INTRODUCTION TO BROADCAST NEWS
COMM 240-001 FALL 2009 EDUCATION CENTER 110 MWF 12-12:50
(Term 097)
Instructor: Patrick Harwood          Phone: 953-2212 (office); 224-3112 (cell)
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Office: Robert Scott Small Building, Room 126 (old library); I also have a box at
the Communication Department Main Office located on Physicians Promenade
Office Hours: MWF 10:45-11:45 a.m. and TR 1:45-2:45 p.m.
Note: I do not accept any work by e-mail.

Books and Equipment
  (Iowa State Press, Second Edition)
- A video camera—can be a digital still camera with video shooting
  capabilities. Or get one of the new Flip Cameras. Sharing a camera with a
  classmate is OK.
- A flash drive is good to have for moving video and audio between computers
- Headset with microphone for digital recordings/production (optional)

Course Objectives: This is an introductory broadcast journalism course that
stresses the newsgathering process, as well as writing, reporting, ethical/legal issues,
industry issues and trends, and the business of broadcasting. You will do different
types of digital news reports and newscasts. We will also explore and utilize cutting
edge audio/video computer editing/production software. I also teach Television
News Reporting (Comm 340) that is designed as a follow-up to this course. So you
are encouraged to take both if this field interests you.

To Succeed in this Class:
- Complete all homework and reporting assignments on time and in the
  formats that will be detailed. Deadlines are crucial in the news business.
• Show effort, imagination, and improvement
• Take reporting assignments seriously—try to do them as a professional reporter would. Don’t take the easy way out by interviewing friends and relatives for your stories—professionals would not do that!
• Don’t miss class and be on time. Coming in late is very distracting!

Very important class rule: Don’t turn on computers unless told to do so. Class time is not your time to check and send email or browse the Internet. Please do not make me repeatedly tell you to turn off your computer and pay attention in class! You may also receive a half-letter final grade reduction if you are someone I repeatedly tell to turn off your computer and pay attention!

Attendance Policy: A roll sheet will be passed around at the start of each class. Five absences will result in a half letter grade reduction in your final grade. To receive an excused absence you must give me a note from a doctor or health service or a note written by you explaining the absence (not emailed). Do not ask me if I received an email from Health Services about your absence. You still must turn in a written note. Again work is not accepted by email.

C of C’s Plus/Minus Grading Scale—The College uses the following grades in the posting of midterm and final grades:  A, A-, B+, B, B-, C+, C, C-, D+, D, F

Tests: There will be midterm exam and a final exam project. The midterm will cover Parts I and II in your book, “Radio-TV Newswriting Philosophy: Style and Methods” (Part I), “Legal and Ethical Concerns” (Part II), plus handouts and other material presented and covered. The final exam project will consist of a five minute newscast containing the various types of reports you will be learning to do. It will receive a letter grade.

Midterm Exam Grading Scale: A  94-100; A- 90-93; B+  87-89; B  83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; D+ 65-69; D 60-64; F 59 and under

Here is the letter grade plus/minus grading system:

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<tr>
<td>A</td>
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<td>B+</td>
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Extra Credit Opportunities: You can have points added to your midterm exam grade by producing extra news stories on communication and media-related speakers and events at this semester. Up to three points can be added to your midterm exam grade, for example, per story with a maximum of nine extra credit points possible. Producing newscasts/podcasts using your teams’ reports can earn extra credit also.

Reporting Assignments: You will be given plenty of advance notice about due dates for reporting assignments, and you will be instructed and trained in how to do these
stories. The assignments include: “person on the street,” “voicer” and “wrap” stories; a multimedia reporting project; a 10 minute “live on tape” interview; radio newscasts/podcasts; and a longer form final project newscast.

You will also work together in groups to produce podcasts. Reporting assignments and newscasts will be given letter grades based on the following criteria: accuracy, enterprise/initiative; newsgathering skill, writing quality, production quality, scripting; and delivery. A reporting or newscast assignment can be turned in one class period late, but will automatically lose one letter grade. They will not be accepted after one class period late, meaning you will receive a zero for that assignment. Book homework assignments can be turned in one class late but will get a check-minus and won’t be accepted after that.

All work turned in for this class must be typed unless told otherwise.

Final Grade Determination:

- Midterm Test & Final Exam Reporting Project 40 percent
- Reporting Assignments (averaged) 40 percent
- Homework, Quizzes, In-class work 20 percent
  (Homework receives check plus, check or check minus. 24 assignments=60 points maximum using 2.5 points for check plus; 2.0 for check; and 1.5 in my check minus system)
- Remember that five unexcused absences results in a half grade reduction

Weekly Schedule
(subject to changes and modifications)

Note about the Weekly Schedule: This schedule is frequently updated and adjusted. Please refer to this online schedule for the latest assignments and class details instead of relying on the schedule you may print early in the term.

Note: Monday, August 31 is the drop/add deadline date. It’s the last day of 100 percent refund for full semester and Express I courses. Tuesday, Oct. 6 is last day to withdraw with a “W” mark.

Week 1—August 26 and 28
- Course introduction
- Friday: View A&E “Biography” of broadcast legend Edward R. Murrow
- Homework for Monday, August 31: Type a paper about the Murrow video (see assignment guidelines posted on class website—turn in notes taken while watching video too)

Week 2—August 31, Sept. 2 and 4
- Monday—Murrow papers due today
- Murrow’s Legacy
- Don Hewitt handout—Legendary CBS producer dies
• Discuss RTNDA Code of Ethics and the Four Cornerstones of Journalism: Fairness, Accuracy, Balance, Objectivity
• View short video on value of broadcast internships
• View video of C of C alumna Kelly Golden, who is a local radio anchor/reporter and Murrow Award recipient (Ashley Burnett’s interview from Spring 2009)
• **Guest Speaker Wednesday: Mandi Copeland, C of C Student Media Director**
• **Homework for Friday, Sept. 4:** Read pages 70-83 and do the six “Stop and Write” sections (type- don’t pull pages from the book please)
• **Friday in class exercise:** Complete Ethical Analysis handout—how would you handle each scenario? What does the Code of Ethics say about each situation?
• Review Libel and Privacy Law standards and media defenses (web posting)

**Week 3—September 7, 9, 11**

• Review additional ethical/legal scenarios (handout)
• How broadcast news writing differs from print style (website posting)
• Review RTNDA Guidelines for News Coverage
• Preview Wednesday’s homework
• **Homework for Wednesday, Sept. 9:** In book, read Introduction and review Radio-TV News Terminology. Read pages 3-16 and answer all (10 total) the “Stop and Write” questions and exercises
• Review broadcast pronouncers and rewrites done for homework
• The importance of proper attribution and sourcing
• **Homework for Friday, Sept. 11:** Read pages 16-20 and do the three “Stop and Write” sections (attribution and quotes)
• **Homework for Wednesday, Sept. 16:** Read pages 20-30 and do the eight “Stop and Write” sections (contractions, adjectives and adverbs, verbs, numbers, symbols, abbreviations and individually voiced elements)
• Attribution in print stories versus broadcast stories (handout)
• Go over Broadcast Writing Differences web posting and review homework due Monday
• Discuss next week’s field exercise—start thinking of College of Charleston-related news stories that you think would be good to cover for a College of Charleston News podcast

**Week 4—September 14, 16, 18**

• Monday, Sept. 14—Guest Speaker: Melissa Whetzel, News Manager, Office of Marketing and Communications, College of Charleston. Ms. Whetzel is a former television news reporter. She will discuss her career path, experiences working in television news, and offer tips for getting into and succeeding in TV news.
• Reminder—due Wednesday, Sept. 16-- Read pages 20-30 and do the eight “Stop and Write” sections (contractions, adjectives and adverbs, verbs, numbers, symbols, abbreviations and individually voiced elements)

• Copy-Editing Broadcast Scripts

• For Friday, Sept. 18: Read pages 31-32 (editing) and do copy editing handout exercise (Marijuana Arrests)

• Class Wednesday:
  o Review copy editing homework (marijuana story handout)
  o Prepare for Friday’s in-class interviewing field exercise
  o Be sure to bring recorders to class Friday
  o Also have a good “Person on the Street” topic in mind that you can interview people about on Friday—make sure your topic isn’t too time sensitive so that it would be “old news” by early October
  o Brainstorming news topics:  international, national, state, local, CofC

    (see homework for Friday next page)

• Homework for Friday, Sept. 18:
  o Do marijuana story copy editing (handout)
  o Also, record yourself “on camera” doing 911 stand up from last Friday—or do a stand up intro to your POS story

• Friday “field exercise”: Bring your camera to class so you can go on campus to record several interviews for your campus news story

• Friday: Go over interview “logs” (posted examples)

• Go over “POS” checklist (web posting)

• Homework for Monday, Sept. 21: Turn in a log of the interviews you did Friday. Logs can be typed or handwritten—make sure your topic/story angle is clearly identified at beginning. Also, you don’t have to transcribe the interviews word for word—you can paraphrase what people said…but the better soundbites—write those verbatim

• Bring interviews to class Monday on a flash drive for editing training. Also bring headphones or ear buds. You’ll need them to hear sound from your computer.

Week 5—September 21, 23, 25

• Monday: Collect interview logs

• Bring flash drive with your interviews to class Monday. Also bring headphones or ear buds. You’ll need them to hear sound from your computer.

• Producing video stories using Windows Movie Maker

• Broadcast News Leads

• Homework for Wednesday, Sept. 23:
  o Upload POS interviews to your personal computer and put them into Windows Movie Maker—I will pass around a sheet Wednesday asking you if you have successfully done this.
  o Complete Plane Crash copy-editing (handout)
Wednesday’s Class: Review two copy editing handouts. Review the functions and importance of news leads (web posting). Continue Movie Maker video editing instruction.

For Friday, Sept. 25: Read pages 33-36 (copy preparation and leads)
- Write leads for five stories on page 96.

In class Friday: review page 96 and during class write leads only to four stories on page 97

Homework for Monday, Sept. 28:
- Read pages 37-41 (The Body, Endings, and Introductions) and do the three “Stop and Write” sections
- Write a 30 second Radio Reader script- Donut Shop Fire story, p. 101
- Also write a 30 second Radio with Sound (Actuality) script-- Police Sick Out, p. 117 (write each story on its own page)
- Follow scripting format for these two types of stories (posted on website: Teachers Strike (reader) and Cat Woman Shot (reader w/ sound). See also script examples on p. 58 (Radio Reader) and p. 59 (Radio Actuality)

Week 6—September 28, 30, and October 2
- Monday:
  - Review two scripts due today
  - Also discuss POS scripts—they are due Wednesday, Sept. 30
  - Give handout on Broadcast Delivery and have students mark their scripts for delivery

  Homework for Wednesday: Write POS script

  Wednesday: POS scripts due today (just script not produced report)

  POS scripts will be returned Friday, then produced report and revised script are due Monday, Oct. 5

  Friday: Midterm Study Guide will be posted—exam is next Friday, Oct. 9

  Homework for Monday, Oct. 5: Revise POS and produce your report. Monday turn in script (revised) and post POS report on your You Tube channel.

Week 7—October 5, 7, 9
- Monday: POS script and report due
- Monday: Prepare for Friday’s midterm exam
  - Review stories that you are writing as part of the test (see study guide)
  - Review TV split-page scripts (examples online and brought to class)
  - Review rewrite-to-broadcast style exercise

  Friday, Oct. 9: Midterm Exam (radio/TV scripts due at start of class and also the copy-edit exercise

Week 8—October 12, 14, 16 (No class Monday due to Fall Break)
- Wednesday: Preview upcoming assignments, note changes to syllabus—don’t go by syllabus you may have printed earlier. Syllabus has been updated (Oct. 14)
- Return midterm exams
Start to discuss Rivers Communications Museum “voicer” assignment.

Monday (confirmed) we will meet at the Museum, located at the corner of St. Philip and George streets. Bring your cameras. Assignment is to shoot video of the museum, then write and produce a 90 second-2 minute report. Report includes a stand up open and close. Report is due next Friday, Oct. 23.

Friday—Shooting TV stories—look at two local stories from start to finish

Week 9—October 19, 21, 23 (Note: Comm Internship Fair is Wednesday, Oct. 21)

- Monday: Class meets at Rivers Communications Museum (George and St. Philip streets). Bring cameras. See class website for assignment details.
- Wednesday: Class visits Communication Department Media Lab located in the back of Comm Office at 7 College Way (near Science Center entrance)
  - Meet at noon in front of Communication Department building at 7 College Way
  - Bring your cameras and upload/connecting cables
- Friday, Oct. 23—Communications Museum Report due—script and YouTube Posting (due date changed to Monday, Oct. 26)
- Friday’s Class: Start to discuss Issue/Controversy Report and Team Podcast

Week 10—October 26, 28, 30

- Monday, Oct. 26: Rivers Museum Reports due today—YouTube posting and script
- Homework for Wednesday, Oct. 28:
  - Come up with at least three Issue/Controversy Topics
  - In this typed paper briefly describe each topic and why you think each would be a good story for our “C of C Scene” program
  - Who would you interview? Who would the official or expert be?
- Friday we will form class into news teams and you will discuss these topics with each other and put together a preliminary podcast lineup
- More on producing Podcasts/Vodcasts

Week 11—November 2, 4, 6

- Continue to discuss Issue/Controversy reports due Wednesday
- Wednesday, Nov. 4—Issue/Controversy reports due today
- Producing 10-minutes newscasts/vodcasts—Due Monday
- Friday, Nov. 6—No class, professor out of town
- But come to classroom Friday to meet with your Podcast teams to shoot anchor parts and to organize newscast—producers need to have individual reports on flash drives
- Monday—Team Podcasts are due Monday, Nov. 9

Week 12—November 9, 11, 13

- Team Podcasts due Monday, Nov. 9
- Writing, organizing and producing newscasts—each of you will do a “live” newscast on Friday, Nov. 13
• **Homework for Wednesday, Nov. 11:**
  - Prepare a Lineup for a Two Minute C of C Newscast—see posted example. Stories should be timely for Wednesday at noon. Lineup must include news, sports and weather. Format per the example.
  - Wednesday—Newscast Scripting and go over posted newscast assignment guidelines
  - Discuss Human Interest Feature Package due Monday, Nov. 23
  - Friday, Nov. 13: Shoot Two-Minute Newcasts during class

**Week 13—November 16, 18, 20**
- Monday—View newscasts shot during class Friday
- Wednesday and Friday—continue to discuss Human Interest Package due Monday, Nov. 23
- Go over Interviewing Tips handout/posting

**Week 14—November 23, 25, 27 (no classes Wednesday and Friday—Thanksgiving)**
- Discuss Travel/Tourism Feature package—due Monday, Dec. 7
- Monday, Nov. 23: Human Interest Feature Package due

**Week 15—November 30, December 2 and 4**
- Go over guidelines for the Final Exam Newscast Project
- More on Travel Feature reports
- Fine tune broadcast writing style with rewrite exercises
- Course evaluations

**Week 16—December 7—last class—Travel/Tourism Feature due today**

**FINAL EXAM DATE—** Wednesday, December 16, noon-2. Final newscast projects due—come to the classroom to turn in your scripts. Newscast should be posted on your YouTube channel

**December 22—** Final Grades available on Cougar Trail

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