

**TV News Producing**

JOUR 4639/6639-001

Spring 2017

TR, 2:30-4:30 p.m., Meeman 212

Dr. Joe Hayden

Office: Meeman 304

Office hours: MW 3:45-5:00 p.m., TR 4-5 p.m. Appointments recommended.

Office phone: 678-4784

jhayden@memphis.edu

**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Producing, writing, editing and using electronic equipment to assemble a television newscast; emphasis on performing the various tasks in a working newsroom.

**PREREQUISITE:**

JOUR 3526, 3120, 4629

**TEXTBOOKS:**

Tuggle, Carr and Huffman, *Broadcast News Handbook: Writing, Reporting and Producing in the Age of Social Media*, 5th edition (McGraw-Hill, 2013). ISBN: 0073526223. (Note: This is the same book required in JOUR 4629, TV News Reporting.)

**EQUIPMENT:**

Required: A portable external hard drive, 500 GB. Universal for both Mac and PC. For example: Hitachi SimpleDrive Mini. It's a good idea to buy the inexpensive protective carrying case that goes with it. (Note: A hard drive was also required for TV Reporting, but you don't need two. One will do.)

**OBJECTIVE OF COURSE:**

To build your skills in producing television newscasts and content for those newscasts. Each student is expected to write, produce, perform studio work, and anchor a television newscast. Producing is all about communicating clearly and organizing effectively. Demonstrating these skills is how you'll be judged and what your grade is based on.

**REQUIREMENTS:***Producing*

Each student will help produce a 15-minute newscast for *Tiger News*, which airs on Comcast. As the producer, you will be expected to stack the show and manage your news team. This responsibility involves two parts: (1) in the lab, selecting and assigning stories, writing teases and opens/closes, editing scripts, and checking video; (2) in the studio, communicating with anchors and crew members, working closely with the director, and insuring that the show starts and ends promptly.

Before going into the studio you need to print hard copies of the show to share with the news team: yourself, director, audio, TelePrompTer, anchor, floor director, assistant director, tape operator, professor. On that day you must turn in a set of scripts to William

Johnson, the director, by noon. Failure to do so will delay the newscast and thus lower your grade.

Professional development involves accountability. After the newscast, you will evaluate each member of your team, paying particular attention to hardworking people who went above and beyond to help make the show a success—or people who dropped the ball and failed to deliver.

#### *Other Assignments*

When you are not producing a show, you will be assigned specific duties as part of this news team: writing stories, shooting and editing video, and performing one of several critical roles in the studio (running a camera, the prompter, CG, audio, etc.). Afterward, your producer will evaluate your performance in writing and turn it in to the instructor. Exemplary service and team spirit will earn you extra points. Failure to perform your duties will result in a lower grade.

#### *“Spotlight” Producing (Optional)*

For their own or others’ newscasts, students may invite, research, and interview a guest speaker as part of a taped segment called “Spotlight.” This is a different type of producing but an important and increasingly popular feature of many news programs. You will work with the producer to determine the length, placement, perhaps even the approach within the show, but these will generally run two to three minutes. (Remember: the overall newscast is only 15 minutes.) The guest and the topic must be approved in advance by the instructor. A successful segment will garner extra credit points.

#### *Portfolio*

Students must update the portfolio they created and developed in earlier skills courses with content from this course—packages, stand-ups, anchoring, or Spotlight interview segments.

#### **GRADING:**

You will work as a television station news department. That means a great emphasis on teamwork. If the newscast fails, you all fail. If it succeeds, you all succeed. Help one another.

- 15:00 newscast 30%
- Assignments 30%
- Participation/Attendance/Attitude 30%
- Portfolio 10%

#### **JOUR 6639**

In addition to what undergraduates will be required to do, graduate students taking the course must research, produce and host a Spotlight segment during one of the newscasts, and they must give a 10-minute presentation in class on TV ratings and metered markets. Grading for master’s students is as follows: newscast, 20%; assignments, 20%; Spotlight, 20%; report, 20%; participation, 10%; portfolio, 10%.

**OTHER ISSUES:**

One of the key qualities you should leave a professional program with is . . . *professionalism*, which means being competent, yes, but also being hardworking and dependable. Can your coworkers trust you to get the job done right and on time? Are you reliable? Can you be counted on to keep your cool and still perform well?

Deadlines are sacrosanct in journalism, television in particular. So be prepared, get organized, plan ahead, communicate clearly, complete your work and show up on time.

We are producing something for public consumption, something that affects not only your reputation but our image as a university. Please act accordingly.

**TENTATIVE TIMETABLE:**

Date	Topic/Assignment	Additional info.
T 1/17	Introduction. The newscast. The producer's roles. Broadcast writing. EZ News software.	
R 1/19	Producer assignments and schedules. Studio tour/training.	Quiz on broadcast terms
T 1/24	Newscast analysis. Building a newscast. Studio tour/training.	Read Ch. 11, "Producing TV News," in <i>Broadcast News Handbook</i> .
R 1/26		
T 1/31	Coaching your team. The fine art of being a manager.	
R 2/2	Studio training	
T 2/7	Studio training	
R 2/9	Prep for first shows	
T 2/14	<b>Roll shows 1-2</b>	
R 2/16		
T 2/21	<b>Roll shows 3-4</b>	
R 2/23		
T 2/28	<b>Roll shows 5-6</b>	
R 3/2		
T 3/7	<i>(no class)</i> <b>Spring Break</b>	
R 3/9	<i>(no class)</i> <b>Spring Break</b>	
T 3/14		
R 3/16		
T 3/21	<b>Roll shows 7-8</b>	
R 3/23		
T 3/28	<b>Roll shows 9-10</b>	
R 3/30		
T 4/4	<b>Roll shows 11-12</b>	
R 4/6		
T 4/11	<b>Roll shows 13-14</b>	
R 4/13		
T 4/18		
R 4/20		Portfolios due

T 4/25	Course wrap-up	
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### **FIVE PILLARS OF JOUR 4639**

*Professionalism:* Students learn the professional skills and attitudes necessary to work in today's broadcast news industry by regularly putting together a TV newscast. They learn to communicate, to coordinate the contributions of a news team, and to manage other people under deadline pressure.

*Writing:* JOUR 4639 teaches students to write stories for broadcast; to edit; to write teases, opens and closes; to compose copy for anchors reading a teleprompter.

*Multimedia:* Students generate broadcast-caliber content that makes use of audio, video, graphics and the Internet.

*Critical Thinking:* Students develop skills to give (and receive) criticism by their peers when newscasts are reviewed collectively in class. They also learn how to cultivate an audience with particular news-making decisions and strategies.

*Media Literacy:* Students learn industry terms, trends, and controversies.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4639:**

- Think critically, creatively and independently.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles in pursuit of truth, accuracy, fairness and diversity.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical structure.
- Apply tools and technologies appropriate for the communications professions in which they work.

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

##### **Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating messages.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
- Understand how new technology affects the media and the public.
- Understand necessity and challenges in thematic blocking of news content
- Think critically in balancing newscasts to fit time and content requirements of news management.

- Acquire ability to think of time as newscast space through application of backtiming.
- Recognize the problems of balancing production and marketing demands with providing journalistic content for audience members.
- Develop appreciation for audience context and perspective in the communication process.

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- Demonstrate effective newscast development and broadcast writing style.
- Demonstrate advanced backtiming ability to include multiple-segment, 15-minute newscasts executed to within 10 seconds of assigned time.
- Demonstrate the ability to maintain focus and multitasking skills in “live-ontape” newscast production.
- Produce a complete newscast.
- Work effectively with show director and news crew.
- Manage a news team.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4639:**

*Awareness:*

- Lecture, discussion, and practice of basic journalistic principles
- Diversity will be discussed as part of reaching the audience, showcasing different voices, and covering all parts of the community.
- Ethical decision making is discussed throughout the semester as it applies to the writing and grouping of individual stories.
- Discussion questions will be posed in class to stimulate critical thinking.
- Independent thinking is encouraged in the class as well as the studio.

*Application:*

- Each student will produce a 15-minute newscast.
- Time permitting, each student will also produce an interview segment to run during the show.
- Students will also crew shows for their classmates—anchoring, running audio, controlling studio cameras, serving as assistant director, operating the prompter, and working as tape-op.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

#### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

### **DEPARTMENT POLICIES**

#### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but

must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

#### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

#### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

#### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the

course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

#### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

#### **DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

#### **AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

#### **DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

#### **DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.



**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.