

# Broadcast Reporting

JOUR 3629-001

Fall 2020

Meeting: Tu/Th 9:40-11:05

Zoom/MJ202/MJ206

## Professor Jay Gilmore

**Email:** [jay.gilmore@memphis.edu](mailto:jay.gilmore@memphis.edu)

**Twitter:** @jaygmotv

**Mobile number:** 901-295-9115

**Office Hours:** Wednesday 10-3

## COURSE REQUIREMENTS

### Catalog description

This course provides an introduction to radio and television newswriting style and formats, as well as the basics of reporting necessary to broadcast journalism. It is an 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

*Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media*. Fifth Edition. Tuggle, Carr & Huffman. McGraw Hill Publishers.

Equipment: An external hard drive on which to keep your stories (at least 250 GB)

### Classroom format

Hybrid/LLB: Class will meet virtually in the timeslot on Zoom during assigned lecture date and time. MJ 202 & 206 will be open for students to use as a classroom space during our allotted times. Students may choose to work entirely off campus if desired.

### 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 JRSM 3629-001 to enter your course and read the instructions on the welcoming page

### Course Requirements

Active participation is expected and valued. Take notes on all lectures, videos, guest speakers, etc. Prepare to discuss current news coverage, readings, and assignments. Share news stories, newscasts, live shots, etc. Because the class is small, constructive and relevant participation by each student contributes to the whole class's success.

By the completion of this course, students should be able to:

- Identify and apply **news values**
- Identify news **story formats** as both a viewer and a writer
- Follow **broadcast writing guidelines** in a variety of applications
- Demonstrate knowledge of the workings of radio and television newsrooms
- Demonstrate knowledge of the experience needed for a broadcast journalism career
- Identify and summarize current issues facing the journalism profession and its role in society
- Become a more informed and critical consumer of broadcast news

**Grading Assignments:** The majority of your grade will be determined by a newscast we're going to put together at the end of the semester. Everyone will contribute to the virtual newscast. Each of you will have to do one package and that will be included in the newscast. Those two grades will count for 50% of your final grade. We'll also have three graded writing exercises and four quiz grades. You'll be expected to analyze a newscast every other week for a total of seven more grades. Throughout the semester, we'll record yourself on Zoom and that will be used for two grading purposes. And, we'll meet individually to go over your package. That'll be graded. You'll have a total of 19 graded assignments. That's a heavy load, but a couple of our activities will be used for multiple purposes. The breakdown is below.

### Grading

Zoom Standups	2@25 pts each	50
Draft Conference	100 pts each	100
Newscast Analyses	7@15 pts each	100
Unit Quizzes	4@25 pts each	100
Broadcast Assignments	3@50 pts each	150
Final Pkg	250 pts each	250
Class Newscast	250 pts each	250
<b>Total</b>		<b>1,000 points</b>

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%

### Other issues

The process of putting together television news stories requires both art and craft. The craft involves the step-by-step process which nearly all reporters use to produce their stories. The art involves the unique heart and soul you bring to your work. It begins in the way you identify the stories you choose to produce and it carries you through the process of researching, shooting, writing and editing the story. We will show you the step-by-step process of crafting a professional news story. You will provide the art (heart). By the end of this semester you will have the knowledge to produce a television news story worthy of any television network or local

news station. We will also spend time on how to “voice over” your stories and how to use “stand-ups” to help tell your story, and how to perform flawless “live shots” in a breaking news scenario. This semester we will also examine the process of producing a half hour newscast.

We will take time during many class sessions to discuss the ethics that guide us as journalists. Journalism is, after all, more than a profession. It is an essential part of our democracy and as such it carries with it an awesome responsibility to make sure that our stories are fair and accurate and that they provide the essential information we need to make important decisions about our lives.

## COURSE SCHEDULE

*Week 1, August 18: Introduction*

*Week 2, August 25: Basics of Storytelling*

*Week 3, September 1: Basic Premiere Workshop*

*Week 4, September 8: Reporting Workshop*

*Week 5, September 15: Formatting News Scripts*

*Week 6, September 22: Writing Lead Sentences*

*Week 7, September 29: Writing to Video*

*Week 8, October 6: Gathering Useful Sound*

*Week 9, October 13: Building Pkgs*

*Week 10, October 20: Producing a Newscast*

*Week 11, October 27: Writing a Newscast*

*Week 12, November 3: Live Newscast*

*Week 13, November 5: Show Final Packages*

*Week 14, November 17: Last Day of Class: Final packages due*

## ASSESSMENT AND OUTCOMES

### Five Pillars in JOUR 3629

- *Critical Thinking:* Students work independently and as a team to develop story ideas and to target stories for publication. 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.
- *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. 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.

### Professional Values and Competencies in JOUR 3629

- 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

## 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**

Students 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.

## **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 wearing 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](mailto: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](mailto: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>.