

NEWS NOW: VISUAL STORYTELLING IN THE DIGITAL AGE
COMM 336-14 ADDRESSING PROBLEMS IN CONTEXT
SPRING 2014 Term: 141 Course Number: 23697
MWF 12-12:50 Education Center Room 110

INSTRUCTOR: Patrick Harwood, Department of Communication Faculty
OFFICE: Robert Scott Small Building, Room 126
PHONE: (843) 953-2212 (office); (843) 224-3112 (cell- texting me is fine)
E-MAIL: harwoodp@cofc.edu **COURSE WEBSITE:** www.cofc.edu/~harwoodp
OFFICE HOURS: MWF 10:15-11:45

Course Summary and Objectives

With the comparative ease today to produce, disseminate and view video, the reach and influence of this medium are greater than ever. In this course, students will study the ways video productions are used to inform and persuade- online and on television. Students will gain an understanding of how television and online news services operate, and how videos fit into the mix of social and new media.

The class will also focus on the strategic use of video to persuade, influence and motivate, from the perspective of corporate communications and public relations departments and firms. Students will also get hands-on experience producing their own news and strategic videos.

By the end of this course, students will be able to:

1. Work intensively in groups and teams to confront practical situations, create various visual types of content
2. Where appropriate, integrate information from other disciplines
3. Gather information from multiple sources
4. Present and share data with the class
5. Participate in class discussion and debate, challenging and testing student definitions of the problems, models and solutions
6. Reflect on their learning experience (both process and outcome) in writing

Method of Instruction

I use the teacher computer and overhead system to show book chapter and other PowerPoint presentations, as well as to share articles, videos and other material.

We will cover most of the chapters in the textbook and there will be homework assignments from the readings.

We will do some “field” exercises in which you go on campus to record things such as interviews and standups for your reporting projects.

I hope the class will have a lot of interaction. Please always feel free to bring up issues, questions, and things in the news and elsewhere that we can discuss.

Required Text and Tools

Course textbook: “Television News: A Handbook for Writing, Reporting, Shooting and Editing” by Keller and Hawkins (3rd edition, Holcomb Hathaway Publishing).

Equipment: (more on this later in the syllabus)

- High quality video cameras and related production equipment can be provided to each news team. Team members will be responsible (and liable) for sharing and keeping track of this equipment
- Mini-DV tapes will be provided
- You can use personal digital video cameras for your projects, including smart phones that shoot high (or at least decent) quality video
- Flash drive (minimum 1 or 2 gigabytes recommended) for saving reports and newscasts
- If you would like the option (and convenience) of editing your reports/projects at home on your own computer (using department cameras) you may need to purchase a firewire and a firewire adapter. These items may run, depending on where you get them, in the \$75-\$100 price range (total).

More Class Details**YouTube Requirement:**

Each video project will be posted by you on your individual YouTube account, and this is how your reports will be shown in class and graded. See my YouTube channel (and others out there) for layout/design ideas and examples: www.youtube.com/harwoodp. If you don't have a YouTube channel, go to www.youtube.com to establish your account and build your page.

Cameras and Editing Equipment: We have expensive, high quality mini-DV cameras (as well as microphones, tripods and lights) available for your shooting/reporting projects. This is up to you. As stated earlier, using your own camera is OK. If you do check out the department equipment it must be turned in at end of the term, and cannot be damaged, otherwise your final grade will be withheld. When equipment is given to you, you will sign a form stating this and other policies.

You will be taught how to use non-linear (or digital) editing systems located at the Communication Department's Digital Media Lab. And you can also edit on your own personal computers. You will be exposed to editing software programs such as Adobe Premier Pro (Comm Media Lab), Windows Movie Maker, and iMovie (Macs)

Working in Teams to Shoot TV News: Shooting and producing video projects usually involves multiple people in the process. In this class we will set up teams in which you will work together to shoot and edit videos. Each member of the class will be required to turn in different types of TV news reports (see details below). Report due dates will be staggered throughout the term so that projects can be explained fully and examples shown.

Work Outside of Class: This class will require a time commitment needed to plan, shoot and edit these videos. Efforts will be made to organize teams with students who have compatible schedules.

Digital Media Lab: The Communication Department has a state-of-the-art media lab located at 7 College Way. It has three Dell work stations with Adobe Premier Pro and Movie Maker editing programs and three with Macs, supporting Final Cut Pro and iMovie. This room is kept locked. During regular weekday hours, you need to go to the main Communication Department office

(next door at 9 College Way) and ask either the person at the front desk or Ms. Mary Jones, the office manager, to let you in the room. For weekend and after hours access, you must call Public Safety (953-5609) to be let in. Your names will be sent to Public Safety for such access. The media lab has a phone in it. The number is 953-8134.

Specific Individual Reporting and Writing Assignments:

- Individual Reports (Q&A, POS, music montage, news and feature PKGs)
- Individual newscast assignment
- PR (or strategic) or advertising video such as a PSA or commercial
- Homework assignments from your book and other sources dealing with TV news writing, research and news judgment (check plus/check/check minus system)
- Check Plus (2.5 points)- well done; Check (2.0 points)-OK, but something not right; Check Minus (1.5 points)- completed on time but not well done or late. Your marks will be added together to form your grade for this part of the class. Example: 24 X 2.5= 60 (24 homework/in-class assignments times 2.5 points for check pluses equals 60 points, the maximum possible number.)
- There is no homework credit for work turned in more than one class period late
- Homework and other work are not accepted by email

Grading Reports: Your reporting work will be given letter grades based on accuracy, enterprise and newsgathering skills shown, writing, scripting, production quality, delivery, meeting deadlines, and overall quality.

Exam: There will be a midterm exam. There won't be a final exam. We will use our exam period to view the final video project.

Deadlines: A crucial part of the news business is being able to work quickly, efficiently and accurately in order to meet deadlines. Reporting and other letter grade assignments turned in late cost one letter grade for each class session late. Regular homework assignments turned in late will receive an automatic check minus and won't be accepted after one class period late.

Attendance Policy: Roll will be taken at the start of each class, via a sign-in sheet. Make sure you sign this before, at the start of, or after, 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 written note with the reason for your absence, and the date of your absence.

Final Grade Determination

Midterm Exam	25 percent
Video Assignments and Other Reports	50 percent
Homework and in-class assignments	25 percent

Test Grading Scale and Plus/Minus Grading System::

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

A = 4.00 B = 3.00 C = 2.00 D = 1.00

A- = 3.67
B+ = 3.33

B- = 2.67
C+ = 2.33

C- = 1.67
D+ = 1.33

F = 0.00

WEEKLY CLASS SCHEDULE

Note: This schedule is regularly updated and modified so do not rely on a schedule printed the first week of class. I will regularly bring up this schedule at the start of class, show you what is due next class and in the classes ahead, and go over what may have been changed in this schedule. Homework other key assignments are underlined for emphasis.

January 8 (Week 1)

- Course introduction; buy book ASAP (homework due third class)
- TV News in 2013; prevalence of video in social media, and business and organizations websites
- Journalistic ethics and responsibilities/legal considerations (Chapter 5)
- Homework due Monday, Jan. 13: Read Chapter 5, “Legal Considerations” and complete questions posted on the class website—please type (everything/always)

January 13 (Week 2) Note: Drop/Add last day is Tuesday, Jan. 14

- Monday: Review and collect Chapter 5 homework due today
- Discuss, in libel cases, “negligence” (private individuals) and “actual malice/reckless disregard for the truth” (public figures”
- Four cornerstones of journalism posting
- Homework for Wednesday, Jan. 15: type responses to Ethical Analysis situations on class website: **Ethical Analysis page 1 page 2 (see homepage)**
- The broadcast writing style- how it differs from print- handouts and lead writing exercises
- Preview Chapter 1, “All About News”
- Homework for Friday, Jan. 17: read Chapter 1, “All About News”
 - Review “Characteristics of a Good Reporter” on Page 28
 - List each of the 10 characteristics, then give a brief—and honest-- assessment of your strengths and weaknesses for each trait!
- Preview Chapters 2 and 3 and assignment due next week
- View book video about author working at Denver TV station
- Homework for Wednesday, Jan. 22:
 - Read Chapter 2, “The Television Newsroom”
 - Do Activity 1 on page 52- watch a newscast and comment about the news media’s “watchdog” role- describe the stories in which this role is evident and also why these and other stories in the newscast may be important to voters and an informed citizenry
 - Also, write a paragraph or two about the two “Regarding Ethics” scenarios on page 53
 - And list your News Team preferences- write the names of one or two or classmates you want to work with in shooting each other’s video stories. If you do not have any preferences, put “No News Team Preferences.”

January 20 (Week 3)

- No class Monday- MLK holiday
- Chapter 2 homework due Wednesday (including teammate preferences)
- Homework for Friday, Jan. 24:
 - Read Chapter 3, “News Sources”
 - And address the three “Regarding Ethics” scenarios on pages 85-86
 - For your Q&A video report, list two or three different people and topics. Include who would you interview and why this interview would be topical and timely?
- Chapters 8 and 9 on Shooting Video
- Homework Monday, Jan. 27:
 - Read Chapter 8, “Shooting Video I” and complete the handout
 - And Chapter 9, “Shooting Video II” Complete Chapter 9 handout
- Discuss and demonstrate shooting the basic TV/video interview (see my April 12, 2012 photos showing camera positions, etc.)
- Go over Q&A report assignment- next week students will shoot an interview, reverse shots and questions and standups.
- Brainstorm timely and topical subjects and people for the upcoming CofC Scene interviews
- This interview report, posted on YouTube, will be due Friday, Feb. 7

January 27 (Week 4) Note: Class was canceled on Wednesday, Jan. 29 due to severe weather

- Monday: Chapter 8 and 9 homework due
- Scripting broadcast stories and newscasts
- Editing demonstration using Windows MovieMaker; demonstrate positioning during interviews and stand-ups
- Homework for Wednesday, Jan. 29: Chapter 10- “Editing” and complete handout (posted online—print and fill out please) (Note: this is now due Friday, Jan. 31)
- Friday: Discuss schedule changes due to Wednesday’s missed class (severe weather)
 - Collect Ch. 10 “Editing” homework
 - Discuss Stand-Ups (PowerPoint and other class website material)
 - Scripting split-page TV news reports
 - Posting videos on YouTube
- Homework for Monday, Feb. 3: Set up your Q&A interview for early next week

February 3 (Week 5)

- Monday- We will meet at the Department of Communication Media Lab (back of 7 College Way near the back entrance to the Science Building)
 - Here will go over lab procedures; available equipment; editing with Dell computers (MovieMaker and Adobe Premiere Pro) and Macs (iMovie and Final Cut Pro)
- Wednesday: You will be given time during class to work on you Q&A interviews- use time to conduct interviews, shoot standups, work on scripts, or set up interviews

- Friday: Q&A reports and scripts due (post on YouTube; bring script to class)
 - Follow [these assignment guidelines](#) (as posted on class website)
- Start to discuss next reporting assignment: the person on the street (POS) report
- Homework for Monday, Feb. 10:
 - Type two or three POS report topics
 - Briefly state each topic, why it is newsworthy now, and why your viewers/audience would find this story pertinent and timely

February 10 (Week 6)

- Monday: Return Q&A critique sheets and collect POS topic ideas
- Continue to discuss POS assignment, due Monday, Feb. 24 (see posting)
- Look at examples of this type of report
- Review web posting on differences between broadcast and print writing
- Homework for Wednesday, Feb. 12:
 - Read Chapter 6, “Storytelling and Writing for Broadcast”
 - See Writing Assignment No. 1 on p. 181-- Write a 30 second TV reader in split page format (type and double space)—see example posted on website
 - Write as if story is on a Connecticut TV station
- Homework for Friday, Feb. 14:
 - In the broadcast writing and split-page style, script your POS stand up open and close. Leave the middle part open where your SOTs (SOTS here)
- Friday, Feb. 14: During class you will go out in pairs or threes to conduct your POS interviews
- Homework for Monday, Feb. 17: Turn in a typed log of your five (or more) POS interviews. Include summary of your topic, and the names, year, major, hometowns of each person interviewed and transcribe (word for word) what each person says in the interview
- Note: Schedule juggled slightly due to weather cancellation on Wednesday, Feb. 12

February 17 (Week 7)

- Due Monday, Feb. 17: POS log from Friday’s “field exercise” due. Also due: POS script you’re your stand up open and close
- Chapter 7, “Writing in Broadcast Style”
- Go through posted rewrites and handout exercise
- Homework for Wednesday, Feb. 19:
 - Read Chapter 7, “Writing in Broadcast Style”
 - Complete the Chapter 7 handout (OK to handwrite answers)
 - Also, write a 30 second TV split-page reader script from the information in Story 2 on page 209. Just write the script. Do not write the different lead types, as instructed below the story information
- Wednesday: Midterm Exam study guide posted- review for next week’s test
- Friday: Will have class time to shoot POS standups and/or more interviews

- Homework for Monday, Feb. 24: Write and produce individual Person on the Street. Post story on your YouTube channel and turn in proper TV split-page script.

February 24 (Week 8)

- Monday, Feb. 24: POS reports on YouTube and scripts due
- Discuss Music Montage Video assignment due after Spring Break
- Midterm Exam is Friday, Feb. 28- go over various parts of the test, including what is to be prepared before the written exam
- Friday: Midterm Exam! (Don't forget what is due at beginning of test)
- Spring Break Homework:
 - Due Monday, March 10—Read Chapter 12, “Presentation and Voice” and complete the handout (posted on the website also)
 - Due Friday, March 14: Music Montage project
 - Follow [guidelines](#) posted on the class website
 - Prepare a script with your standup open and close- follow posted script example

March 3 (Week 9) Spring Break week- no classes (Midterm grades due Sunday, March 9)

- Spring Break Homework:
 - Due Monday, March 10—Read Chapter 12, “Presentation and Voice” and complete the handout (posted on the website also)
 - Due Friday, March 14: Music Montage project
 - Follow [guidelines](#) posted on the class website

March 10 (Week 10)

- Wednesday: Return and review Midterm Exams; Chapter 12 homework due (posted)
- Chapter 12 homework due Monday (see above for homework details)
- Due Monday, March 17: Music Montage video or HSS Video Contest entry (see website for details on each)
- Discuss News Package reporting assignments- Issue/Controversy PKG (due Monday, March 24) and Feature/Human Interest PKG (due Monday, April 7)
- Wednesday and Friday: Brainstorm news package story ideas
- Individual Newscasts will be shot Monday, April 14
- Review elements of a news package and scripting such stories
- Recording voice tracks
- Homework for Friday, March 14: Type two or three hard news issue/controversy news package topic ideas: briefly summarize the topic, why this is timely and newsworthy, who you would interview (have at least two on-camera sources in mind), and what video/b-roll you would shoot and use in telling the story
- Planning and shooting the news package- research, sources, b-roll, interviews, standups, scripting

March 17 (Week 11) Note: Friday, March 21 is last day to withdraw with a “W” grade

- Monday, March 17: Music Montage or HSS Contest Video due today (scripts are due with Music Montage)

- Homework for Wednesday, March 19 (if haven't turned in yet): Type two or three hard news issue/controversy news package topic ideas: briefly summarize the topic, why this is timely and newsworthy, who you would interview (have at least two on-camera sources in mind), and what video/b-roll you would shoot and use in telling the story
- Wednesday and Friday: Planning, shooting, writing and editing news packages
- Friday: Newscast elements- different types of stories, what they are and how they are presented
- Homework for Wednesday, March 26: Produce an Issue/Controversy News Package, post it on YouTube and turn in a script

March 24 (Week 12)

- Monday: Class time for shooting standups and/or other parts of news package
- Wednesday, March 26: Issue/Controversy News Package due, post it on YouTube and turn in a script
- Feature/Human Interest Packages will be due Friday, April 4
- The making of a feature package- elements, different types, etc.
- Homework for Friday, March 28: Submit two feature package topic ideas: summarize topic, why you think these are good ideas, who will be interviewed, b-roll to be shot to tell/show the story (I'm going to set up student drone-flying activity for next week)
- Friday: Go over class feature topics
- Homework for Friday, April 4: Prepare your feature package script and report, post on YouTube. Turn in script Friday. We will view the reports in class

March 31 (Week 13)

- Monday: Meet in Marion Square by the fountain across from the Francis Marion Hotel for drone flight demonstration by CofC student Matthew Ervin. See our Pinterest board for more on him (Post Courier feature and his YouTube channel.)
- Wednesday: TV newscasts- what goes into them, how stories are selected and ordered
- Examine different ways stories are selected, grouped and covered
- Homework for Monday, April 7: Prepare your feature package script and report, post on YouTube. Turn in script Friday. We will view the reports in class (note due date is extended to Monday, April 7)
- Friday: Practice newscast writing assignment
 - Prepare a lineup/rundown
 - Prepare a TV split page script
 - Follow [same guidelines](#) for next week's "real" newscast

April 7 (Week 14)

- Due Monday: Prepare your feature package script and report, post on YouTube. Turn in script. We will view the reports in class.
- More on newscast writing, structure and organization
- Homework for Wednesday, April 9: Creating a lineup for a Wednesday, noon newscast similar to [this lineup example](#) (also on our homepage)- make sure stories are timely for the day and time of this newscasts

- Homework for Friday, April 11:
 - Create a timely 2 minute newscast lineup (news, sports and weather) for a Friday, April 11 noon newscast
 - Prepare a lineup per the example on the class website
 - Follow assignment guidelines as explained on homepage document
 - Write in proper TV news split-page format
 - News stories don't have to all be CofC, but at least two must be
 - Sports should be all CofC
 - Make sure news, sports and weather are timely for today
 - Script each story on own page and in the TV split-page format
 - After your newscast, turn in your scripts in proper and turn in your lineup sheet

April 14 (Week 15) Monday: Persuasive video topic list due

- Monday: View newscasts during class
- Begin to discuss final project: create a persuasive video- guidelines will be posted
- Friday, April 18: In-class assignment: Type two or three topics for your persuasive video project – include who or what they are about, what will go into the piece, i.e. video, sound, voice, etc and what message(s) you are trying to convey. What do you want the viewer to do or come away upon seeing your video?
 - Also, fill out blank storyboard sheet to show sequence of shots and your vision of your 60 second video
- How organizations today use video to explain, sell, inform and persuade
- Selecting and planning for a PSA/commercial shoot
- Video will be due on our final exam date, Saturday, April 26, noon

April 21 (Week 16) Friday, April 25: Last class

- Monday: Return Persuasive Video ideas and storyboards
 - Watch video of CofC grad who is a TV news producer (good job hunting and interviewing tips/advice)
- Wednesday: Updates on final video projects
- Friday: Roll will not be taken- use class time to work on projects; come to classroom if you have questions

FINAL EXAM: Saturday, April 26, noon-3 p.m. – come to class prepared to show your persuasive video and have a script to turn in with it.

****Final Grades Due: Wednesday, May 7, by noon**

****Final Grades available to students on MyCharleston: Wednesday, May 7**

****Spring 2014 Graduation: Saturday, May 10**