

Broadcast Reporting I

JOUR 3629-001

Fall 2022

Meeting: Tu/Th 9:40-11:05 a.m.

MJ208

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COURSE REQUIREMENTS

Catalog description

Introduction to radio and television newswriting style and formats, as well as the basics of reporting necessary to broadcast journalism. Applied course, with a strong emphasis on developing and practicing writing skills. Students will demonstrate knowledge of the community and news events within it.

Prerequisites

JRSM 2121

Textbooks, Software and Required Materials

- Textbook: Air Words – Writing Broadcast News in the Internet Age (Fourth Edition) by John Hewitt
- Equipment:
 - An external hard drive (at least 250 GB)
 - Wired headphones for video camera

Course Requirements

You will be expected to demonstrate your knowledge of how to put together a TV news story and how to be a critical news viewer. You must show that you understand issues impacting our community and the news events that occur within it.

TV news requires fastidious accuracy and adherence to tight deadlines. However, the process also requires creativity. We will talk about how your learned experience can both help and hinder your storytelling. We will also get you as close as we can to becoming real TV news reporters/producers.

Assignments and Grading:

You will be graded on your comprehension of broadcast storytelling. You will be required to watch newscasts and assignments will be due related to those newscasts and the reading. Your final project will be a package. However, before that package is turned in, you will be graded on its elements.

Grading

| | |
|--------------------------------------|---------------------|
| Attendance (10 x 24 classes) | 240 points |
| Newscast Assignments (6 x 50 points) | 300 points |
| In class VOSOT (4 parts x 50 points) | 200 points |
| Final Pkg | 260 points |
| Story pitch: 35 points | |
| PKG script: 50 points | |
| Rough draft: 75 points | |
| Final: 100 points | |
| Total | 1,000 points |

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%

COURSE SCHEDULE

Week 1, Aug, 23 & 25 - Course Introduction

-Who are you and where are you going?

Week 2, Aug. 30 & Sept. 1 – What Is News?

News values, and what makes the news?

Read Chapter 1

- **Assignment due Sep 1:** 1 page document explaining what makes news and news values based on reading

-**Assignment due for Sep 6:** watch a local newscast and write down the first 10 stories that aired. For each, give me a slug name, the news values in each story, and why you did/did not think the story was newsworthy.

Sept. 4 Drop Date with NO W

Labor Day NO CLASS

Week 3, Sept. 6 & 8 – Finding stories, attribution and fact checking

Primary + secondary sources and fake news

Read Chapter 2

-**Assignment due for Sep 8:** Watch a local newscast and for the first 5 stories, write down two examples of how information was attributed. For example: "POLICE SAY THE MAN STABBED FOUR PEOPLE BEFORE RUNNING AWAY."

Week 4, Sept. 13 & 15 – Writing for Broadcast: Clear, conversational and concise

Writing for TV News

Read Chapter 4

-**Assignment due for Sep 15:** Watch the A-block of a local newscast and write down the leads for the first 10 stories. Then, tell me what types of leads they were (e.g.: impact, breaking news, etc).

Week 5, Sept. 20 & 22 – 1 hour for each: Shooting for news

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll shoot.

-Read Chapters 6 & 10

-Assignment due for Sep 22: Watch a local newscast and write down the slugs for the first 5 stories. Then, write how many wide, medium and tight shots were used.

- Shoot Day

Week 6, Sept. 27 & 29 – 1 hour for each: Writing to video

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll write.

-Read Chapters 7 & 11

-Assignment due for Sept. 29: Watch a local newscast and write down how many VOs there were in the A-block and the slug for each story. Then also tell me what the story was about.

- Writing Day

Week 7, Oct. 4 & 6 – 1 hour for each: Writing to sound

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll write.

-Read Chapter 12

-Assignment due Oct. 6: Watch a local newscast and write down how many VOSOTs there were in the A-block and the slug for each story. Also tell me what the story was about and the line right before the soundbite and transcribe the soundbite itself.

- Writing Day

Week 8, Oct. 8 -11 Fall Break!

Oct. 13 – 1 hour for each: Editing

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll edit.

Week 9 Oct. 18 & 20 – Writing PKGs

How to write a news package

-Read Chapters 8 + 13

-Assignment due 20: Watch a local newscast and write down how many packages aired in the A-block. Tell me the slug for each story and what the story was about. Was the reporter live? Stand up?

Week 10, Oct. 25 & 27 – Producing for TV News

Where stories should go in a newscast by order of importance

-Read Chapters 15 + 16

-Assignment due Sep 27: Story idea due. Tell me your story idea in 25 words or less. You must have 2 interviews lined up (tell me who you're speaking with, why and when). Let me know where you're shooting video. You must use a primary source in your story so provide a link to that. If you use secondary source, link to that as well.

Week 11, Nov. 1 & 3 – Tracking and Standups

Nailing your “reporter” voice and active standups

-Read Chapter 14

Week 12, Nov. 8 & 10 – Workshop day & guest speaker

-Read Chapters 3 + 5

-Assignment due Nov. 10: PKG script due. Your video and interviews must be shot.

Week 13, Nov 15 & 17 – Ethics and Accountability

Read Chapters 17 + 18

How to report the news with ethics and accountability

-Assignment due Nov 17:

Week 14, Nov. 22: Wrap up

Wrap up and watch stories

Assignment due Nov 22: Edited rough draft due

Thanksgiving Break 23 -27

Week 15, Nov. 29 FINAL PACKAGE DUE: at 12:30p

Dec 1 Study Day

Dec 2 -8 Final Exams

Dec 12 Grades must be posted

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 3629

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- 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.

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.

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

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.