



Broadcast Journalism II

Fall 2013

Tuesday/Thursday | 11:10am-12:30pm

Jennifer C. Thomas, Assistant Professor

Office Hours	Monday 12:30pm - 4:30pm Tuesday 1:00pm - 2:00pm Wednesday 12:30pm-4:30pm Thursday 1:00pm - 2:00 pm & by appointment
Class Location	Room 221 CB Powell Bldg
Office Location	Room 329 CB Powell Bldg
Office Telephone	202- 806-4833
Email	TBA

Broadcast Journalism II brings together and builds upon the fundamental skills and principles learned in the prerequisite journalism courses for this class. While the emphasis is on reporting and writing for television news, students will also learn to shoot and edit packages. Through field and classroom assignments along with fieldwork, students will sharpen their research, reporting and interviewing skills, polish their writing and gain practical experience in digital newsgathering and editing.

Prerequisites or Co-requisites:

You must have completed all prerequisites for this class including—*Jour 311 with a grade of C or higher*. Other prerequisites include:

JOUR 201	Writing for the Media	<ul style="list-style-type: none"> ▪ English 002 (Grade “C” or Better) ▪ English 003 (Grade “C” or Better)
JOUR 202	Reporting & Writing	<ul style="list-style-type: none"> ▪ JOUR 201 (Writing for the Media)
JOUR 204	Intro to Broadcast News	<ul style="list-style-type: none"> ▪ JOUR 201 (Writing for the Media)
RTVF 231	Introduction to Media Production	<ul style="list-style-type: none"> ▪ Sophomore Standing RTVF/Jour 111
RTVF 322	Radio Production	<ul style="list-style-type: none"> ▪ RTVF 231
JOUR 311	Broadcast Journalism I	<ul style="list-style-type: none"> ▪ JOUR 202, JOUR 204, RTVF 322

Course Goals and Objectives:

This class will help students apply the elements of news that effectively inform audiences. We will examine the rigors of broadcast journalism and engage in activities that will help you to think critically about news gathering and reporting. Students will participate in all aspects of broadcast news to enhance broadcast delivery, reporting, writing and producing.

Throughout this course you will write and produce stories and participate in projects and exercises that will provide you with a practical understanding of the rules and principles that guide ethical journalism in general and broadcast journalism in particular. Upon successfully completing this course you will be able to:

- Understand and apply the First Amendment principles and the laws appropriate to professional journalistic practice.
- Demonstrate an understanding of the ethical principles that guide journalism; apply concepts and theories such as fairness and accuracy and be able to critically analyze information and news stories.
- Understand concepts and apply theories in the use of and presentations of images and information.

- Write clear, concise, accurate broadcast copy through practice and critical evaluation of your work.
- Refine the skills needed to research, report, package, and deliver television news and feature stories.
- Use digital recording devices to gather a variety of visual elements including interviews, and apply them to broadcast stories.
- Apply effective interviewing skills and techniques through field assignments requiring you to conduct interviews with digital recording devices.

Required Text:

The Shut Up and Shoot Documentary Guide, Anthony Q. Artis, Focal Press, Oxford, UK, 2008.

Students are required to purchase the following:

- (1) external hard drive with at least 300 GB of memory.
- (2) Be prepared to buy 9-volt batteries when you are in the field for the Beachtek (sometimes the Tech Center runs out).

Tech Center Equipment

This class will involve your shooting, editing, producing packages and other “elements” for a newscast. The following is the list of equipment that will be available for check out. All students must sign the Statement of Responsibility before equipment can be checked out.

Beachtek
 Canon Ti3 (or Ti4)
 Tripod
 Headphones
 shotgun microphone
 Lav mic
 Handheld mic
 Spare 9-volt battery, if possible

Additional Suggested Reading Materials:

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

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 who successfully complete the course will have the beginnings of an online portfolio of their work including story pitches, scripts and audio packages.

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.

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), 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 3 or more classes (unexcused absences) will risk receiving a grade of D.** Four 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."

Course Requirements:

1. News Packages

You will report, shoot, write and edit **at least two packages, and create a short newscast.**

2. Quizzes & Tests

There will be regular quizzes that test your knowledge of current events, and your understanding of the reading assignments. Quizzes take place at the beginning of class and cannot be made up. Quizzes may be pop quizzes on currents or may include information from classroom instruction/seminars or *The Power Producer*. Sections of this book will be distributed as handouts throughout the term. Tests covering content learned in class may be conducted in addition to the midterm and possible final. This may include information from notes from the professor, book, or relevant class discussions.

3. Exam

There will be a midterm and either a final exam or its equivalent

4. Assignments

Heavy emphasis is placed on writing, and understanding the concepts of a working broadcast newsroom. In-class writing assignments cannot be made up. You may also receive weekly homework assignments. Out-of-class assignments will also likely be given. These may include original enterprise news reporting, or creation of content for a news program.

The Importance of Writing!

Writing is an essential tool for thinking and communicating in virtually every profession, but especially for journalists. Therefore, in this course I expect you to produce writing that is not only thoughtful and accurate, but also organized, clear, and consistent with the rules of Standard English. If your writing does not meet these standards, I may deduct points or ask you to revise. For assistance with your writing, go to the student section of Writing across the Curriculum (WAC) website.

<http://www.cetla.howard.edu/wac/students.aspx>.

Requirements for ALL SCRIPTS:

All written assignments must be **typed**, and **free of grammatical and factual errors**. Factual errors: Inaccuracies in facts, misspelling of proper nouns (including person and place names and product), or inaccurate numbers (such as ages, street addresses, or quantities) are considered factual errors. Any assignment that contains factual errors will have points deducted from it. An assignment with two or more gross factual errors will receive an automatic "F."

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 will not be accepted after the deadline. 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. 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 digital notebook (ePortfolio initiative)

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 an assignment or 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 H-Book 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.

Incomplete Grades:

University policy permits incomplete grades only in extenuating circumstances for emergencies occurring near the end of the semester that prevent completion of the course AND only if 70 percent or more of the coursework has already been completed. You must meet both conditions. Emergencies must be documented beforehand in the dean's office or Academic Advising in the School of Communications and/or the Office of Special Student Services.

If you fall behind for other reasons, don't ask for an incomplete grade. Make plans to retake the course- even if it means delayed graduation.

You must submit a request for an incomplete grade in writing with the appropriate documentation before final grades are due. You are also required to sign a document justifying the incomplete grade, verifying the current grade of Incomplete/F (I/F) and outlining remaining assignments with due dates to be completed before the university deadline. Copies of the form will be distributed to you, the dean's office and the Department of Media, Journalism and film. Your incomplete grade will automatically convert to an F if the terms of the agreement are not fulfilled.

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, logs of radio and television broadcasts, assignments, quizzes, and exams.

1. Attendance, Class Participation = 10%
2. Scripts, blog = 15%
3. Quizzes, assignments = 20%
4. Exams = 25%
5. Packages (short & long form) = 30%

Total= 100%

Course Requirements:

1. Attendance, Class Participation

Students are expected to attend all classes, and be prepared to discuss current events, and in class or homework assignments. This class will have several class assignments. Students are expected to be “read in” on the day’s news and likely be assigned in-class activities. Student participation in each assigned activity is mandatory. Students are also expected to be prepared for class guests; knowing background information on guests and be prepared to ask relevant questions. Students may also be provided the opportunity for out-of-class / on-site visits of guests

2. Scripts/ Blogs

Students will be required to write broadcast-style scripts in class and as part of homework assignments. The scripts should be concise, factual, interesting and adhere to the journalistic objectives of this course. Additionally, students are expected to maintain a blog for this course which will be updated as assigned. The blog should be as professional as possible, and its content be uploaded on occasion to the student’s ePortfolio. These will show the student’s progression and expression.

3. Quizzes, Assignments

There will be regular quizzes and in-class and homework assignments that test your knowledge of current events, and your understanding of the reading assignments. Quizzes take place at the beginning of or during class and cannot be made up. A weekly quiz may also include questions from *Writing Broadcast News*, or current events that are discussed in class or given as take-home assignments. Heavy emphasis is placed on writing. You have in-class writing assignments that cannot be made up. You will also receive weekly homework assignments.

4. Exams

There will be a midterm exam and possibly a final exam.

5. Packages

You will report, write and edit packages- pro tools, final cut, as well as other editing suites provided by the tech center. We will offer workshops with other departmental professionals to assist in refreshers for these projects. These projects will utilize the terminology, ethical standards, and scenarios learned throughout the course of this semester. One of the packages will likely be the final project for the course. We will also plan to produce a 5 minute broadcast

Final grades are based on the following performance standards:

- A** **Excellent Work: 90% - 100%**
Student attends all classes, participates, and completes all work on time. Quality is excellent. Work and effort are excellent without error.
- B** **Above-Average: 80% - 89%**
Student attends all classes, participates, and completes all work on time. Quality is above assignment expectations. Work and effort are very good and above average with minimal error.
- C** **Average: 70% - 79%**
Student attends most classes, participates, and completes most work on time. Quality is mostly consistent with assignment expectations. Work and effort are average with minimal error.
- D** **Below-Average: 60% - 69%**
Student attends some classes, participates, and completes some work on time. Quality is not consistent with assignment expectations. Work and effort are below average with error.
- F** **Unacceptable: Below 60%**

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

Course Calendar:

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.

Week 1

Aug 27, 29 **Welcome to BJ III!**

Introductions, review syllabus, manuscript format, grading criteria

Review prerequisites

The First Amendment

In-Class Assessment:

Homework Assignment:

Dissect a network/local Newscast - 30 mins

One page paper on March on Washington / 1st Amendment

Quiz-1

What is news? Why is it necessary?

The Moral Agent

Homework Assignment: TBD

Week 2 **Anatomy of a Newsroom**

Sept. 3 ,5 Homework Due | Class Discussions

Roles in a Newsroom

Quiz

Week 3 **Anatomy of a Newscast**

Sept 10, 12 Handout: *The Power Producer*

Editorial & Technical - Roles for a newscast

Breaking News: Covering Sept. 11 Terrorist Attacks

Terminology

Homework Assigned: *The Shut Up and Shoot Documentary Guide*

Week 4 **Anatomy of a News Story**

Sept 17, 19 The News Meeting

In-Class assignment

Homework Assignment: Story Pitches for pkg #1 (HU community)

Week 5 **Quiz-3**

Sept. 24, 26 Video Journalism: Shooting the story

Camera workshop

Editing workshop

Class guest (TBD)