CAPITAL NEWS SERVICE BROADCAST BUREAU
Jour 667, 398 – FA2013
TWTh, 8:30 am – 7 pm, or as story needs demand
Fridays—9:30-3 (or as the situation requires)
(SUBJECT TO CHANGE AS NEEDED)

INSTRUCTORS:
Bureau Director:
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Executive Producer: Cindy Wright
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Newsroom: (301) 405-2405
Equipment Desk: (301) 405-2404

INTRODUCTION:
Welcome to the FALL 2013 semester of the Capital News Service Broadcast Bureau. This is a unique opportunity to daily execute all the tasks that go into reporting for, and producing, a three-times-a-week TV newscast.

EXPECTATIONS:
We expect you to treat CNS as you would a professional job.

You will report on timely and breaking news as well as political and human interest stories **throughout** the region. Our areas of coverage are largely focused on Montgomery and Prince George's counties as well as events in Annapolis. But, we consider the ENTIRE state our coverage area as well and, like other CNS students, you could find yourself on assignment on the Eastern Shore or Western Maryland…or beyond.

We will be doing shows Tuesdays through Thursdays. CNS-TV reporters may also be rotated through the Annapolis Bureau and, on an as-needed basis, through our multimedia (Studio C) bureau.

We will also be covering Maryland issues and the state's delegation on Capitol Hill so it's possible you may may report live from the Capitol or from our CNS Bureau in the National Press Club.

CNS TV reporters will also be rotated weekly on the newsroom Assignment Desk. Assignment Desk duties will also include pitching in to help with the nightly show (that could be pulling file video, making additional calls, running VTR for the show, etc.).

Fridays will mostly be used to review/critique shows, bring in guest speakers and work up and/or develop stories (this would be a great time to make your beat calls to see what kind of leads you can develop for the week/s to come!).

Like ANY job….you are expected to report **to the newsroom** *each day no later than 9 a.m.,* UNLESS you've already gotten an assignment the night before. But, there will be times when you may have to report to story earlier—or later.

*Please note: you are expected to report **TO** the newsroom if you are **not** out working on a story.*

Lateness is inexcusable and <u>WILL</u> ADVERSELY AFFECT YOUR GRADE.
Attendance is mandatory and absences <u>WILL</u> ADVERSELY AFFECT YOUR GRADE.

If an emergency arises and you cannot get in on time, or if illness will prevent you from getting in at all, you must call (or text me) ASAP…certainly before 9 a.m….so we can juggle assignments.

You should always ***dress*** and ***conduct*** yourself as a professional. You are no longer a college student for these assignments. Please be certain to dress as the young professional you now are. This may mean revising your wardrobe a bit. You want something that says "hire me" because I am ready.

Normally, you will work 8–10 hour days. If you have an especially late day, we will try to delay your start time or permit you to leave early on another day.

COURSE MATERIALS:
You are required to purchase your own SD cards for the cameras.

If you don't already have one, you also need to purchase your own portable hard drive…or two (you can now get 2T drives for around $100!).   BUT….don't rely exclusively on that portable hard drive. Try to back up everything that you do (a back-up thumb drive or burn a DVD/CD…or both!). This is essential! Just ask anyone (including the instructor) whose portable hard drive has died.

SPECIAL NOTE TO GRAD STUDENTS:
<u>ALL</u> Master's students are required (and undergrads are encouraged) to produce a long-form (3-3:30…may be one or two parts) project. The topic is up to you but it must be approved by the instructor. Again, I am looking for:
** initiative
**originality
**impact on Maryland (or surrounding communities)
**creativity
**(some manor of) research
**a look at ALL sides of an issue

**strong visual story-telling to support the narrative

Proposals MUST be submitted to me in writing by FRIDAY, Sept. 27.

Once your topic has been approved, as time permits throughout the semester, you may begin to work on your project.

Please keep in mind the goal is to air ALL of your projects BY our last regularly show. So, you know the deadlines, please schedule accordingly.

GRADES:
There are no papers, no tests, no quizzes for this class. **WHAT** you do…and how **WELL** you do it…will be the measure of your success. And work ethic and attitude DO count!

 I will give you critiques and feedback on a daily basis. But, I am ALWAYS willing to meet with you to go over your work and give you a sense of how you're doing in the class. I will try to provide you with an informal mid-term evaluation, during which we will discuss your strengths and weaknesses. It is **your responsibility** to set that up with me.

Your final grade will be based (cumulatively) on a number of factors: reporting, initiative, interviewing and writing skills (including writing to your pictures, story construction, and style); translating complex subjects into a cogent script; accuracy; meeting deadlines; generating story ideas; delivering those stories; videography; editing; work habits (time management, attendance, punctuality and attitude); and, any improvement you make during the course of the semester. I'll also be factoring in feedback and assessments from your time in Studio C, the Multimedia Bureau.

Like the professionals who will be hiring you, I value *initiative* greatly. Those who enterprise stories the most will benefit most when it comes to grades. So work your beats!

The following are the *specifics* of what I will be looking for in assessing grades:

A is the highest academic grade possible. It is reserved for accomplishment that is truly distinctive and demonstrably outstanding. It represents a superior mastery of course material and is a grade that demands a very high degree of understanding as well as originality or creativity. The grade usually indicates that the student works independently with unusual effectiveness and often takes the initiative in seeking new knowledge outside the requirements of the course.

You will receive an **A** if you: consistently produce high quality packages that are thoroughly researched and reported, need little script re-writing and have high production quality (visual sequences, set-up shots, no jump-cuts); consistently meet deadlines for scripts and packages; consistently propose story ideas and enterprise your own stories;

are always a team player (show up every day prepared and eager to cover whatever you are assigned, as well as shoot for others).

B is a grade that denotes achievement <u>considerably</u> above acceptable standards. Good mastery of course materials is evident, and student performance demonstrates a degree of originality, creativity, or both. The grade usually indicates that the student works fairly well independently and often demonstrates initiative.

You will receive a **B** if you: produce good packages that need some script re-writing and may have some visual shortcomings; sometimes miss deadlines for scripts and packages; do not consistently propose story ideas or enterprise your own stories; are not consistently a team player.

C indicates an appropriate level of competency in the course's basic learning outcomes. It is the grade that may be expected of a student with an average level of performance who gives to the work a reasonable amount of time and effort. This grade implies understanding of the content of the course, acceptable mastery of course material and learning outcomes, and completion of all requirements.

You will receive a C if you: produce packages that need a good deal of script re-writing and have excessive visual shortcomings; frequently miss deadlines for scripts and packages; do not often propose story ideas or enterprise your own stories; are not a team player.

D denotes a limited understanding of the subject matter, meeting only the minimum requirement for passing the course. It signifies work that in quality or quantity falls below the average acceptable standard for passing the course. Performance is deficient in analysis, synthesis, and critical expression. There is little evidence of originality or creativity.

F indicates inadequate or unsatisfactory attainment, serious deficiency in understanding of course material, or failure to complete the requirements of the course.

The breakdown of your grade will be as follows:

> 90% Studio/field work (including videotaping, editing, writing, presentation, ability to make deadline, initiative, teamwork)
>
> 10% Instructor's evaluation (this takes into consideration things like attitude, work ethic, getting to your assignment on time and teamwork)

LEARNING OUTCOMES:
As a result of the work you will be doing during the course of this semester you should leave with the following skills:

**Be able to sucessfully pitch stories
**Be able to research, shoot, write and edit stories under deadline
**Be able to successfully make your nightly slot with your assigned story
**Be able to self-produce liveshots from the field

REQUIRED READING:
All CNS students should be well-read on issues in Maryland and DC. You are expected to read state and national news in The Washington Post www.washingtonpost.com or The (Baltimore) Sun www.baltimoresun.com each day *before* you arrive in the newsroom.   You should also check local newspapers online—like the Montgomery and Prince George's Gazette and watch local news and read online at Marylandreporter.com, centermaryland.org, as well as wtop.com, wbal.com, www.nbc4.com, www.wusa9.com, www.wjla.com.

In addition, you should sign up to receive the daily reports from:
Maryland Reporter and Center Maryland.   Maryland Reporter does both original reporting as well as aggregates stories from other news sources. Center Maryland is just an aggregator. Both often have good leads—or follow-ups—for stories.

There are also a number of other resources—some also available on Facebook as well as Twitter—that focus on news around the area and from Annapolis. You should get in the habit of checking them often. You should sign up to monitor as many of them as possible on FB and Twitter—including the area county fire and police departments.

I would also encourage you to sign up for updates and news alerts from many of the area's Patch sites (patch.com….AOL's hyper-local news sites) that you can.   They do, on occasion, have good leads for both hard and feature stories.

I'd also highly recommend signing up for news alerts from WTOP news (wtop.com), WBAL Radio News (wbal.com) WNEW Radio News as well as any other local news sites you like.

When headed out or back from a story….please listen to WTOP (WTOP 103.5 FM and www.wtop.com) and/or WNEW (99.1 FM) at every opportunity to stay on top of breaking news. WBAL Radio (AM1090 and www.wbal.com) is also a great resource.

ASSIGNMENTS:
Students are expected to research and PITCH story ideas regularly – <u>not</u> just wait for assignments.

Learning to ENTERPRISE stories is *critical and essential* preparation for the real news world. It gives you an opportunity to make a crucial contribution to the news program and to hone your news judgment and skills in developing a story from conception to edited package**. Showing initiative and assertiveness in reporting will figure heavily in your final grade.**

SPECIAL FOR THIS SEMESTER: We will be placing a special emphasis on stories dealing with the environment. Two reporters, Brandon and Meagan, share the environment as one of their beats. However, I would encourage ALL of you to look for stories focusing on the environment. Ideally, each of you will do at least on story on the environment by the end of the semester.

In particular, I am looking for stories on the topic of sustainability. There are some pretty interesting stories to be found right here on campus—from architecture to plant sciences. And there are even more throughout the region.

So, I will be looking for your ideas ASAP! Prepare to pitch 'em!

DRESS CODE:
You must dress **every day** as if you will go on the air – because that is what frequently happens. ALWAYS have air-worthy clothes at hand (and that does not mean "at your apartment"). Dress for your story – you are, for all intents and purposes, now a professional reporter.

That said, you should also dress for safety and comfort: a snowstorm will require special clothing, as will a story that takes you on a boat on the Chesapeake Bay.

Reporters spend many hours outside, in the elements, so make sure you have appropriately warm and protective outerwear, as well as shoes that will allow you to reach (sometimes running) your interview subjects and assignments. You might also want to pack a survival kit for your car—one that includes water and snacks to keep you going.

E-MAIL/TEXTING/COMMUNICATION:
Much of our communication will be via email & text. Your address will be added to the CNS listserv, and you will receive media advisories from elected officials, political candidates, and local government offices. Please make sure you are added to any necessary email lists on your beat.

Please check your email (at minimum) _every night_ before going to bed, and _FIRST THING every morning_ for messages.

YOUR DAILY ROUTINE:

Make it your habit to call your instructor when you <u>ARRIVE</u> at your assignment and just before you <u>LEAVE</u>. You need to stay in touch with your assignment desk..and the desk needs to know where you are!

If news breaks, or if a story is falls through, we must be able to react quickly. Leaving a cell phone in a car, a bag, or in the newsroom is not an acceptable excuse. Neither is a battery that's not charged. We are in the communications business – let's COMMUNICATE.

Everyone will be working as a one-man-band. Unless you are going directly to your morning assignment, (as mentioned previously) you are expected to report *to the newsroom* **no later than 9 am**.

You should come in each day with a story you are prepared to gather that day. If you do not have an immediate assignment, it is YOUR responsibility to try and find something. You can find leads in some of the sources mentioned above as well as the AP's Mid-Atlantic Daybook (and other AP daybooks) which you can find under "Advisories" in the "wires" folder on ENPS.

Also, you can now access ENPS remotely! Wherever you have WiFi just log into: **enps.umd.edu** and click on the format you want to use. It will look a little different from the format in the newsroom but EVERYTHING you need will be there (or should be).

As part of our drive to "ENTERPRISE" stories, you need to *routinely* make calls to sources on your beat (daily as much as you can!) to check for breaking news or updates on previous stories. I will be checking with EVERYONE at our Friday morning meetings to find out what stories you've got coming up in the week ahead. So work your beats!

Also: If you hear about some new developments or become aware of a story, please let the desk know about it ASAP. Don't assume we know everything that's happening in the area.

The desk/reporter relationship is a partnership, and reporter initiative is vital. When you receive your story assignment, you need to consider the elements needed for the package: the sources you might call, the interviews you need, the video to shoot. And ALWAYS remember: there are *two sides* to a story.

PLEASE REMEMBER: Per UMTV equipment policy, if you lose it or break it – you buy it.

COMMUNICATION/CONTACTS:
Make sure you get a business card from the people you interview. That will ensure you have the correct spelling for your CG's, and the ability to reach sources if you have follow-up questions later that day. It will also make it easier to follow any subsequent developments in the story. If they don't have a business card, be sure to write down the correct spelling of their name and get their phone number. Make sure you also know how to **pronounce** their name correctly.

Get in the habit, during your mic check, of asking your interviewee to both give you their name—spelling it as well and their title. That way, you have it ALL ON TAPE. It is the BEST possible way to make certain you have that information, and have it correctly!

We do have generic CNS business cards (you write in your individual names) for you to pass along to sources so they will know how to reach you.

Also, feel free to hand out our CNS-TV email address: **umtvdesk@jmail.umd.edu**.

SCRIPT WRITING GUIDELINES:
Reporters face daily (if not hourly) deadline pressures: good time management is vital. **Know how long it takes you to write and edit a PKG, VO or VO/SOT, and plan your day accordingly**. Not only will you be editing for the show, you will be uploading your package and script to the CNS TV website for CNS clients to use. In addition, you may be asked to turn your story into a wire version as well. So time management is essential!

Your goal: complete your editing and have everything ready for the show by NO LATER than 5:00. Period. Nothing else matters if you fail to make air and fill your slot. Only exception: breaking news which may require last minute changes.

You should begin thinking about and writing your story from the moment you get your assignment. Make notes throughout the day about your interviews and your video. You should give careful thought to the shots you need to get and try, as much as possible, to use *sequence shooting* to your advantage. When it comes time to put your package together you'll find, if you've stuck to the rules of sequence shooting, editing the package will go *much* quicker.

When you return to the newsroom after shooting screen and log your tapes, and **time** your sound bites **before** writing your script.

BE CERTAIN TO INCLUDE THE TIMES OF ALL SOT'S IN YOUR SCRIPT!!

All scripts are written on the ENPS system and include a lead-in, supers (CG's), SOT verbatims, and a tag.

Note: write your script directly **INTO the rundown for the show. BUT…drag a copy into your personal file as back-up. This will come back to haunt you should something happen and the script disappears from the CNS file, as happens EVERY semester!

You simply cannot back things up enough!

For the record, this should be your writing sequence for your package:

1. Write your package lead-ins **FIRST! NO EXCEPTIONS!**
2. Write your package (you MUST adhere to 1:30 time limit)
3. Write your tag IMMEDIATELY after completing the body of your story. Again, **NO EXCEPTIONS!!**

Once you finish writing your script, the instructor must approve it before you can begin editing. If changes are needed, rework your copy, and re-submit it for final approval.

**Scripts and rundowns are automatically recorded in the ENPS folder. You must include the TST for your package on the script along with the dates.

After your package is edited, it must be viewed and approved by a faculty member before it is dumped into the server for the show. NO exceptions. We'll go over this more in class.

As previously mentioned, straight packages usually run 1:30 in length. If your package is well beyond your target time, your story may be dropped from the newscast. If you fail to edit your package by the deadline it may be changed to a VO/SOT.

SHOW DEADLINES:
2:30-3:00 PM - ALL REPORTERS BACK IN NEWSROOM
3:30 PM - SCRIPT DEADLINE - approved script, ready to edit
5:00 PM - PACKAGE DEADLINE - ready for final approval
6:00 PM - PLACES – all positions manned on set and in control room (tapes cued and in master control, director run-through, equipment check
6:30PM – SHOW goes LIVE

THE SHOW
Maryland Newsline uses a dual anchor format and, as such, during the course of the semester you will have the opportunity to anchor as well as perform most of the duties required to produce a newscast. CNS students (along with show producers and volunteers) will direct, run audio, coordinate tapes (gather, organize and keep track of packages, VO's and VO/SOT's), operate studio cameras, run prompter and CG's, and floor direct.

CNS TV reporters will ALWAYS have the responsibility of running video for the show from Master Control.

NO ONE is excluded from taking on a production responsibility for the show. Because of the small size of our bureau we will be depending on volunteers to pull off the show. However, no volunteer will be allowed to take part in the production without having prior training.

After each newscast, we'll gather 'round the set to dissect and deconstruct the day's coverage. Afterwards, we'll begin reviewing coverage plans for the next day.

PARKING:
Parking at UMTV is at a premium. Should you get a ticket, it is your responsibility to deal with it.

TELEPHONES:
We have no office secretary or receptionist -- everyone is expected to share in answering calls and taking messages for each other. When answering calls to the newsroom, please use a professional greeting: ***"Richard Eaton Broadcast Center/UMTV Newsroom, this is [your full name]."*** When taking a message, be sure to get the caller's name, phone number, message, day and time of call.

If someone asks who we are, you may respond: "Capital News Service Television is a student-staffed news service operated by the University of Maryland's Philip Merrill College of Journalism. We cover state and local government, and other political and feature news with a specific focus on Maryland issues." Our weekly news program, *Maryland Newsline,* is produced at UMTV and airs on cable in an estimated 500,000 homes in Prince George's (Channel 73) and Montgomery (Channel 2) counties. In addition, our packages are picked up by some of the CNS clients for use on their websites.

JOURNALISM STANDARDS:
You are expected to abide by the university honor code and follow the highest ethical standards of journalism and scholarship. Any instance of plagiarism or fabrication will result in an automatic F for the course and a referral to the Office of Judicial Programs, with a recommendation that the student be expelled.

CODE OF ACADEMIC INTEGRITY:
The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit http://www.shc.umd.edu.

ATTENDANCE:

This has been addressed briefly before. But this is more specific to the University's policy: Regular attendance and participation in this class is the best way to grasp the concepts and principles being discussed. However, in the event that a class must be missed due to an illness, the policy in this class is as follows:

1. For every medically necessary absence from class a reasonable effort should be made to notify the instructor in advance. When returning to class, students must bring a note identifying the date of and reason for the absence, and acknowledging that the information in the note is accurate.
2. If a student is absent more than 2 times, the instructor may require documentation signed by a health care professional.

COURSE EVALUATION
As a member of our academic community, you as a student have a number of important responsibilities. One of these responsibilities is to submit your course evaluations each term though CourseEvalUM in order to help faculty and administrators improve teaching and learning at Maryland.   More information is at:
https://www.irpa.umd.edu/Assessment/CourseEval/stdt_faq.shtml.

A FINAL NOTE:
Any students with disabilities requiring special accommodations should talk to the Instructors privately.