TELEVISION NEWS REPORTING
COMM 340-090 FALL 2011 (Term 117) T/R 3:05-4:20
EDUCATION CENTER, ROOM 110

Instructor: Patrick Harwood, Department of Communication
Office: R.S. Small Library, Room 126 (I also have a box at the Communication
Department main office at 9 College Way)
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Communication Dept. Fax: 953-7037
Office Hours: MWF 12-1 p.m. and TR 2-3 p.m.
E-mail: harwoodp@cofc.edu  Note: I do not accept any work by e-mail.
Course Website: www.harwoodp.people.cofc.edu (go to link for this class)

Course Objectives: This is a hands-on/learning-by-doing class. You will learn about
television newsgathering, writing, production and on-camera delivery by doing it.
- This course also focuses on journalistic responsibilities and ethical concerns
  pertinent to broadcast news.
- This course is somewhat technical in that you’ll be expected to learn how to
  operate video cameras, microphones, lights and video editing programs to shoot
  and produce video reports.
- You’ll learn how to plan and complete the different types of TV news stories and
  you’ll learn how to write, produce and deliver television live reports and
  newscasts.
- You will establish your own You Tube channel for posting your reports.
- Your final project at semester’s end will be producing a television news
  resume/audition “tape” that will showcase your work this semester and can be
  shared with potential employers.


Equipment: (more on this later in the syllabus)
- High quality video cameras and related production equipment will be provided to
  each news team. The team will be responsible for sharing and keeping track of
  this equipment
- You can use personal digital video cameras for your projects
- Mini-DV tapes will be provided
- 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 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). See the class website for examples of this equipment.
YouTube Requirement:
Please keep using the YouTube channel from my Comm 240 course. Each reporting/video project will be posted there, and this is how your reports will be shown in class and graded. See my YouTube channel 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. Class reports will be posted together on a YouTube group channel.

Cameras and Editing Equipment: We have expensive, high quality mini-DV cameras (as well as mics, tripods and lights) available for your shooting/reporting projects. Once news teams are formed, each team will be assigned a camera kit. Team members are responsible for taking care of this equipment. The equipment must be turned in at end of the term, otherwise final grades will be withheld—for each member of the team that has missing or damaged equipment!

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 if you have Windows XP/Vista (or Mac) video capture capabilities. You will be exposed to editing software programs such as Adobe Premier Pro (Comm Media Lab), Casablanca (Addlestone Library), and Windows Movie Maker.

Working in Teams to Shoot TV News: Shooting TV news stories is usually a group process of two or more people. In this class we will set up news teams in which you will work together to shoot and edit news reports. 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 equipment usage can be more efficiently distributed.

Work Outside of Class: This class will require a time commitment needed to plan, shoot and edit these news and feature stories. 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 six Dell work stations with Adobe Premier Pro (and Movie Maker) editing programs. 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 afterhours 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 (POS, Q & A, Music Montage, PKGs)
- Individual writing and delivering of TV live reports and newscasts
- Homework assignments from your book and other sources dealing with TV news writing, research and news judgment
**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 most likely use our exam period to record a final individual newscast or to turn in final reports.

**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

**Deadlines:** A crucial part of the news business is being able to work quickly, efficiently and accurately in order to meet deadlines. Reporting 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. 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.

**Important class rule:** Do not turn on or use the computers in this room unless told to do so. Class time is not your time to check and send e-mail or browse the Internet. Please do not make me repeatedly tell you to turn off your computer and pay attention in class! You will receive an automatic half letter or full grade reduction if you become a student I am repeatedly having to tell to pay attention to me and not the computer!

**Final Grade Determination:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Reporting Projects</td>
<td>25 percent</td>
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<td>Live Reports and Newscasts</td>
<td>25 percent</td>
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<tr>
<td>Midterm Exam</td>
<td>20 percent</td>
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<tr>
<td>Homework, In-class work</td>
<td>15 percent</td>
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<tr>
<td>Final Project: TV Resume Tape</td>
<td>15 percent</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100 percent</strong></td>
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**Critical Evaluation of TV Reporting:** We will frequently examine national/network and local examples of television news reporting. It is beneficial to review and analyze the work of professionals to see the various elements involved in producing high quality news and feature reports.
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.

CLASS 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 due dates.

Weekly Schedule (subject to change)
Week 1—August 23 and 25
- Course introduction; buy book ASAP (homework due second class)
- Journalistic ethics and responsibilities/legal considerations (Chapter 5)
- List and define basic TV news terms
- Homework due Thursday, Aug. 25: Read Chapter 5, “Legal Considerations” and complete questions posted on the class website—please type (everything/always)
- Thursday: Analyzing a local TV newscast (in class exercise)
- Preview Chapter 1, “All About News”
- Homework for Tuesday, Aug. 30: read Chapter 1, “All About News”
  - Define the Key Concept Terms on Page 30
  - 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 (if any) for each trait!

Week 2—August 30 and Sept. 1
- Tuesday: Review homework
- View CNN’s Princell Hair speech on Future of News and News Ethics
- View Skype interview with Elizabeth Sanders, recent CofC grad who is a news producer at a Jackson, Miss. TV station
- Discuss Practice Shooting Assignment—see description posted
- News, news sources and the TV newsroom (Chapters 2-3)
- View book video about author working at Denver TV station and also parts about shooting video
- Form news teams
- Homework for Thursday, Sept. 1: (two chapters assigned)
  - Read Chapter 2, “The Television Newsroom”
  - Write a paragraph or two about the two “Regarding Ethics” scenarios on page 53
  - ALSO Read Chapter 3, “News Sources”
  - And address the three “Regarding Ethics” scenarios on pages 85-86
- Thursday: Class meets RSS 113 to distribute equipment to news teams. We will go over basic interview shooting and will shoot practice interviews
- Homework for Tuesday, Sept. 6: (two chapters assigned)
Read Chapter 8, “Shooting Video I” and complete the handout AND Read Chapter 9, “Shooting Video II” Complete Chapter 9 handout.

Shoot something for the Practice Shooting Assignment (details posted)—bring tape and camera to next class which meets at the Comm Lab.

Week 3—September 6 and 8

- **Tuesday:**
  - Bring camera gear to the Comm Media Lab for practice interviewing—see posted details on homepage. We’ll upload interviews also in the lab.
  - Collect Ch. 8/9 Homework

- **Homework for Thursday, Sept. 8:**
  - Read Chapter 10- “Editing” and complete handout (posted online—print and fill out please)
  - Also, set up your YouTube account and channel, if you don’t have one

- **Thursday’s Class:** First report—the POS is due Tuesday, Sept. 20. Discuss POS assignment (guidelines posted). Show Warren Peper POS examples from Charleston.net. Also “Making your SUs Stand Out” posting; view tape of student doing SUs (bus story); shooting the interview—proper camera and microphone positions

- **Also Thursday:** Review web posting on differences between broadcast and print writing

- **Review POS scripting- see second page of POS assignment on website**

- **Homework for Tuesday, Sept. 13:**
  - 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
  - Also—be ready to discuss two or three POS report topics—you don’t have to write anything but brainstorm and have some ideas ready to discuss Tuesday!

- **Also, note that on Tuesday we will meet in the lab for editing instruction**

Week 4—September 13 and 15

- **Tuesday’s Class:** Meet in Lab for more editing instruction—it is suggested that after this class that, as teams, you spend time shooting interviews for your POS stories due next week.

- Continue to discuss POS reports due next Tuesday

- Have editing signup sheet; times when professor will be in lab to assist

- **Thursday’s Class:** Meet at Media Lab. Bring all camera equipment. We will meet at the lab then teams will disperse around campus/downtown to shoot interviews and standups for your POS reports that are due Tuesday

- **Homework for Tuesday, Sept. 20:** Write and produce individual Person on the Street. Post story on your YouTube channel and turn in proper TV split-page script. Class meets Tuesday in Digital Lab.
Week 5—September 20 and 22

- **Tuesday Class:** POS Reports due: we’ll meet in Media Lab to view these
- **Reminder to save your edited reports on a flashdrive so that you have for the resume tape due at end of semester**
- **Start to discuss next report: Q&A Interview—due Tuesday, Oct. 4**
- **View Q&A examples from Spring 2009 (Media Lab Tuesday)**
- **Editing in the cutaway shot (Media Lab Tuesday)**
- **Thursday’s Class:**
  - Return graded POS reports
  - More details on Q&A report—brainstorm guest possibilities
  - Shooting cutaways and reverse questions
  - View “Broadcast News” movie excerpt about unethical cutaway shot
  - Chapter 4, “Public Records” PowerPoint
- **Homework for Tuesday, Sept. 27:**
  - Read Chapter 4, “Public Records”
  - Complete the Chapter 4 handout.
  - Also, write a 30 second voice over (VO) TV news script based on the Charleston Police Department statement you’ve been given. The video you have is a mug shot of the suspect (Brown), a photograph of the teacher he’s accused of killing and exterior video of the house on Spring Street where she lived. Indicate on the left side of the script where the video should start

Week 6—September 27 and 29

- **Tuesday’s Class:**
  - Collect Chapter 4 homework
  - Go over Q&A report topics—assignment due next Tuesday
  - Go over Chapter 7, “Writing in the Broadcast Style”
  - Thursday—you will be given class time to shoot Q&A interviews and/or shoot your stand up open and closes
- **Homework for Thursday, Sept. 29:**
  - Read Chapter 7, “Writing in the Broadcast Style”
  - On page 208 do Activity 1. Write a 30-45 second TV split-page reader script based on a newspaper story. Be sure to comply with the broadcast writing style and think about the Checklist for Broadcast Style Writing on p. 208. Turn in the newspaper article also.
- **Thursday’s Class:**
  - Meet at Media Lab: Class time given for shooting Q&A interviews and stand ups
  - Q&A Reports due Tuesday—we will meet in Comm Digital Lab to view
  - Also: Midterm Study Guide is posted-- go over what midterm exam will cover and also the two parts to be done before the test: Script Writing and Libel Analysis (Midterm is scheduled for Thursday, Oct. 13
  - We’ll go over Midterm study guide more on Tuesday after viewing Q&As
Week 7—October 4 and 6
- Tuesday, Oct. 4—Q&A Interview Reports due today
- Midterm Exam preparations—libel analysis paper, writing exercises and more
- Thursday: Midterm Exam preparations
  o Go over Libel Analysis paper that is part of the midterm exam. Also go over script writing part of midterm exam. These parts are due Tuesday, Oct. 11
  o Do some practice leads and more rewriting to broadcast style—rewrite to broadcast style handout (from Comm 240 book) and VO timed writing—West Ashley shooting

Week 8—October 11 and 13
- Tuesday, Oct. 11: Two parts of the Exam are due today
- Thursday, Oct. 13: Midterm Exam
- Homework for Thursday, Oct. 20—Read Chapter 12, “Presentation and Voice” and complete the handout (posted on the website also)

Week 9—October 18 and 20
- Tuesday: Fall Break, no class today
- Thursday: Return Midterm Exams; review Chapter 12 homework; discuss rest of semester assignments and reports
- Montage Assignment details: video due on Thursday, Oct. 27- view examples
- Show Magnolia Cemetery raw footage and final report

Week 10—October 25 and 27
- Tuesday—Discuss live reports—first one will be Tuesday, Nov. 1 (details posted)
- Start to discuss Montage Report due Tuesday, Nov. 8 (details posted)
- Thursday, Oct. 27: Montage Report due- meet at lab to view
- Live Report I will be shot on Tuesday, Nov. 1

Week 11—November 1 and 3
- Tuesday, Nov. 1-- Live Report I: Mitt Romney and Mormonism. Location: Cougar Mall
- Thursday—view Live Report I and discuss second live report we will do Tuesday, Nov. 8- this one will be on the College’s new beach volleyball team. Source is women’s volleyball head coach Jason Kepner. After viewing the live reports in the classroom we will walk over to the Johnson Center to speak with Coach Kepner.
- Issue/Controversy packages—discuss guidelines; show examples- Report is due on Tuesday, Nov. 15
Week 12- November 8 and 10

- Tuesday, Nov. 8: Live Report II- Topic: CofC’s new Beach Volleyball Team. Source is Jason Kepner, head coach of Cougars volleyball. Live shot location will be on Meeting Street in front of TD Arena by the Cougar statue.

- Thursday: View Live Report II during class

- Producing and writing newscasts

- Discuss Newscast I to be shot during class and in our classroom on Tuesday, Nov. 15

- Discuss Issue/Controversy reports due Tuesday, Nov. 22

- Homework for Tuesday, Nov. 15: Write/script your two minute newscast to be delivered during class Tuesday.

Week 13—November 15 and 17

- Tuesday, Nov. 15: Newscast I recorded during class (location: ECTR 110)

- Homework for Tuesday, Nov. 22: Script, produce and post Issue/Controversy PKG due Tuesday

- Producing resume/audition tapes

Week 14—November 22 and 24

- Tuesday, Nov. 22: Issue/Controversy Reports due today- meet at lab to view

- Thursday, Nov. 24: No class, Happy Thanksgiving!

Week 15—November 29 and December 1 (Thursday is last class- all classes end Monday, Dec. 5; exams begin Wednesday, Dec. 7 and end Dec. 14)

- Tuesday: View Newscast I- we will do the second newscast Thursday

- Producing resume/audition “tapes”

- Finding, planning and producing Feature/Human Interest packages—this report will be due during our exam period on Wednesday, Dec. 14. Also due (posted on You Tube) will be your TV Reporting Resume/Audition “tape”

- Thursday, Dec. 1- Newscast II during class- can pick up tapes Monday at my office (RSS 126)

EXAM DATE: Wednesday, Dec. 14, 4-7 p.m.

- Final class meeting to view feature packages and to turn in the equipment

- Final Reports due—Human interest feature and your Resume/Audition Tape (both posted on your You Tube channel)

All equipment must be returned at 4 p.m. on this date whether your reports are completed or not!

Saturday, Dec. 17: Final grades available on MyCharleston (and December Commencement)

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