skype. (*Note: Students in this class may check out the department's camera and mics for extensive periods of time, such as for several weeks.*)

Portfolio and resume reel

Students must update the portfolio they created and developed in earlier skills courses with new content from this course. Each portfolio should contain a resume reel, which is a compilation of video highlights of your work, that runs about 3-5 minutes in length. A resume reel should start with a montage of your best standups, followed by one or two of your most polished packages, anchoring, interview segments, etc.

Grading

- Quizzes 10%
- Teases 10%
- Rundowns 20%
- Newscast analyses 20%
- Packages 30%
- Portfolio 10%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

Graduate students

Graduate students taking this course will also write a 10-page paper based on two books, approved in advance by the instructor. Grading for these students will be organized as follows: quizzes (10%), rundowns and teases (20%), newscast analyses (20%), packages (20%), portfolio (10%), paper (20%).

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 coworkers 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?

Deadlines are sacrosanct in journalism, television in particular. So be prepared, get organized, plan ahead, communicate clearly, complete your work and show up on time.

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

COURSE SCHEDULE

Week 1, Jan. 20: Introduction

Broadcast terms, writing, and scripting

Week 2, Jan. 25 and 27:

Readings: "Producing," *Broadcast News Handbook*

Quiz on chapter; quiz on broadcast terms.

Week 3, Feb. 1 and 3: Newscast analysis and construction

Week 4, Feb. 8 and 10:

Newscast analysis #1 due

Week 5, Feb. 15 and 17:

Week 6, Feb. 22 and 24:

Newscast analysis #2 due

Week 7, March 1 and 3:

Week 8, March 10:

Package #1 due

Week 9, March 15 and 17:

Week 10, March 22 and 24:

Week 11, March 29 and 31:

Week 12, April 5 and 7:

Week 13, April 12 and 14:

Package #2 due

Week 14, April 19 and 21:

Portfolios

Week 15, April 26: Wrap-up

Resume reels

ASSESSMENT AND OUTCOMES

Five Pillars in JOUR 4639/6639

- *Critical Thinking:* Students develop skills to give and receive criticism by their peers when newscasts are reviewed collectively in class. They also learn how to cultivate an audience with particular news-making decisions and strategies. They decide what stories are important and determine how best to organize and promote them.
- *Media Literacy:* Students learn industry terms, trends and controversies.
- *Multimedia:* Students generate broadcast-caliber content that makes use of audio, video, graphics and the Internet.
- *Professionalism:* Students learn the professional skills and attitudes necessary to work in today's broadcast news industry by regularly putting together a TV newscast. They learn to communicate, to coordinate the contributions of a news team, and to manage other people under deadline pressure.
- *Writing:* Students write stories for broadcast, edit, craft teases, opens and closes, compose copy for anchors reading a teleprompter.

Professional values and competencies for JOUR 4639/6639

- 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.
- 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 structure.
- 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)

- Understand the variety of relationships between media and their audiences, including demography, designated market areas and ratings measurements.
- 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, organization 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-to-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

Awareness

- Recognize diversity as a method for reaching the audience, showcasing different voices, and covering all parts of the community
- Become aware of ethical decision-making as it applies to the writing and grouping of individual stories, source development, and audience responsibility

Understanding

- Understand the practice of basic journalistic principles

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, operating studio cameras, serving as assistant director, running the prompter, and working as tape-op

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a “job” in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade (“C-”) in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student’s online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be

referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.