INTRODUCTION TO BROADCAST NEWS
COMM 240-001  FALL 2010  EDUCATION CENTER 110  MWF 12-12:50
(Term 107)
Instructor: Patrick Harwood          Phone: 953-2212 (office); 224-3112 (cell)
E-mail: harwoodp@cofc.edu          Course Website: www.harwoodp.people.cofc.edu
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 11-11:50 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 (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-, 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
- A- = 3.67
- B+ = 3.33
- B = 3.00
- B- = 2.67
- C+ = 2.33
- C = 2.00
- C- = 1.67
- D = 1.00
- F = 0.00

**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

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, August 30 is the drop/add deadline date and Thursday, October 21 is the last day to withdraw with a “W” mark.

Week 1—August 25 and 27
- Course introduction
- Friday: View A&E “Biography” of broadcast legend Edward R. Murrow
- Homework for Monday, August 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, Sept. 1 and 3
- Monday—Murrow papers due today
- Murrow’s Legacy
- Discuss RTNDA Code of Ethics and the Four Cornerstones of Journalism: Fairness, Accuracy, Balance, Objectivity
- Review RTNDA Code of Ethics (class website)
- 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 on You Tube)
- Homework for Wednesday, Sept. 1: Read pages 70-83 and do the six “Stop and Write” sections (type- don’t pull pages from the book please)
- Wednesday 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)
• **Homework for Friday, Sept. 3:** 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.

• **Friday:** Review homework and additional ethical/legal scenarios (handout)

**Week 3—September 6, 8, 10**

• **Monday, Sept. 6** Meet at Cougar Media Network offices for tour and information about Cougar Television, C of C Radio, GSO. CMN is located on the second floor of the Calhoun Annex on Calhoun Street next to the C of C Treasurer’s Office which is next to Starbucks

• **Homework for Wednesday, Sept. 8:** Complete six News Coverage Ethical Situations (handout, front and back). It’s OK to handwrite your responses on the page—be sure to site RTNDA Code of Ethics elements that apply

• **Wednesday:** Review Ethical handout homework

• The importance of proper attribution and sourcing

• Review RTNDA Guidelines for News Coverage

• **Homework for Friday, Sept. 10:** Read pages 16-20 and do the three “Stop and Write” sections (attribution and quotes)

• **Homework for Monday, Sept. 13:** Read pages 20-30 and do the seven “Stop and Write” sections (contractions, adjectives and adverbs, verbs, numbers, symbols, abbreviations and individually voiced elements)

• **Attribution in print stories versus broadcast stories (handout)**

• **Discuss next week’s field exercise versus broadcast stories (handout)**

**Week 4—September 13, 15, 17**

• **Monday:** Go over Broadcast Writing Differences web posting and review homework due today

• **Copy-Editing Broadcast Scripts**

• **Homework for Wednesday, Sept. 15:** 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

• **For Friday, Sept. 17:** Read pages 31-32 (editing) and do copy editing handout exercise (Marijuana Arrests)

• **Class Wednesday:**
  - Review copy editing homework (marijuana story handout)
  - Prepare for Friday’s in-class interviewing field exercise
  - Be sure to bring recorders to class Friday
  - 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
  - Brainstorming news topics: international, national, state, local, CofC
• **Homework for Friday, Sept. 17:**
  o Do Plane Crash story broadcast-style copy editing (handout)

• **Friday Reporting Field Exercise:** Bring your camera to class so you can go around 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. 20:** 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.**

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**Week 5—September 20, 22, 24**

• **Monday:**
  o Collect interview logs
  o Return Marijuana Arrests copy editing homework/distribute answer key
  o Distribute Plane Crash story

• **Producing video stories using Windows Movie Maker**

• **Broadcast News Leads—Review the functions and importance of news leads (web posting)**

• **Review pages 37-41 (The Body, Endings, and Introductions)**

• **Homework for Wednesday, Sept. 22:**
  o **Write Anchor Lead and the Anchor Tag for your POS story.** Type it (double spaced) per the 9/11 Anniversary script on the website. Don’t write the soundbite inuces and outcues just the Anchor Lead and Tag
  o Complete Plane Crash copy-editing (handout)

• **Wednesday:**
  o Review Plane Crash copy editing homework
  o In class Wednesday: review page 96 and during class write leads only to four stories on page 97
  o Tips for shooting good stand ups

• **Friday:**
  o **Anchor Leads and Tags are returned with comment**
  o Make revisions and during class go on campus and shoot your on-camera Anchor Lead and Anchor Tags for your POS stories—go in groups of two or three to shoot each others parts. Review them in camera and reshoot until happy with two or three takes
  o **Homework for Monday, Sept. 27:**
    o Write a 30 second Radio Reader script- Donut Shop Fire story, p. 101
    o 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 27, 29, and October 1

- Monday: (class visitor: C of C grad Julie Dolan, Anchor, Fox 7 WTVW, Evansville, Indiana)
  - Review two scripts due today
  - Also discuss POS scripts—they are due Wednesday, Sept. 29
  - 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)
- Producing video stories using Windows Movie Maker
- Friday: Meet at Media Lab for Adobe Premier editing review
- 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. 8
- Homework for Monday, Oct. 4: Revise POS and produce your report. Monday turn in script (revised) and post POS report on your You Tube channel.

Week 7—October 4, 6, 8

- Monday: Meet at Media Lab to review POS reports—script and report due today
- Monday and Wednesday: Bring book to class. 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
  - Practice lead writing

- Homework for Wednesday, Oct. 6: Write/Type broadcast leads for the five stories on page 96. Also rewrite to broadcast style the first five stories on page 89. Be sure to type and double-space.
- Friday, Oct. 8: Midterm Exam (radio/TV scripts due at start of class and also the copy-edit exercise)

Week 8—October 11, 13, 15 (No class Monday due to Fall Break)

- Wednesday: Preview upcoming assignments, note possible changes to syllabus—don’t go by syllabus you may have printed earlier.
- Return midterm exams
- Start to discuss Rivers Communications Museum 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 Friday, Oct. 22.
• Friday—Go over Rivers Museum report details (posted), and editing reporter’s voice with video in Move Maker and Adobe Premiere

Week 9—October 18, 20, 22
• Monday: Class meets at Rivers Communications Museum (George and St. Philip streets). Bring cameras. See class website for assignment details.
• Wednesday: Meet in classroom for a short time then you will be given time to go to the museum and shoot your stand up opens and closes for Friday’s finished report.
• Friday, Oct. 22—Communications Museum Report due—script and YouTube Posting—meet at Media Lab

Week 10—October 25, 27, 29
• Monday—Start to discuss next reporting assignment, the Issue/Controversy Report and the Vodcast (video newscast) that will be produced from these stories
• Homework for Wednesday, Oct. 27:
  o Come up with at least three Issue/Controversy Topics
  o 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
  o 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 1, 3, 5
• Continue to discuss Issue/Controversy reports due Friday
• Wednesday: You will have class time to shoot interviews and stand ups for Friday’s Issue/Controversy package
• Friday, Nov. 5—Issue/Controversy reports (and split-page TV scripts) due today—meet in Digital Lab
• Producing 10-minutes newscasts/vodcasts—Due Monday, Nov. 15

Week 12—November 8, 10, 12
• Monday: In class newscast lineup exercise using Midcity stories
• Writing, organizing and producing newscasts—each of you will do a “live” newscast on Friday, Nov. 12. Guidelines are posted. Will do these at the media lab.
• Homework for Wednesday, Nov. 10:
  o 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.
  o Also, bring your Issue/Controversy report to class on a flashdrive to give to your Vodcast team’s producer
• **Homework for Friday, Nov. 12:** 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 ‘cast.

• **Wednesday:** Start to discuss Human Interest Feature Package due Monday, Nov. 22

• **Friday, Nov. 12:** Shoot Two-Minute Newcasts during class

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Week 13—November 15, 17, 19

• **Monday:** Discuss Human Interest/Profile Feature due next Monday

• **Go over posted guidelines and view several examples of this kind of story**

• **Homework for Wednesday, Nov. 17:**
  - 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)
  - I will look over these papers on Wednesday while we’re viewing the newscasts and return them to you at the end of class

• **Wednesday:** View newscasts shot during class Friday (and Vodcasts time permitting)

• **Friday—Team Vodcasts due today, Nov. 19**

• **Friday:** Go over Interviewing Tips handout/posting

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Week 14—November 22, 24, 26 (no classes Wednesday and Friday—Thanksgiving)

• **Discuss Travel/Tourism Feature package—due Monday, Dec. 7**

• **Monday, Nov. 22:** Human Interest Feature Package due—meet at lab to view and turn in scripts

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Week 15—November 29, December 1 and 3

• **Go over guidelines for the Final Exam Newscast Project**

• **More on Travel Feature reports**

• **Fine tune broadcast writing style with rewrite exercises**

• **Course evaluations**

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Week 16—December 6—last class—Travel/Tourism Feature due today

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**FINAL EXAM DATE— Friday, December 10, noon-2**

Final newscast projects due—come to the classroom to turn in your scripts. Newscast should be posted on your YouTube channel

**Wednesday, December 22-- Final Grades available on Cougar Trail**

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