

# Broadcast Reporting I

JOUR 3629-001

MW 9:10-10:35 a.m., MJ 212

Spring 2023

## Chalise Macklin, Ph.D.

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## COURSE REQUIREMENTS

### Catalog description

Introduction to radio and television news writing style and formats, as well as the basics of reporting necessary to broadcast journalism. 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

Hewitt, J. (2012). *Air words: Writing broadcast news in the internet age*. Oxford University Press.

Associated Press Stylebook: 2022-2024

### Key Dates

**Monday:** M. L. King, Jr. Holiday: **January 16, 2023**

**Tuesday:** First Day of Classes: **January 17, 2023**

**January 17<sup>th</sup> -30<sup>th</sup> Withdraw Without a W**

**Monday-Sunday:** Spring Break: **March 6-12, 2023**

**Wednesday:** Last Day of Classes: **April 26, 2023**

**January 31 - April 8, 2023 Withdraw With W**

**Thursday:** Study Day: **April 27, 2023**

**Friday-Thursday:** Exams: **April 28 - May 4, 2023**

**Final Grades: May 11**

### Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 3629 - 001 to enter your course and read the instructions on the welcoming page

## 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.

## 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.

Attendance	240 points
Newscast Assignments (10 x 20 points)	200 points
In class VOSOT (2 parts x 50 points)	100 points
2 Packages	260 points
Story pitch: 30 points	
PKG script including interviews: 50 points	
Final draft: 50 points	
Final Assignment: Montage (3) & Pkg Corrections	200 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, Wednesday, January 18, 2023 – Course Introduction*

Who are you and where are you going?  
Review Syllabus and Textbook

### *Week 2, January 23 & 25, 2023 – What Is News?*

News values, and what makes the news?  
Read Chapter 1

**Assignment:** 1 page document explaining what makes news and news values based on reading  
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, January 30 & February 1, 2023 – Finding stories, attribution and fact-checking*

Primary + secondary sources and fake news

Read Chapter 2

**Assignment:**

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, February 6 & 8, 2023 – Writing for Broadcast: Clear, conversational and concise*

Writing for TV News

Read Chapter 4

Assignment: 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 13 & 15, 2023 – 1 hour for each: Shooting for news*

MMJs must be able to shoot, write and edit a package in a few hours. This week you shoot.

Read Chapters 6 & 10

**Assignment:** 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.

Shoot Day

*Week 6, Feb 20 & 22, 2023 – 1 hour for each: Writing to video*

MMJs must be able to shoot, write and edit a package in a few hours. This week you will write.

Read Chapters 7 & 11

Assignment: 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.

Writing or Edit Day

*Week 7, Feb 27 & March 1, 2023 – Writing to sound*

MMJs must be able to shoot, write and edit a package in 3 hours. This week you will write.

Read Chapter 12

Assignment: 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.

Writing Day

*Week 8, March 6 – 12, 2023*

No classes: SPRING BREAK

*Week 9, March 13 & 15, 2023 – Writing PKGs*

How to write a news package

Read Chapters 8 + 13

Assignment: 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 10, March 20 & 22, 2023 – Producing for TV News*

Where stories should go in a newscast by order of importance

Read Chapters 15 + 16

Assignment: 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 primary sources in your story so provide a link to that. If you use secondary source, link to that as well.

*Week 11, March 27 & 29, 2023 – Tracking and Standups*

Nailing your “reporter” voice and active standups

Read Chapter 14

*Week 12, April 3 & 5, 2023 – Workshop Day & guest speaker*

Read Chapters 3 + 5

Assignment: PKG script due. Your video and interviews must be shot.

*Week 13, April 10 & 12, 2023 – Ethics and Accountability*

Read Chapters 17 + 18

How to report the news with ethics and accountability

*Week 14, April 17 & 19, 2023*

BEA Conference 15 -18

Study Guide

**Assignment:** Edit Pkgs & Shoot & Edit Montage

*Week 15, April 24 & 26, 2023*

**Chapters Test** – April 24

**Last Day Of Class** - April 26, 2023 – Montage due & Re-edited Pkg Edits. Watch Montage & Pkg

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JOUR 3629

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current 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)*

- Gain familiarity with ethical issues in reporter neutrality and objectivity in coverage of

controversial issues.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Relate stories to intended audience.
- Think critically regarding story sources and information gathering.
- Demonstrate an ability to prepare reports on controversial issues, feature stories, sports events, and meeting stories.
- Acquire ability to conduct interviews, gather information in person, by phone, and digitally, as well as conceptualize a story.
- Demonstrate basic video shooting and editing skills.

## How assessment of student learning will be met

### *Awareness*

- Become aware of the professional protocol such as story meetings and reporter responsibilities.
- Learn about the importance of audio mixing in video stories.
- Recognize the various story types in television news.

### *Understanding*

- Understand the ethical and professional challenges facing a broadcast journalist today.
- Appreciate the role of social media and the internet in today's broadcast industry.
- Recognize the qualities of what is newsworthy in local and national television news.
- Realize the importance of following the news (local, national and international).
- Study the principles of effective story telling as it pertains to television news.
- Understand the professional routine of local television news workers.

### *Application*

- Develop story ideas, setting up interviews, selecting appropriate sources for stories, determining best video to use, writing news stories in various formats, digital editing.
- Take weekly news quizzes.
- Meet professional television news workers.
- Give and receive criticism by peers when stories are reviewed collectively in class.
- Create an online portfolio to present resume reel, as well as other journalistic/ multimedia skills.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### 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 & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

### Course repetition

Majors and minors who fail to earn the minimum passing grade (C- for undergraduate; B- for graduate) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

### Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

### **Online SETEs**

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

### **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

### **Weather policy**

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

### **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.