

Broadcast Reporting I

JOUR 3629-001

TR 9:40 – 11:05 a.m.,

Room: MJ 212

Spring 2026

Chalise Macklin, Ph.D.

Office: 306 Meeman Journalism Building

Office Hours: Tuesday/Thursday, 2:45-3:30 p.m. or Wednesday 2:30 – 3:30 p.m. (By appointment) For students who can meet only in the morning – Wednesday 11-11:30 a.m. (by appointment only)

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COURSE REQUIREMENTS

Catalog description

Introduction to radio and television news writing 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

- Hewitt, J. (2012). *Air words: Writing broadcast news in the internet age*. Oxford University Press.
- Associated Press Stylebook: 2022-2024
- An external hard drive (at least 250 GB)
- Wired headphones for video camera

Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
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 3629 - 001 to enter your course and read the instructions on the welcoming page

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.

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. (notify)

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 (without my consent ahead of the due date).

Grading:

You will turn in 1 - VO (25-30), 1 - VO-SOT (45-50), and 3 news stories over the course of the semester: 1 - man on the street (1:15 – 1:30), 1 - hard news story (1:30 - 2:00 min), and 1 digital news story. There will be assignments related to the reading/newscast watching and/or other broadcast media-related material that will also be graded.

Attendance: 125 points

VO & VOSOT: Final: 150 points

Story pitch: 10 points each

Rough draft: 15 points each

News story: 50 points each

Man on the Street PKG (PKG 1): Final: 150 points

Story pitch: 20 points

PKG script: 30 points

Rough draft: 40 points

Final Draft: 60 points

Hard News PKG (PKG 2): Final: 175 points

Story pitch: 20 points

PKG script: 30 points

Rough draft: 50 points

Final PKG: 75 points

Digital News Story: Final: 200 points

Digital Script: 100 points

Digital Video/Pictures: 100 points

Newscast, Reading, and other media-related assignments: 200 points

Total: 1,000 points

Point Scale:

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%

Important Dates:

First Day of Classes: January 20th

Martin Luther King Day January 19th

Spring Break: March 9th – 15th

April 29th – Last Day of Class

COURSE SCHEDULE

Week 1: January 20th – 22nd — Course Introduction

- Overview of Syllabus, Review Lecture
- Who are you and where are you going?

Week 2: January 27th - 29th

- Absence Start

- Read Chapter 1
- News values, and what makes the news?

Assignments due: (February 1st by Noon)

- 1-page document explaining what makes news and news values based on reading
- 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

Week 3: February 3rd – 5th

- Read Chapter 2 - Primary + secondary sources and fake news
- Finding stories, attribution, and fact-checking

Assignment due: 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.” (Due: Sunday 8th by Noon)

Week 4: February 10th – 12th

- Read Chapter 4
- Writing for TV News

Assignment due:

- 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) – (Due: Sunday 15th by Noon)
- Write RDR (in class)

Week 5: February 17th – 19th - Guest Journalists (Learn to Shoot)

- Guest shows students how to operate cameras and shoot video
- Read Chapters 6 & 10
- Students practice shooting

Assignment due:

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. (Sunday 22nd by Noon)

Week 6: February 24th – 26th

- Read Chapters 7 & 11 Assignment due:
- 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. (Sunday March 1st by Noon)
- Quiz Study Guide
- Practice VOSOT Script
- Pitch (Story Ideas)

Week 7: March 3rd – 5th

- Read Chapter 12
- Quiz 1

VOSOT Workday

- 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.

Week 8: Spring Break: March 9th - 15th

Week 9: March 17th – 19th

- Read Chapters 8 + 13
 - Guest Journalists (More Shooting Techniques)
- (VOSOT and Assignment Due 17th by 11:59 pm)
- Watch VOSOT (Thursday 19th)

Week 10: March 24th – 26th

- Read Chapters 15 + 16 - How to write a news package
- Where stories should go in a newscast by order of importance Assignment due: 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?
- Sports Guest (?)
- Practice PKG Script
 - o Briefly tell me your story ideas. You must have 2-3 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. If you use secondary source, link to that as well.

Week 11: March 31st – April 2nd

- Read Chapter 14 - Nailing your “Reporter” voice and active standups
- Work on PKG 1 (Workday 2nd)

Week 12: April 7th – 9th

- Read Chapters 3 + 5
- Work on PKG 1 (Script or Edit – in class)
- Quiz 2 - News Terms/Scenarios (9th)

Week 13: April 14th – 16th

- Read Chapters 17 + 18 - How to report the news with ethics and accountability
- Watch PKG 1
- Work on PKG 2 and Digital PKG

BEA Convention - 18th - 21st

Week 14: April 21st – 23rd

- Write Script – Edit (21st)
- PKG 2 (Due 22nd – 11:59 pm)
- Watch PKG 2 (23rd - in class)
- Digital Script and PKG (Due Sunday 26th – 11:59 pm)

Week 15: April 28th – 30th

- Digital PKG Due April 28th
- Watch Digital in class (28th) – Final Overall Critique

Week 16: - FINALS (May 1st – 7th)

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

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files

or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All

creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.