

# **JOUR 361 SPRING 2014**

## **TELEVISION REPORTING AND PRODUCTION**

**Instructor:** Josh Davidsburg  
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### **Prerequisite**

Grade of C or better in JOUR 360 and JOUR 262.

### **Office hours:**

Tuesday & Thursday from 12:00 p.m. to 2:00 p.m. and by appointment.

### **Course Description**

This course focuses on broadcast news writing, shooting, production, and editing. Students will produce four individual news packages suitable for broadcast and up to four newscasts showcasing their news packages and production skills. The final package will be produced under a tight, breaking-news style deadline.

The course will require a substantial amount of planning, writing and rewriting, as well as time, personnel, and equipment management. You will spend several hours a week on field assignments, in addition to scheduled class. You will contribute to the discussion through social media, sharing insights on the ethical, editorial, technical and logistical challenges you face as a student broadcast journalist.

### **Course Objectives**

It is expected that students in this class will:

- Understand broadcast newsroom procedures, and conduct themselves as journalists in a real news environment.
- Become proficient in the field production, script writing and editing of broadcast news packages.
- Demonstrate continued improvement on class assignments throughout the semester.
- Keep abreast of news events, and develop a critical eye for watching and evaluating television news.
- Sharpen analysis of news coverage and industry trends.
- Use social media as a reporting and promotional tool.
- Acquire and sharpen skills necessary to take the next step in their academic careers (internships, CNS, and other reporting courses).

### **Course Materials**

Each student is required to have at least **3 mini-DV tapes, 1 16 GB Class 10 SD Cards (not micro SD)** and a hard drive (if you have not done so already) that is (recommended) at least 1 TB in size. Make sure your hard-drive is configured for Mac. Students are also required to have headphones (preferred) or earbuds.

No text book is required, but you will be required to watch online tutorials at [Lynda.com](http://Lynda.com).

### **Equipment Desk Guidance**

The equipment desk is at 1107 Knight Hall (right across from Clint's office). Hours are Monday/Thursday, 7:45 am to 9:45 pm; Friday, 7:45 am to 5:45 pm. The desk will NOT be open on weekends, so plan accordingly. \*Exceptions to normal hours will be posted on the Equipment Desk door.

**Equipment Quotas:** As our video cameras are in increasingly high demand, students have a limited number of days they can check out them out. You start out the semester with 5 days in your quota or “usage bank” and add time each week. If you go over your quota, the equipment will be counted as late, you will face fines and it may affect your grade.

J361/661: Initial Quota: 5.0 days

Quota added each week on Friday morning: 1.4 days

Quota accrued by the end of semester: 25 days

***Gear checked out for less than 3 hours will not be charged any time.***

**Equipment due dates:** Equipment is due back at 10 am the business day after it is checked out (Friday gear is due on Monday morning). Be sure to check your receipt to make confirm you are clear on when the gear is due back so you aren't fined for being late. You are responsible for all of the gear listed on the receipt, so confirm it is accurate before you leave the check out area.

**Extensions:** You can extend their reservation at [jportfolio.umd.edu](http://jportfolio.umd.edu) (options tab) or in person at the checkout room. You cannot do it over the phone. You must have at least 1 day of quota to check out or extend gear.

It takes time to check out a camera kit from the equipment desk, so plan accordingly.

**Reservations:** We have a one-day reservation system. If you need a camera on Wednesday, go to the checkout room on Tuesday and request to be put on the wait list. You should do this even if there are cameras in the checkout. By adding your name to the

wait list, there *should* be a camera available at 10 am on Wednesday. There is not a guarantee.

**Late fees:** Late fees for a camera are charged by item. A camera kit usually consists of two batteries (\$2 per day/per battery), a tripod (\$5 per day), and the camera (\$15 per day), for a total fine of \$24 per day.

**Camera access:** The 361/661 students can access the Mini DV tape cameras, the SD card cameras, the Nikon D5100 kits, and the Nikon D7100 kits.

If you check out a camera when you need it, and return it immediately following your shoot, we should have a smooth semester!

**Repairs, breakage, damage:** Please be careful with the cameras and microphones. If you break or lose a piece, you will be charged for its repair or replacement. If there are any malfunctions or breakage of equipment, please report this *immediately*. Some camera problems can be resolved by a phone call, either to the equipment desk, Al Perry, or the instructors, but most will require inspection. Failure to formally report camera malfunctions to the equipment desk will affect your grade!

### **Editing**

Students must edit the assigned news packages on the Adobe Premiere, which is available on all the Macs in the labs at Knight Hall. Most editing will be done outside class time, and as you know, the News Bubble is open 24 hours a day, 7 days a week. If you choose to edit projects on your own laptop or at home, on your own software, you agree to seek your own technical support, and take full responsibility for being able to export it on deadline.

### **Course work**

Each package you produce is expected to be 1:30 in length and will have several phases of production: the story proposal (which will require significant research and reporting before it is submitted), the script, (which may need several edits and revisions before it receives final approval), editing, with additional recuts after “Show and Tell.” Instructors must approve all news story proposals *before* shooting is started and all scripts, *before* editing is begun. **You must have your story shot before you turn in a script.**

You will research, write and edit your own packages independently.

**You are required to save your raw video for the entire semester, and expected to bring it, along with your hard drives to every class.** You will submit your raw video periodically for review and analysis.

### **Public Review of Your Work**

As journalists, your work is constantly evaluated – by your peers, your employers, and the public you serve. In this class, your work will be displayed for your classmates and your professors to review in an open forum. It may also be displayed on the College of Journalism website, and if it meets the standard, be used for *Maryland Newslines Monday*. We all learn from each other’s successes and failures, and we hope you understand the value of public review. During classroom “Show and Tell,” comments from the class are required – and are expected to remain constructive and professional at all times.

### Grading

Each package grade will have 4 components:

The story proposal 5%

(Have all questions been answered completely, has sufficient research and reporting been done? Did you meet the deadline?)

The script grade 30%

(Is your reporting factual and comprehensive? Does your script contain the editorial and visual information to tell the story proposed? Is your writing conversational and concise? Do you have good SOTs and set-up shots? Is your script timed correctly and not more than 1:30? Is it formatted correctly? Did you meet the deadline?)

The package grade 25%

(Do your visuals drive an informed and informative story? Is your video well composed and shot? Is your package visually appealing, and edited without jump cuts, flash frames and poorly shot video? Do you use natural sound liberally? Did you meet the deadline?)

Re-cut package grade 40%

(Did you make suggested script changes, re-shoots and reedits for air-ready package? Was your blog entry reflective and informative? Was your video tease effective?)

You will receive an overall project grade that will reflect the aforementioned grades and values. We will use a plus/minus system when recording project and final grades, assigning these values:

A+ 97-100	B+ 87-100	C+ 77-79
A 93-97	B 83-86	C 73-76
A- 90-92	B- 80-83	C- 70-72

### Deadlines/Late Assignments

Other than accuracy, there is nothing more important in broadcast journalism than getting your work done on time. Deadlines are absolute in news. **Grades will be LOWERED for ASSIGNMENTS TURNED IN LATE:**

Deadline missed by 1 minute -1 hour: B becomes B-  
1 hour - 24 hours: B becomes C+  
24 - 48 hours: B becomes C

48 - 72 hours: B becomes C-

Some exceptions based on documented medical reasons may be granted. My number one rule is if you have an issue, let me know beforehand.

PACKAGE DUE DATES (May be subject to change)

Package 1

TBA

Package 2

TBA

Package 3

TBA

Quickturn - Environmental/sustainability Event

TBA

### **Attendance Policy**

Teamwork is essential in television production, and students in this class rely on one another for their instruction, production, and grades. Therefore it is **required** that everyone attends and participates in class exercises and discussions. Regular attendance will be necessary to complete many of the assigned exercises. Missing classes will affect your participation grade.

News quizzes will be given at the beginning of class and will only be available for the first 15 minutes of class. Missing a news quiz will result in a zero.

**If you are going to miss class due to illness or emergency, you must email instructors BEFORE class begins TO EXPLAIN THE ABSENCE.** It is your responsibility to get the assignment and/or class notes from a classmate (or consult the Class Schedule, which along with other course documents will be posted in Elms.). Email us if you have any further questions. You will be expected to stay current and email and/or turn in missed work ASAP, and be prepared for class when you return.

If you know you will miss classes for **religious holidays**, please contact the instructors **at the start of the semester** to identify dates and plan assignments accordingly.

If the University closes due to weather or other emergency and class must be canceled, students will be advised of assignment adjustments.

## **Communication**

Much out-of-class communication will be conducted via email.

## **Knowing the News**

Students are expected to keep up with international, national, state, local and campus news. You should read the Washington Post and the Diamondback every day. Also, frequently check the online versions of the New York Times, CNN, MSNBC, and listen to WTOP radio.

Suggested Websites include:

WRC-TV: [www.nbcwashington.com](http://www.nbcwashington.com); WTTG-TV: [www.myfoxdc.com](http://www.myfoxdc.com);

WJLA-TV: [www.wjla.com](http://www.wjla.com); WUSA-TV: [www.wusa9.com](http://www.wusa9.com); WBAL [wbaltv.com](http://wbaltv.com)

National Press Photographers Association: [www.nppa.org](http://www.nppa.org); The Poynter Institute:

[www.poynter.org](http://www.poynter.org); Radio and Television News Directors Association: [www.rtnda.org](http://www.rtnda.org);

NewsLab: [www.newslab.org](http://www.newslab.org)

**Watching** the news is critical for broadcast journalism students. You have the opportunity to study your craft all day, everyday – with 24-hour a day newscasts and podcasts available online. This will be a critical component of your journalism education and of this class.

As often as possible, you should watch a national nightly newscast on NBC, ABC, CBS, or PBS, a network morning show such as The Today Show, Good Morning America, or The Early Show, and local news throughout the day on NBC4, WUSA9, ABC7, FOX5, (or local Baltimore stations).

Some of the highest quality news production can be watched on network newsmagazine program such as 60 Minutes, NBC's Rock Center, Dateline NBC, 20/20, Rock center or Nightline. Sunday morning political roundup programs such as Meet the Press (NBC), Face the Nation (CBS), This Week (ABC), or Late Edition (CNN) often set the agenda for the news week ahead. You should watch cable newscasts throughout the day and evening. It would also be beneficial to watch news and documentary themed YouTube channels such as VICE.

If sports is your interest you should also make it a point to watch Real Sports with Bryant Gumbel.

**Social Media** is now a vital form of journalists. It is required that you have a twitter and Instagram account, and suggested that you have a facebook, YouTube and LinkedIn account. You must also have a vimeo account to submit your packages.

### **Weekly quizzes**

A quiz on the major local, state, national and international events of the week – and class instruction - will be given at the beginning of class once a week – usually midweek. Instructors will drop your lowest grades or absence. There will be no make-ups.

### **Blogging and social media**

Students will contribute to social media as you preparing your package. That includes twitter, instagram and possibly blogging. Your social media grade will be included in your Re-Cut package grade.

### **Grading Breakdown**

News Package #1	10%
News Package #2	20%
News Package #3	35%
Quick turn/Environmental Package #4	15%
Quizzes	10%
Participation & twitter scavenger hunt	10%

### **Cell phones/text messaging**

We live in a modern society and text messaging and social media has become a part of it. Feel free to use social media if it pertains to class or news during class time, but remember that you are responsible to know all of material covered during class. Use #jour361 to continue conversations outside of class.

Also, out of respect for your fellow students and teacher, please do not take phone calls during class time.

### **Academic Integrity**

Along with certain rights, students also have the responsibility to behave honorably in an academic environment. Academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, and plagiarism will not be tolerated. Any abridgement of academic integrity standards will be referred directly to the campus judiciary. Confirmation of such incidents will result in the earning of an "XF" grade for the course, and may result in more severe consequences such as expulsion. Students who are uncertain as to what constitutes academic dishonesty should consult the University publication entitled *Academic Integrity*.

For this class, you must do all work yourself, without collaboration with classmates or others, unless the instructor indicates otherwise.

If you use video from a source other than your own work, - file tape, YouTube - **IT MUST BE PRE-APPROVED AND CG'D IN YOUR SCRIPT.** Any discrepancies will be reviewed by the instructor and could be considered honor code violations.

Your news gathering is expected to be conducted ethically as well. In this class, we do not manufacture video, or provide false direction to our subjects, or misrepresent facts or situations to make a better story. The stories you report will be representative of the truth as we know it. Students should familiarize themselves with the RTNDA Code of Ethics.

### **A note about Copyright**

Lectures, course handouts, examples of video, and other materials are federally copyright protected, and are intended for academic use only. Except for personal use, consent *must* be obtained for the reproduction and distribution of lecture notes and any course materials, *especially* for commercial use.

This does not extend to your finished assignments, which you are free to copy and distribute as you wish.

### **Students with Disabilities**

Students with a specific disability (permanent or temporary, physical or learning) needing special accommodation during the semester should make an appointment to meet with the instructors.

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Josh Davidsburg has worked as a reporter at stations up and down the East Coast. He spent three years at WMDT in Salisbury, Md., two years at WBBH in Fort Myers, Fl., and two years freelancing with both WBAL and MPT in Baltimore, Md. After a few years in public relations, he's back freelancing at WBAL. He's covered the transportation, government and business beats, as well as been a general assignment reporter.

Josh most recently managed public relations for the Maryland Department of Natural Resources. He shot, edited and managed all of the video for the department and has shot several videos for the Governor, one of which one a national Telly Award. He recently

started his own production company, shooting mini-documentaries and promotional videos for local businesses.