

INTRODUCTION TO BROADCAST NEWS

COMM 240-001 FALL 2011 EDUCATION CENTER 110 TR 1:40-2:55
(Term 117)

Instructor: Patrick Harwood

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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 1:30-2:30.

Note: I do not accept any work by email.

Books and Equipment

- **Textbook:** “Radio-TV Newswriting: A Workbook” by K. Tim Wulfemeyer (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 (or external hard 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.

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 rules: 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. It distracts me to have to do this! Also-no work is accepted by email.

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 services 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.

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 an original 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:

A = 4.00	B = 3.00	C = 2.00	D = 1.00
A- = 3.67	B- = 2.67	C- = 1.67	F = 0.00
B+ = 3.33	C+ = 2.33	D+ = 1.33	

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. Plus, with the various assignments you’ll do, bonus points may be given to reports you do that are particularly good.

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,” a music or natural sound “montage,” various TV news-style “wrap,” a team podcast; individual newscasts; and a longer form final project newscast.

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**
 - **Remember also that homework is not accepted via e-mail**
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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. You can print the first part of this syllabus but the weekly schedule (below) is subject to frequent changes, that will be mentioned in class before any assignment due dates.

Also note: Monday, Aug. 29 is the drop/add deadline date. It's the last day of 100 percent refund for full semester courses. Friday, Oct. 21 is last day to withdraw with a "W" mark.

Week 1: August 23 and 25

- **Course introduction**
- **Discuss Cougar Television (CTV) opportunities**
- **View video on value of broadcasting internships**
- **Discuss RTNDA Code of Ethics and the Four Cornerstones of Journalism: Fairness, Accuracy, Balance, Objectivity**
- **Review RTNDA Code of Ethics (class website)**
- **Homework for Thursday, Aug. 25: Read pages 70-83 and do the six "Stop and Write" sections (type- don't pull pages from the book please)**
- **Thursday: View A&E Biography on Edward R. Murrow**
- **Homework for Tuesday, Aug. 30: 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 30 and Sept. 1

- **Tuesday: Murrow papers due today**
- **Murrow's Legacy**
- **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 on You Tube)**
- **Review Libel and Privacy Law standards and media defenses (web posting)**

- **Homework for Thursday, Sept. 1:** 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. Double space all rewrites.
- **Thursday in class exercise:** Review homework and complete Ethical Analysis handout—how would you handle each scenario? What does the Code of Ethics say about each situation?
- **Homework for Tuesday, Sept. 6:** Read pages 16-20 and do the three “Stop and Write” sections (attribution and quotes)

Week 3: Sept. 6 and 8

- **Tuesday:** Review homework due today
- The importance of proper attribution and sourcing
- Go over Broadcast Writing Differences web posting
- **Homework for Thursday, Sept. 8:** Read pages 20-30 and do the seven “Stop and Write” sections (contractions, adjectives and adverbs, verbs, numbers, symbols, abbreviations and individually voiced elements)
- **Thursday:** Review homework due today; go over pages 31-32 (editing) and do copy editing handout exercise (Marijuana Arrests)
- 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
- **Homework for Tuesday, Sept. 13:**
 - Do Plane Crash story broadcast-style copy editing (handout)
 - Also, come up with three or more POS topics. Briefly type each topic, why you think each is good story, is newsworthy, timely and topical, and what research/background checking may be needed for each story
 - Make sure you have your cameras for interviewing exercise next week!

Week 4: Sept. 13 and 15

- **Tuesday:**
 - Review Plane Crash copy edit homework
 - Review “Person on the Street” topics
 - Discuss Thursday’s Field Exercise
 - Look at Interviewing PowerPoint (posted)
- **Thursday: Reporting Field Exercise:** Bring your camera to class so you can go around campus to record several interviews for your campus news story
- **Thursday:** Go over interview “logs” (posted examples)
- Go over “POS” checklist (web posting)
- **Homework for Tuesday, Sept. 20:** Turn in a log of the interviews you did Thursday. 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

Week 5: September 20 and 22

- **Tuesday:**
 - Collect interview logs
 - Producing video stories using Windows Movie Maker
- **Homework for Thursday, Sept. 22:**
 - **Write Stand Up Open and the Stand Up Close for your POS story. Type it (double spaced) per the 9/11 Anniversary script on the website. Don't write the soundbite incues and outcues just the Anchor Lead and Tag. Note: If you like, say you are reporting for C-T-V instead of C-of-C Scene.**
- **Thursday:**
 - Broadcast News Leads-- Review the functions and importance of news leads (web posting)
 - Review pages 37-41 (The Body, Endings, and Introductions)
 - In class Thursday: review page 96 leads
 - Tips for shooting good stand ups (show Julie Dolan's tapes)
- **Homework for Tuesday, Sept. 27:**
 - Read pages 37-41 (The Body, Endings, and Introductions)
 - Do the Stop and Write covering these pages
 - Also, write good broadcast leads for the four stories on page 97—be sure to double space these leads. Remember, the better broadcast leads are often around a dozen words.

Week 6: September 27 and 29

- **Tuesday:**
 - Review page 97 homework due today
 - Writing and scripting full broadcast stories
- **Homework for Thursday, Sept. 29**
 - 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)
- **Thursday: Give handout on Broadcast Delivery and mark your two scripts due today**
- **Writing your POS script**
- **Midterm Study Guide is posted, review- exam is Thursday, Oct. 6**
 - 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)
 - Rewrite-to-broadcast style exercise
 - Practice lead writing

- **Homework for Tuesday, Oct. 4: Write the script for your POS report. Be sure to script five soundbites from five different people. Follow posted guidelines and review details on this assignment, also posted.**
- **Bring books to class Tuesday for Midterm Exam review**

Week 7: October 4 and 6

- **Tuesday: POS scripts are due today- scripts will be returned Thursday and then your revised scripts and produced reports are due next Thursday, Oct. 13**
- **Review for Thursday's Midterm Exam- in class, rewrite to broadcast style the first five stories on page 89 and practice lead writing.**
- **Thursday, Oct. 6- Midterm Exam (Note: Midterm grades can be viewed online on Oct. 12)**

Week 8: October 11 and 13

- **Tuesday: return POS scripts. Revised scripts and produced reports, posted on YouTube, are due Thursday, Oct. 13**
- **The Communication Lab in the back of 7 College Way is available for editing your reports using Windows Movie Maker. If you want to edit there, I suggest you put your standup and interview clips on a flashdrive, put on the desktop of the computer you are using, then bring your clips into Movie Maker**
- **I will be in the lab Wednesday from 2-3 and at 4 p.m. if you need help. I'll also be in the lab Thursday from 11:30 to our class time at 1:40.**
- **If you feel you need to convert your video clips to mpeg or wmv for the Dell computers in the lab or in the library, then use the free converter posted on the class website (foxtab) under Additional Resource Material**
- **Homework for Thursday, Oct. 13: Finished POS reports are due today- we will meet in the Comm Media Lab (back of 7 College Way) to view the stories**
Thursday, Oct. 13- POS reports due today, meet at Comm Lab to watch
The Communication Lab in the back of 7 College Way is available for editing your reports using Windows Movie Maker. If you want to edit there, I suggest you put your standup and interview clips on a flashdrive, put on the desktop of the computer you are using, then bring your clips into Movie Maker

Week 9: October 18 and 20

- **Tuesday- Fall Break, no class today**
- **Thursday: Return graded POS reports**
- **Discuss CofC Life Science Museum assignment—see description posted on the class website.**
- **Bring cameras to the museum Tuesday, Oct. 25**
- **Preview upcoming assignments, note possible changes to syllabus—don't go by syllabus you may have printed earlier.**

- **Homework for Tuesday, Oct. 25—Research CofC’s Natural History Museum—print material you find on the Internet about it, and bring to class Tuesday**

Week 10: October 25 and 27

- **Tuesday: Class meets at the new Science Building at Calhoun and Coming (across from Addlestone Library). Museum is on the second floor. Be there promptly at 1:40. Shoot video/b-roll for report due next Tuesday about the museum and its new addition. Report is due Tuesday, Nov. 1.**
- **Thursday: Go over and editing reporter’s voice with video in Movie Maker and Adobe Premiere**
- **Homework for Tuesday, Nov. 1: Produce your Natural History Museum report- post on YouTube and turn in script**

Week 11: November 1 and 3

- **Tuesday, Nov. 1- Natural History Museum reports and scripts due—meet in regular classroom to view some of them**
- **Tuesday—Start to discuss next reporting assignment, the Issue/Controversy Report and the Vodcast (video newscast) that will be produced from these stories**
- **Homework for Thursday, Nov. 3:**
 - **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 be the official or expert?**
 - **What b-roll would you shoot to tell you story?**
 - **What research would you need to do for each story?**
- **Thursday: Review Issue/Controversy report topics and detail assignment more**
- **Discuss Newscast assignment**
- **In class newscast lineup exercise using Midcity stories**
- **Homework for Tuesday, Nov. 8:**
 - **Prepare a Lineup (lineup only- don’t write the stories) for a Two Minute C-of-C Newscast—see posted example. Stories should be timely for Tuesday at 2 p.m. Lineup must include news, sports and weather. Format per the example.**

Week 12: November 8 and 10

- **Continue to discuss Issue/Controversy reports due Thursday, Nov. 17**
- **Go over Interviewing Tips handout/posting**
- **Discuss individual newscast assignment that we will do on Nov. 10**
- **Writing, organizing and producing newscasts—each of you will do a “live” newscast Thursday. Guidelines are posted. Will do these at the media lab.**
- **Homework for Thursday, Nov. 10: Prepare your two minute C-of-C newscast. Carefully follow scripting, format and story guidelines posted on**

the website. Meet at the media lab. Don't forget to turn in a lineup/rundown for this report

- **Thursday, Nov. 10- Come to Media Lab to deliver your two minute newscasts- be prepared and turn in scripts after doing your newscast**

Week 13: November 15 and 17

- **Tuesday- View Newscasts in the classroom; status reports on Issue/Controversy reports**
- **Thursday, Nov. 17—Issue/Controversy reports (and split-page TV scripts) due today—meet in Lab to view reports**

Week 14: November 22 and 24

- **Tuesday: View newscasts shot last class**
- **Discuss Human Interest/Profile Feature**
- **Go over posted guidelines and view several examples of this kind of story**
- **Homework for Tuesday, Nov. 29:**
 - **Come up with three or more ideas for your Human Interest/Profile Feature**
 - **For each idea, write who the person or place is; why this would make for a good “CofC Scene” story; what b-roll you would shoot and show in telling each story; mention who, along with your subject, you would also interview (each story needs at least two people interviewed/SOTs)**
- **Thursday, Nov. 24- Happy Thanksgiving! No class today.**

Week 15: November 29 and December 1 (last week of classes- all classes end Monday, Dec. 5; exams begin Wednesday, Dec. 7; exams end Wednesday, Dec. 14)

- **Tuesday: Go over guidelines for the Final Exam Newscast Project**
- **Fine tune broadcast writing style with rewrite exercises**
- **Thursday, Dec. 1: Human Interest Feature Package due—meet at lab to view and turn in script**

Exam Date: Thursday, Dec. 8, 12-3- bring final newscasts/scripts to Media Lab- Newscast should be posted on your YouTube channel

Saturday, Dec. 17—Final grades available on My Charleston (and December commencement)

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