

# Broadcast Reporting I

JOUR 3629-001, Spring 2022

Meeting: Tu/Th 9:40-11:05 a.m.

Room: MJ202

Prof. Jessica Jaglois

Email: [jjaglois@memphis.edu](mailto:jjaglois@memphis.edu)

Office Phone: 901-678-2853

Office Hours: Mondays & Wednesdays 11:30 a.m. - 2 p.m., Room MJ306

## COURSE REQUIREMENTS

### Catalog description

This course provides an introduction to radio and television newswriting style and formats, as well as the basics of reporting necessary to broadcast journalism. It is an applied course, with a strong emphasis on developing and practicing writing skills. Students will demonstrate knowledge of the community and news events within it.

### Prerequisites

JRSM 2121

### Textbooks, Software and Required Materials

- Textbook: Air Words – Writing Broadcast News in the Internet Age (Fourth Edition) by John Hewitt
- Equipment:
  - An external hard drive (at least 250 GB)
  - Wired headphones for video camera

### Classroom format

Class will meet in person in masks.

The course will include lectures and hands-on experience

ATTENDANCE: Each class is worth 10 points. **You will lose points after 3 absences.**

Do NOT come to class if you are sick. Speak to me prior to the class that you are absent.

LATENESS: Make every effort to be on time. **If you are later than 10 minutes, it counts as an absence.**

CELL PHONES: Not allowed during class unless part of the lesson. Please put your phone on Do Not Disturb and put it away. Do not keep it on vibrate.

ASSIGNMENTS: News is all about deadlines, you must turn in assignments ON TIME. If you do not, they will not be accepted.

### Course Requirements

You will be expected to demonstrate your knowledge of how to put together a TV news story and how to be a critical news viewer. You must show that you understand issues impacting our community and the news events that occur within it.

TV news requires fastidious accuracy and adherence to tight deadlines. However, the process also requires creativity. We will talk about how your learned experience can both help and hinder your storytelling. We will also get you as close as we can to becoming real TV news reporters/producers.

### Assignments and Grading:

You will be graded on your comprehension of broadcast storytelling. You will be required to watch newscasts and assignments will be due related to those newscasts and the reading. Your final project will be a package. However, before that package is turned in, you will be graded on its elements.

### Grading

Attendance (10 x 24 classes)	240 points
Newscast Assignments (6 x 50 points)	300 points
In class VOSOT (4 parts x 50 points)	200 points
Final Pkg	260 points
Story pitch: 35 points	
PKG script: 50 points	
Rough draft: 75 points	
Final: 100 points	
<b>Total</b>	<b>1,000 points</b>

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%  
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%  
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%  
D+ = 66.5-69.4%; D = 59.5-66.4%  
F 0-59.4%

## COURSE SCHEDULE

### Week 1, Jan 18 & 20 - Course Introduction

-Who are you and where are you going?

### Week 2, Jan 25 & 27 – What Is News?

News values, and what makes the news?

-Assignment due for Jan 25: Read Chapter 1

-Assignment due for Jan 27: watch a local newscast and write down the first 10 stories that aired. For each, give me a slug name, the news values in each story, and why you did/did not think the story was newsworthy.

### Week 3, Feb 1 & Feb 3 – Finding stories, attribution and fact checking

Primary + secondary sources and fake news

-Assignment due for Feb 1: Read Chapter 2

-Assignment due for Feb 3: Watch a local newscast and for the first 5 stories, write down two examples of how information was attributed. For example: "POLICE SAY THE MAN STABBED FOUR PEOPLE BEFORE RUNNING AWAY."

#### Week 4, Feb 8 & 10 – Writing for Broadcast: Clear, conversational and concise

##### Writing for TV News

-Assignment due for Feb 8: Read Chapter 4

-Assignment due for Feb 10: Watch the A-block of a local newscast and write down the leads for the first 10 stories. Then, tell me what types of leads they were (e.g.: impact, breaking news, etc).

#### Week 5, Feb 15 & 17 – 1 hour for each: Shooting for news

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll shoot.

-Assignment due for Feb 15: Read Chapters 6 & 10

-Assignment due for Feb 17: Watch a local newscast and write down the slugs for the first 5 stories.

Then, write how many wide, medium and tight shots were used.

#### Week 6, Feb 22 & 24 – 1 hour for each: Writing to video

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll write.

-Assignment due for Feb 22: Read Chapters 7 & 11

-Assignment due for Feb 24: Watch a local newscast and write down how many VOs there were in the A-block and the slug for each story. Then also tell me what the story was about. (E.g.: Young Dolph Murder Folo, VO. The story showed a growing memorial for the murdered rap artist.)

#### Week 7, March 1 & 3 – 1 hour for each: Writing to sound

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll write.

-Assignment due for March 1: Read Chapter 12

-Assignment due for March 3: Watch a local newscast and write down how many VOSOTs there were in the A-block and the slug for each story. Also tell me what the story was about and the line right before the soundbite and transcribe the soundbite itself. (E.g.: Young Dolph Murder Folo, VOSOT. The story showed a growing memorial for the murdered rap artist. Makeda's owner was interviewed. "MAKEDA'S OWNER SAID HE HOPES THE VIOLENCE SUBSIDES. "There are too many young people dying today.")

#### Week 8, Spring Break!

#### Week 9, March 15 & 17 – 1 hour for each: Editing

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll edit.

#### Week 10, March 22 & 24 – Writing PKGs

How to write a news package

-Assignment due for March 22: Read Chapters 8 + 13

-Assignment due for March 24: Watch a local newscast and write down how many packages aired in the A-block. Tell me the slug for each story and what the story was about. Was the reporter live? Stand up?

#### Week 11, March 29 & 31 – Producing for TV News

Where stories should go in a newscast by order of importance

-Assignment due for March 29: Read Chapters 15 + 16

-Assignment due for March 31: Story idea due. Tell me your story idea in 25 words or less. You must have 2 interviews lined up (tell me who you're speaking with, why and when). Let me know where

you're shooting video. You must use a primary source in your story so provide a link to that. If you use secondary source, link to that as well.

#### Week 12, April 5 & 7 – Tracking and Standups

Nailing your “reporter” voice and active standups

-Assignment due for April 7: Read Chapter 14

#### Week 13, April 12 & 14 – Workshop day & guest speaker

-Assignment due for April 12: Read Chapters 3 + 5

-Assignment due for April 14: PKG script due. Your video and interviews must be shot.

#### Week 14, April 19 & 21 – Ethics and Accountability

How to report the news with ethics and accountability

-Assignment due for April 19: Read Chapters 17 + 18

#### Week 15, April 26

Wrap up and watch stories

-Assignment due April 26: Edited rough draft due

FINAL PACKAGE DUE: May 3 at 12:30p

## JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the

degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

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. Media 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.

## **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus

## **COVID-19 protocols for this course**

### **COVID-19 Health and Safety Policy - Masks and Social Distancing**

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at [hr@memphis.edu](mailto:hr@memphis.edu) or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

### **Student Health**

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) or 901.678.2187.

## Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

## Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

## Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2022

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.