

Broadcast Reporting II

Fall 2022

JOUR 4629/6629-001

Meeting: Tuesday & Thursday 2:40 p.m. - 4:05 p.m.

MJ202

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Office Hours: Mondays & Wednesdays 2-3 p.m.

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 3629 and 3526

Textbooks, Software and Required Materials

- Textbook: Broadcast News and Writing Stylebook - Seventh Edition
- Equipment:
 - An external hard drive (at least 250 GB)
 - Wired headphones for camera

Classroom format

This class will meet in person and each student must wear a mask in order to attend each class. If a student does not wear a mask; students must show a verifiable vaccination card the first week of class. The course will include lectures and hands-on experience

ATTENDANCE: Each class is worth points. **You will lose points after 3 absences.** – You get **1 excused absence** – meaning you do not have to show a doctor's note or provide a reason for being absent.

Do NOT come to class if you are sick.

LATENESS: Make every effort to be on time. **If you are later than 10 minutes, it counts as an absence.**

CELL PHONES: Not allowed during class unless part of the lesson. Please put your phone on Do Not Disturb and put it away. Do not keep it on vibrate.

ASSIGNMENTS: News is all about deadlines, you must turn in assignments ON TIME. If you do not, they will not be accepted.

Assignments & Grading

You will turn in 3 stories over the course of the semester: one man on the street (1:15 – 1:30), one hard news story (1:15 - 2:00 min) and one feature news story (1:15-2:00 min). There will be assignments related to the reading/newscast watching that will also be graded.

Grading

Attendance (10 x 24 classes)	240 points
Hard News PKG	250 points
Story pitch: 25 points	
PKG script: 50 points	
Rough draft: 75 points	
Final: 150 points	
Feature News PKG	250 points
Story pitch: 25 points	
Rough draft: 75 points	
News story: 50 points	
Final: 150 points	
Newscast/Reading assignments (10 x 25 points)	250 points
Bonus Assignment	10 points (TBA)
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

- Review syllabus
- Who are you and what are your goals?

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

- Read Chapter 1
- News values, and what makes the news? -Assignment due: Sep 1
- 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.
Assignment due: Sept. 6

Labor Day - NO CLASS

Sep 4 Drop Date with NO W

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

- Read Chapter 2
- Primary + secondary sources and fake news

- Assignment due Sep 13: 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 Sep 20: 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.

- Guest lecturer
- Read Chapters 6 & 10
- Assignment due Sept. 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.
- Sept. 22 – 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: Sep 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 & Oct 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 13

October 8-11 Fall Break!

Last day to DROP class

Week 9, Oct. 18 & 20 – 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 10, Oct 25 & 27 – Writing PKGs How to write a news package

- Read Chapters 8 + 13
- Assignment due: Oct 27 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?
- Edit Day

Week 11, Nov. 1 & Nov. 3 – Producing for TV News Where stories should go in a newscast by order of importance

- Read Chapters 15 + 16
- Assignment due: Nov 3 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 12, Nov. 8 & Nov. 10 – Tracking and Standups Nailing your “reporter” voice and active standups

- Read Chapter 14

Week 13, Nov. 15 & Nov. 17 – Workshop day & guest speaker

- Read Chapters 3 + 5

Assignment due: Nov 17 PKG script due. Your video and interviews must be shot.

Thanksgiving Holidays: November 23-27

Week 14, Nov. 29 – Ethics and Accountability How to report the news with ethics and accountability –

- Read Chapters 17 + 18
- Assignment due: Nov 29 Explain in a 1 page, typed document how to report with news and ethics based on information from this week’s readings
- Wrap up and watch stories -

Last Day of Classes: November 30

Study Day December 1 – NO CLASS

Assignment due: FINAL PACKAGE DUE: at 12:30p (via CANVAS)

Exams: December 2-8

Grades must be posted by Dec 12

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 4629

- 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, 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.

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.