

Syllabus

Broadcast News Producing
Jour 362 Fall '12
Tuesdays 7:15pm – 9:15pm
Knight Room 2107
Additional Lab Hours as Assigned

Instructor: Cindy Wright Telephone during Tues-Wed-Thursday lab hours: 443-271-2632 (cell) E-mail: cindywrightnews@hotmail.com	Office Hours: By Appointment

Course Description:

In this course you will learn and practice the basics of broadcast newscast producing. While the focus will be on television news, much of what you learn and practice will be applicable to all digital platforms. You will practice and refine producer skills and combine them with the complex and creative techniques necessary for broadcast news production. You will spend a great deal of time and energy in the lab portion of class producing—or helping to produce—actual television news programs. You will learn first hand the energy consuming challenges of designing, writing, editing and implementing a broadcast news program. Each student will produce a minimum of one newscast and be an associate producer for every other newscast produced on their lab day. You will each experience the challenge and the thrill of creating television news!

Prerequisite: *JOUR262 News Editing for Broadcast, and JOUR360 News Writing and Reporting II (Broadcasting); Pre- or co-requisite: JOUR361 Television Reporting and Production.*

Contract: *This syllabus represents an agreement between you, the student, and the professor. By remaining enrolled in this course, you are accepting these policies.* (Please see me with any questions about this.)

Goals:

To practice the major theories of broadcast journalism;

To learn and practice the basics of television news producing techniques; newscast design, writing, and management techniques;
To explore possible careers in broadcast journalism;
To produce an actual newscast

Required Reading:

Managing Television News: A Handbook for Ethical and Effective Producing, by B. William Silcock, Don Heider, and Mary T. Rogus (Paperback - Jul 31, 2006, ISBN #0-8058-5373-1) This lists for \$40 at both the UMD bookstore and at Amazon.com. In addition, you will also be expected to read newspapers every day, read news magazines, watch TV news every day, listen to radio news and visit and read from selected Websites. You must keep current with the news!

Supplies: DVD to record your newscasts is recommended.

Labs: Each student should be enrolled in a lab session, Tues, Wed., or Thurs., 2pm-7pm. "Maryland Newline" will be produced Tuesdays, Wednesdays and Thursdays. On your lab days, you will either produce a program or assist others in doing so. When your turn comes to produce, you will create the rundown, write, edit scripts and control room produce the program. When others in your lab are producing, you will function as a field producer, associate producer, script writer and perform various crew jobs for the production. (Camera, prompter, CG operator, etc.)

Grading:

Your final grade will be based on the quality of your producing, your assistance when others produce, the final exam, plus your attendance, tardiness and class participation. Please do not expect an automatic passing grade, nor should you expect a high grade simply because you did the work. You must earn your grades through high quality work and effort. Grades will be posted online within 48 hours of the final exam.

We will use the following grading scale:

- A+ 97 to 100 (exceptional !)
- A 93 to 96 (excellent mastery of the subject)
- A- 90 to 92
- B+ 87 to 89
- B 83 to 86 (good mastery of the subject)
- B- 80 to 82
- C+ 77 to 79
- C 73 to 76 (acceptable mastery of the subject)
- C- 70 to 72 (barely acceptable mastery)

D 60 to 69 (denotes borderline understanding, marginal performance and does *not* represent satisfactory progress)

F 59 or less (failure to understand the subject and unsatisfactory performance, including work not completed or not submitted)

Final Grades:

Class Participation	10%
Assignments/Quizzes	15%
Producing	40%
Other lab work	20%
Final Exam	15%

Academic Ethics and Cheating:

Your work in this class is expected to be your own. As you should know and will practice, journalists acknowledge the work of others through attribution within a news story, rather than using footnotes or academic citation. Unless the assignment specifies otherwise, you must follow journalistic standards when quoting - directly or indirectly - other people or their work. University of Maryland's Honor Code is on the Web at <http://www.jpo.umd.edu/aca/honorpledge.html>

You should be familiar with this policy. Within this course, acts of dishonesty would include plagiarism (to steal and use the ideas or writings of another and use them as your own), cheating on tests, making up material or sources, or submitting (without this instructor's permission) material originally completed for another course. The penalty for dishonesty will range from failure of the assignment, failure of the course to a possible expulsion from the University.

Weekly Assignment: You will individually watch and critique one local and one national news cast each week. You will be prepared to discuss targeted aspects of your critiques during each class.

You must also be up to speed on local, national and international news in order to take a news quiz at the beginning of each class.

Deadline Note: Deadlines are very important for journalists. Technical failure ("my printer doesn't work", "my computer broke", "the camera broke") or similar seemingly reasonable excuses simply will not work. The television newscast goes on the air whether you are ready or not, and missing a deadline by even a minute will automatically lower your grade by a full 10%. A full day late will mean a failing grade. Turning in work after a day late is better than never turning it in at all: a failing grade could mean a 50, while never turning it in is a zero. ***No assignments will be accepted after the last scheduled class period.*** The only acceptable excuses for missing a deadline are serious illness, serious family emergency, or a major religious holiday (please see paragraph below for details on that). To miss a deadline without penalty, you must notify the instructor *prior* to that deadline, and you must bring a

note from a doctor (or medical professional) or parent (in the case of a family emergency).

Attendance & Participation:

Your attendance in this class will have a great impact on your final grade. The in-class participation and work is critical, making regular attendance extremely important. It is the policy of the University to excuse the absences of students that result from the following causes: illness of the student, or illness of a dependent as defined by Board of Regents policy on family and medical leave; religious observance (where the nature of the observance prevents the student from being present during the class period); participation in university activities at the request of University authorities; and compelling circumstance beyond the student's control. Students claiming excused absence must apply in writing and furnish documentary support for their assertion that absence resulted from one of these causes. (Please note the advance notification requirement listed in this syllabus for religious absences.) If the number of skipped classes adds up, you will quickly find that you will be failing this portion of the course. It will heavily affect your final grade in other ways, including a negative impact on your exams, missing and failing snap quizzes, and in class assignments that cannot be made up. Class will start on time. **All cell phones must be turned off (or silent) during class!**

Note: Our final exam will be in-class Tuesday, December 11th

Tardiness:

Journalists must be on time. Being late to class is being rude to the instructor, being rude to your classmates and is a disservice to yourself. If you are late, you must give the instructor a written note at the end of class to get credit for participation.

Absence for Religious Observances:

It is the policy of this and this instructor to make every reasonable effort to allow members of the university community to observe their religious holidays without academic penalty. It is your obligation to provide me with advance notice of the dates of any major religious holiday on which you will be absent. Please take a look at our schedule and your calendar and notify the professor in writing - at the beginning of the semester so that I can arrange our class schedule so that you will not miss anything irreplaceable.

Note: To be excused from class without penalty, you must notify me in writing, within the first two weeks of the semester.

Open Office Hours: Times may be arranged by appointment (especially prior to or during lab hours Tuesday, Wednesday and Thursday).

Disabilities: This University and this instructor are committed to providing an equitable learning environment for each student. To that purpose, this instructor will

readily adjust to those students who may have special needs. If you have special needs in the classroom, please let me know at the beginning of the semester. This instructor will work with you, Disabilities Support Service, and hold the information in confidence.

University Policies: This class will adhere to all published university policies regarding sexual harassment and equal opportunity, and this class will follow all appropriate university regulations.

Tentative Schedule

Please be prepared for some flexibility in Tuesday night class subject matter due to weather issues and guest speakers. The ability to “roll with the punches” is a crucial aspect of good producing.

*Tuesday, September 4: Class 1

No reading due. Practice News Quiz & Practice Rundown & Review Syllabus.
“What we know now about TV news”

Labs: Anchor Rehearsal

*Tuesday, September 11: Class 2

Quiz/Analysis

Reading: Intro & Chapter 1, “What Makes News”. Elements of a newscast.
What is news? What do our viewers care about?

Economy/Environment/Social-Cultural Concerns

Labs: Full Rehearsal

*Tuesday, September 18: Class 3

Quiz/Analysis

Reading: Chapter 2, “Who Watches and Why?”

Specific areas of coverage; looking through the lens of sustainability

Labs: Produce “Maryland Newslines”

*Tuesday, September 25: Class 4

Quiz/Analysis

Reading: Chapter 3, “What Makes a Good Producer?”

Labs: Produce “Maryland Newslines”

*Tuesday, October 2: Class 5

Quiz/Analysis

Reading: Chapter 4, “The Ethics of Producing.”

Labs: Produce “Maryland Newslines”

*Tuesday, October 9: Class 6

Quiz/Analysis

Reading: Chapter 5, "Deadlines, Datelines, and Decision Making."

Labs: **Produce "Maryland Newslines"**

*Tuesday, October 16: Class 7

Quiz/Analysis

Reading: Chapter 6, "The Art of Producing."

Labs: **Produce "Maryland Newslines"**

*Tuesday, October 23: Class 8

Quiz/Analysis

Reading: Chapter 7, "Writing Well." Additional handout-Defamation or "Don't Get Sued!"

Labs: **Produce "Maryland Newslines"**

*Tuesday, October 30: Class 9

Quiz/Analysis

Reading: Chapter 8, "Put on Your Marketing Cap."

Specific targeting: Pocketbook, Medical, Environment

Labs: **Produce "Maryland Newslines"**

*Tuesday, November 6: Class 10

Reading: Chapter 10, "Managing Live."

Labs: **Produce "Maryland Newslines"**

Last newscast Thursday, April 12

*Tuesday, November 13: Class 11

Quiz/Analysis

Reading: Chapter 9, "Life in the Booth."

Labs: Produce "Maryland Newslines"

*Tuesday, November 20: Class 12

Quiz/Analysis

Reading: Chapter 11, "Managing People."

Altered Lab Schedule TBA

*Tuesday, November 27: Class 13

Quiz/Analysis

Reading: Chapter 12, "Managing Sweeps." Ratings, special series.

Additional handout-“Nailing Investigative Reports”
Reading: Chapter 13, “Managing the Business.”
Labs: Produce “Maryland Newsline”

*Tuesday, December 4: Class 14
Quiz/Analysis
Reading: Chapter 14, “Managing Life.”
Careers. Guest Speaker
Review for Exam.
Labs: Produce “Maryland Newsline”

*Tuesday, December 11: **Final Exam**