



NEWS VISION LAB 13556 - JOUR 313 01 | CRN: 83497

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Office Hours:

Mondays & Wednesdays: 1pm-5pm

Tuesdays & Thursdays: 10am – 11am

And by Appointment

Class Location:

C.B. Powell Room 221

Course Description

NewsVision is designed to give practical, hands on experience in reporting, writing, shooting and editing for the broadcast media and online. It will give a sense of what it's like to be a television reporter and news professional. You will produce television news stories suitable for air and your resume reel. You will pitch story ideas, report, write, shoot, produce and edit **news and feature packages as well as help write, produce, anchor, report a (live or recorded) news broadcast.** Selected students will provide content for other Howard University live broadcasts as well in conjunction with other sequences and university departments sequences including Print, and Radio, Television and Film to practice in studio and to work on multi-platform news products. You will also likely spend several hours per week on your field assignments, in addition to the scheduled class sessions. You will share equipment and work to gain expertise in use of the equipment and to write, shoot and edit packages for air. In addition to the newscasts, you will be called upon on occasion to work closely with the Convergence Media Lab on joint projects with students in other Capstone courses to engage in a realistic converged media newsroom experience. All of this is intended to give you the most realistic experience in what it takes to get a product on air. You will produce a final Eportfolio and resume reel, which can be used to demonstrate your talents and abilities as you seek employment.

Course Objectives

By the end of this semester you will be able to:

- Apply the First Amendment principles and the laws appropriate to professional practice after covering a variety of news and feature stories.
- Demonstrate how to be an honest, truthful, ethical and professional broadcast journalist.
- Become an effective multi-media journalist which entails producing news packages suitable for air, while demonstrating your knowledge of what it takes to put together a good news package which meets the demands, obligations and deadlines of a television news operation. This begins with conceptual proposals, researched and reported, then executed by you in the field; brought back, written for air, voiced over, produced and edited into a final package that adheres to predetermined time limits and deadlines.
- Create and produce a newscast utilizing pertinent newsroom positions such as news director, executive producer, producer, assignment desk, writer, editor, copy editor, reporter; as well as supporting roles such as associate producer, production assistant, and teleprompter operator; and technical/production roles.
- Understand front-timing and backtiming as it pertains to newscast production as well as the vital impact of time management in all phases of news production.
- Illustrate newsroom roles and etiquette and how they fit into the newscast, station and network organizational structure
- Think critically, creatively and independently to analyze news as both gatherer and consumer.
- Illustrate your knowledge of current events, and your ability to speak intelligently and thoughtfully on a variety of news issues of the day at any given time.
- Explain the importance of diversity of groups in a global society and the sensitivity and professionalism required of professional journalists.
- Understand the history of broadcast news and impact of convergence in media.
- Define and employ the proper way to dress for air in the field and on set in the studio.
- Demonstrate a professional capacity to shoot, light, mic and edit stories for broadcast on the air and on the World Wide Web.
- Employ the tools necessary to conceptualize a story and write and deliver it more effectively.
- Demonstrate an ability to write and produce news packages for a converged media newsroom, while enlisting several forums to showcase your news packages— including but not limited to the HU News Service, The Hilltop, ResNet, Glass House Radio, Black College View, (and where ever else we/you can promote your work.)
- Critique news stories and demonstrate an ability to identify good news stories from bad ones, and well written ones from those which are poorly executed.
- Create an ePortfolio website to prospective employers which demonstrates your professional abilities and showcases the related work for this course and related-work from your collegiate career.

- Submit a resume reel to prospective employers with news stories that have been critiqued which demonstrate your talents as a broadcast journalist.

Required Text:

Writing and Producing Television News by Schroeder, Alan (2009)

Oxford University Press ISBN 0195311930, 9780195311938 (Should be in the book store, but also available at Amazon.com)

Suggested Reading Materials:

Another great book which is suggested but not required: *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia* by Al Tompkins - CQ Press/2nd edition, 2012 - ISBN # 978-1-60871-674-6

Other books, articles and media clips, and materials related to current events will be used to supplement classroom instruction. These items will be assigned by the professor.

Blackboard

Class announcements, online materials, lecture notes and other resources, will be available via Blackboard. You will want to check the Blackboard site frequently. I encourage you to log in immediately to make sure your user name and password work and try sending me an Email. Be sure to correct your Email address on the Blackboard system.

Expectations:

*Students should be familiar with current local and national news and events, and be prepared to discuss in class. Professor may assign in-class papers, discussions, and quizzes regarding news stories, wires, *blogs, local, regional, and national news as well as information from broadcast, print, new media and magazines. These news events are of vital importance to the chapters and news cases and events discussed in this course. This class will offer practical instruction on learning basic newsroom culture, terminology and newsgathering, while also researching, writing, recording, editing and producing news stories and audio news packages for broadcast and digital distribution.

Students are expected monitor various local and national media, such as live /online versions of local and national television broadcasts such as CNN, MSNBC, FOX News, newspapers such as *The Washington Post*, *New York Times*, *Huff Post College*:

<http://www.huffingtonpost.com/college>, *The Washington Afro American*, etc., radio

broadcasts such as National Public Radio, and other news and information blogs and websites, such as mashable.com, the Open Education Database's site containing top blogs for journalism students:

<http://oedb.org/ilibrarian/the-40-best-blogs-forjournalism-students/>, and cultural magazines such as www.blackprwire.com/, and slate.com

Attendance:

Broadcast journalism is driven by deadlines and time constraints. Student journalists are expected attend all classes and to be on time. Attendance, punctuality and participation will affect one's grade. Being absent is not acceptable unless a student is ill (with proper document substantiating same. *Doctor's notes will be verified), or has experienced a personal or family emergency. An excused absence requires prior approval, and students with excused absences are expected to make up any missed assignments by the next class session. **Any student missing 2 or more classes (unexcused absences) will risk receiving a grade of D.** Three tardies equal one absence. Attendance will be taken at the beginning of each class. Students who arrive 20 minutes (or more) late will be marked "absent."

Assignments:

Students are expected to complete all required assignments which should be submitted on time, typed, proofread, and free of grammatical errors. The deadline for turning in assignments is the beginning of each class, or uploaded per the professor. ***HOMEWORK SUBMITTED AFTER THE DEADLINE WILL NOT BE ACCEPTED.*** Students will be held responsible for all class-related assignments, activities, and announced and unannounced quizzes. Whenever an assignment is missed due to an unexcused absence, a grade of "zero" (0) will be automatically assigned. The same policy stands for students who arrive late for quizzes. If a student misses class, he or she misses any in-class assignments that count toward his or her grade, and he/she is still responsible for any homework assigned that day. The professor is NOT responsible for sharing information from class for students who are not in attendance. All out-of-class assignments should be typed or computer-generated and conform with expository or report writing guidelines. Student participation in each assigned activity is mandatory.

Students are expected to use proper grammar, spelling and punctuation according to AP Style. Mechanical errors will affect the student's grade. Students may be expected to maintain personal blogs for grades, and select signature assignments should be uploaded to the student's ePortfolio website as instructed.

Attire:

Students are expected to dress professionally (business attire) when in the field, or while representing Howard University, this course and professor.

Class Participation:

A newsroom is an interactive environment where ideas are exchanged, discussed and debated. In class all students are also expected to contribute to discussions and actively participate in exercises and group projects.

Classroom Etiquette:

Students are expected to maintain a positive learning atmosphere conducive of participatory collegiate discourse in which the opinions of others are respected. To maintain a positive

learning classroom atmosphere, use of cell phones, I-Pods and/or other electronic entertainment devices, and the checking e-mails are **not** allowed in class and must be turned off and put away. In-class use of the Internet will only be allowed during designated class time as directed by the instructor. Remove all headphones and ear-plugs during class. No foul language or inappropriate conduct will be accepted.

What you can expect from me.

I will begin class on time and will be prepared with lectures, discussions and assignments. I will return assignments in a timely manner. I will keep posted office hours, and return emails and phone calls promptly. I will inform you of any changes in my schedule, the syllabus or class assignments.

Ethics: Plagiarism and Other Forms of Academic Misconduct:

Please keep in mind that the School of Communications maintains a **zero-tolerance policy** on plagiarism, cheating, fabrication (including fake sources and quotations), forgeries and duplication, which also includes submitting the same work to more than one class or media outlet without prior faculty approval. **All of your work must be original and created by you.** Joint projects must be pre-approved with clarity and documentation of the division of labor. Committing any of these infractions could result in:

- **A failing grade for the course**
- **Suspension for a semester or more**
- **Delayed graduation**
- **Expulsion from the university and/or**
- **Revocation of your degree — even if the infraction is discovered years after you graduate.**

Plagiarism is a reprehensible offense. It is an act of dishonesty and undermines the credibility that is essential to all professional communicators. The Howard University HBook for Academic Offenses (Section II.1.b) defines plagiarism as: “to take and pass off as one’s own the ideas, and writings of another, without attribution (without acknowledging the author).”

The copying does not have to be exact to be plagiarism. Shuffling the order of ideas, moving paragraphs around, loosely paraphrasing, or changing a word here and there does not mean you have made the work your own.

Students in the Department of Media, Journalism and Film are expected to do original analysis, reporting, writing, editing, filming or capturing of audio. This includes social media and other forms of communications. Students are expected to explicitly cite the sources of any information that is not derived from their own independent work.

Here are a few don’ts:

- Don't use excessive citations from a single source, which can result in a copyright infringement. Put in the work to make the story your own.
- Don't include excessively long quotations without attribution. That's plagiarism.
- Don't use images or audio without permission.
- Don't assume that information widely available to the public on the Internet or through other means is fair game. This includes many instances of "common knowledge." For example, if you're thinking, "Everyone knows that." Ask yourself, "How do they know?" Go to the source of the information, and cite the source.

Here's a rule to live by: If you have any doubt about the need to cite a source, cite the source. Err on the side of over-attribution. If you don't know, ask. In addition, please review the plagiarism information under Library System at www.howard.edu.

All instances of plagiarism or other forms of academic misconduct are documented in the student's academic record, filed in the dean's office and require a meeting with the instructor and the chair and/or assistant chair of the Department of Media, Journalism and Film at minimum. The department will seek the immediate suspension of any student whose academic record includes previous punishment for plagiarism or similar misconduct.

ACADEMIC CODE OF STUDENT CONDUCT

(Revised 2010)

Approved by the Board of Trustees, June 29, 2010

Retrieved on November 19, 2013 from:

<http://www.howard.edu/policy/academic/student-conduct.htm>

Howard University is a community of scholars composed of faculty and students both of whom must hold the pursuit of learning and search for truth in the highest regard. Such regard requires adherence to the goal of unquestionable integrity and honesty in the discharge of teaching and learning responsibilities. Such regard allows no place for academic dishonesty. To better assure the realization of this goal any student enrolled for study at the University may be disciplined for the academic infractions defined below.

Definitions of Academic Infractions

1. **Academic Cheating**—any intentional act(s) of dishonesty in the fulfillment of academic course or program requirements. This offense shall include (but is not limited to) utilization of the assistance of any additional individual(s), organization, document, or other aid not specifically and expressly authorized by the instructor or department involved. (Note: This infraction assumes that with the exception of authorized group assignment or group take-home assignments, all course or program assignments shall

be completed by an individual student only without any consultation or collaboration with any other individual, organization, or aid.).

2. **Plagiarism**—to take and pass off intentionally as one’s owns the ideas, writings, etc. of another without attribution (without acknowledging the author).

*Note: Also, included is **self-plagiarism** - the reuse of one’s own writing taken from another written document (published or unpublished) without acknowledgement. Self-plagiarism has also been identified in cases of ‘duplicate publication,’ and consists of a person re-purposing their own written material without citing the source of the original content. Therefore, students are discouraged from submitting the same paper to more than one course.*

3. **Copy Infringement**—Copy infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of the copyright owner.

Administration of the Code and Penalties..... For details regarding the policy, refer to Howard University Student Academic Code of Conduct URL:

<http://www.howard.edu/policy/academic/student-conduct.htm>

Two copies of all relevant paperwork related to any infraction of these policies shall be kept in the SOC: one by the chair of the student’s department and the other in the Dean’s office.

Incomplete Grades:

**School of Communications
Office of the Dean
Policy for Assignment of Incomplete Grades**

School of Communications Incomplete Policy

Faculty in the School of Communications (SOC) are to assign Incomplete (I) grades only, in instances when the student has the potential to pass the course and has completed the majority of the work. In addition, the university policy must be followed with regard to considerations for assignment and implementation of “I” grades as outlined under university guidelines for *Academic Standing*. See statement below:

Howard University Incomplete Policy

Incomplete grades may be assigned ONLY to students who, as a result of circumstances beyond their control (e.g., illness or family emergency) are unable to complete their coursework. Although the student initiates the request for an incomplete grade, the decision to assign an incomplete grade rests solely with the instructor. If the student’s request is approved, the instructor establishes and submits specific “make-up” conditions on an Incomplete Grade

Processing Form (IGPF). Each incomplete designation (“I”) must be accompanied by an alternative grade (“B,” “C,” “D,” or “F”). The alternative grade will become the permanent grade, if the incomplete is not removed.

Retrieved on November 19, 2013 from <http://www.howard.edu/academics/standing.htm>

The HU Statement on ADA Procedures:

Howard University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students in need of accommodations due to a disability should contact the Office of the Dean for Special Student Services for verification and determination of reasonable accommodations as soon as possible after admission to the University or the beginning of each semester. The dean of the Office of Special Student Services, Dr. Elaine Heath, can be reached at (202) 238-2420.

Course Requirements:

The requirements for this course will include and may not be limited to: audio packages, broadcast scripts, blogs, and logs of television broadcasts, assignments, quizzes, and exams.

1. Attendance, Class Participation, Blogs, News Quizzes, News logs, Assignments 25%
2. Mid-Term, Final Newscast 25%
3. News/feature Packages, new productions, crew work 35%
4. ePortfolio/Resume Reel 15%

Total= 100%

I can do two things in life; I can dissolve into the mainstream, or I can be distinct. To be distinct, I must be different. To be different I must strive to be what no one else but I can be.

--Unknown

Note: The instructor reserves the right to make changes or modifications to this schedule to accommodate professional media, adhere to university class suspensions, and other Departmental or University mandates. Likewise, the instructor reserves the right to administer “pop” quizzes, and other impromptu in-class assignments. Please regularly for advance notice of any significant changes. *(Initial Syllabus- to be updated)

Week 1 – Introduction to NewsVision

Week August 25

Introductions, review syllabus, prerequisites, assessment

Review final PKGs from last term

The First Amendment – examples

The Long Walk

Homework: Blog about The Long Walk, Then & Now (sent via Blackboard due 12pm Friday, Aug 29)

Homework: Text (Schroeder) - Ch.1 "The Newsroom" | Roles in the station:
<http://www.nab.org/documents/television/NABTelevisionCareersSecondEdition.pdf> (also in Blackboard)

Week 2 – Anatomy of Newsroom & Station | The Multi-platform Journalist

Week of September 1

News / Text Quiz

Newsroom Discussion

Station roles reviewed

General Manager, Sales, Master Control; Commercials, PSAs

Challenges, expectations for Backpack journalists

Importance of digital journalists

Telling compelling stories- review of BJ2 PKGs

Blog review

ePortfolio explainer

Homework: Text- (Schroeder) Ch. 2 – "The Language of Television News" & Ch. 5 "The On-Camera Journalist"

Homework: **1st reporter PKG pitches** (HU reaction to a National story) ***due by 12pm, Friday Sept 5 | PKG #1 due Friday, September 26, 5pm.**

Guest: Anthony Wilson, reporter/anchor, WTVD TV, Raleigh, NC (via Skype)

Week 3 – News Production 101 | Technical Workshops

Week of September 8

News Quiz

Discuss PKG pitches

Camera, editing workshops

Touring the NewsVision studio

Technical roles – review

Homework: research report on PKG #1 (due in class/written Sept 16)

Homework: Text- (Schroeder) Ch. 4- "Writing News Packages" & Ch. 7 "Newscast Producing"

Homework: Blog about difference between National and local newscast (links emailed via Blackboard Sept 15, 5pm)

Homework: ePortfolio updates (links emailed via Blackboard Sept 15, 5pm)

Week 4 – Do You Have the Juice to Produce? Anatomy of a Newscast

Week of September 15

News Quiz

Newscast dissection, explainers

News meeting, producing roles; front-timing, backtiming

Creating rundowns for news breaks, newscasts

In-class Assignment

Guest: TBD

Homework: **Read and learn the Society of Professional Journalists (SPJ) four principles which comprise the foundation of ethical journalism:**

<http://www.spj.org/ethicscode.asp>

Homework: ePortfolio page formatted (link emailed via Blackboard by Sept 22, 5pm)

Week 5 - Philosophy & Ethics in Journalism

Week of September 22

Quiz

PKG #1 due Sept 22, 5pm

Ethical dilemmas in journalism

Historical perspective, current cases

Stereotypes, Conflicts of Interest, Moral & Ethical Dilemmas, Affiliation

How to handle ethical and moral dilemmas as a journalist

In-class assignment

Review ePortfolio pages

Homework: Text- Ch. 3 "Writing Studio-Based News Stories"

Homework: *Dealing with Ethical & Moral Journalistic Dilemmas in a Digital World*. Due Sept 29, 5pm.

Homework: **Pitch #2 (DMV story) Pitches due Sunday, Sept. 28, 5pm**

Week 6 – Navigating the Newsroom

Week of September 29

News Quiz

Newsroom Roles are discussed; working under deadlines

Covering breaking news

In-class group assignments: create a newscast during class.

Homework: Ch. 6- "News Judgments"

***Friday, September 26 – OPENING CONVOCATION Cramton Auditorium 11am (classes suspended 10:00am – 1:00pm)**

Week 7 – Midterm

*Tuesday, October 7- MIDTERM

Homework: **PKG pitch #3 (TBD) due by Friday, Oct 10, 5pm | PKG #3 due Sunday, November 31, 5pm.**

Homework: (Schroeder) Ch. 8 – “News Teases”

Review PKG #2 research

Week 8 – Writing the “Vision”

Week of October 13 –

Monday, Oct. 13 - COLUMBUS DAY – UNIVERSITY CLOSED

Newscast- creating the NewsVision news brief

In-class newsroom/assignments

Homework: Text- (Schroeder) Ch. 9, “TV News Graphics, Titles, and Supers”

Review ePortfolio updates

Review PKG #3 topics

***PKG #2 due Friday, Oct. 24, 5pm**

Guest: TBD

NATSOT PKG –HU Homecoming - Due Date: Monday, Oct 20, 5pm

Week 9 - Newseum Class Field Trip

*Tuesday, October 21

We meet at the Newseum and spend the course reviewing pertinent exhibits ranging from Ethics, minorities in journalism, 50th Anniversary of the Civil Rights Act, etc.

Homework: Blog on Newseum link due Monday, Oct 27, 5pm

Week 10 News Meetings, Live shots & Special Assignments

Week of October 27

Newscast production/ live shots/ special assignments

News Meetings are conducted in real time and day-of assignments given

Homework: Text- (Schroeder) Ch. 8 – “Television News on the Web”

Week 11 Sports & Weather

Week of November 3

Friday, Nov. 7 – LAST DAY TO WITHDRAW FROM COURSE

Newscast production / sports & weather

Homework: Text-TBD

Homework: Final ePortfolio updates due Monday, Nov 10 | 5pm

Guests:

Week 12 NewsVision Newscasts

Week of November 10

Tuesday, Nov 11- VETERANS' DAY – UNIVERSITY CLOSED – **NO CLASS**

Homework: TBA

Week 13 NewsVision Newscasts

Week of November 17

Newscast production | Special Coverage

Homework: Text-TBA

Critiques of ePortfolios for updates

Week 14 NewsVision Newscasts

Week of November 24

Wednesday, Nov 26. (Noon) – Sunday, Nov. 30 UNIVERSITY CLOSED - THANKSGIVING RECESS

Newscast production

Newsreel presentations

Homework: Text-TBA

PKG #3 due Sunday, November 31, 5pm

Week 15 FINAL Newscasts

Week of December 1

December 1 – 3 FINAL EXAMINATION/BROADCASTS FOR PROSPECTIVE DECEMBER 2014 GRADUATES

ePortfolio presentations

Newscast production

Thursday, December 4 FORMAL CLASSES END

Friday, December 5 READING PERIOD BEGINS

Week 16 (non-graduates only)

Week of December 8 – FINAL EXAMINATIONS/BROADCASTS

December 6 – 12

Final Newscasts