

Broadcast Reporting

JOUR 3629-001, Fall 2021

Meeting: Tu/Th 9:40-11:05 a.m.

Room: MJ208

Prof. Jessica Jaglois

Email: jjaglois@memphis.edu

Facebook: www.facebook.com/jessicajaglois

Office Phone: 901-678-2853

Office Hours: Mondays & Wednesdays 11:30a-2p, Room MJ306

COURSE REQUIREMENTS

Catalog description

You will be introduced to the basics of broadcast news reporting: how to find a story, shoot, write and edit for TV news.

Prerequisites

JRSM 2121

Textbooks, Software and Required Materials

Air Words: Writing Broadcast News in the Internet Age John Hewitt

Equipment: An external hard drive on which to keep your stories (at least 250 GB)

Classroom format

Class will meet in person in masks. The course will include lectures and hands-on experience.

You will learn how to shoot, write, edit, conduct interviews, and be on camera.

ATTENDANCE: You get 2 free absences. After that, your grade will be affected (25 points deducted per absence). Do NOT come to class if you are sick. Talk to me PRIOR to the class you'll be absent and I'll provide a virtual link.

LATENESS: Make every effort to be on time. We WILL start on time.

CELL PHONES: Not allowed during class unless part of the lesson. Please put your phone on Do Not Disturb and put it away. Do not keep it on vibrate.

ASSIGNMENTS: News is all about deadlines, you must turn in assignments ON TIME. If you do not, they will not be accepted.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 3629-001 to enter your course and read the instructions on the welcoming page

Course Requirements

You will be expected to demonstrate your knowledge of how to put together a TV news story

and how to be a critical news viewer. You must show that you understand issues impacting our community and the news events that occur within it.

Grading Assignments: Half of your grade will be determined by attendance because you learn on the job in TV news. Every class will require either a physical assignment that will be discussed, or a pop quiz will be given on current news events. Your final project will be a package. However, before that package is turned in, you will be graded on its elements.

Grading

15 weekly pop quizzes	15 points each = 225 points total
15 weekly assignments	15 points each = 225 points total
Story pitch	100 points
VOSOT project	100 points
Pkg rough draft	100 points
Final Pkg	200 points
Total	1,000 points

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

Other issues

TV news requires fastidious accuracy and adherence to tight deadlines. However, the process also requires creativity. We will talk about how your learned experience can both help and hinder your storytelling. We will learn how to be critical news consumers. We will also get you as close as we can to becoming real TV news reporters/producers.

COURSE SCHEDULE

Week 1: Aug 24 & 26 - Introduction

--Advantages and disadvantages of broadcast journalism; who are you and where are you going?

Assignment due Aug 31: What are 3 issues affecting your community/neighborhood/family/life that you believe should be brought to light? Bring to class for discussion.

Due Sept 2: Chapter 1 in Air Words, and exercise 1A: record 0:30 of yourself on your phone talking about the story on Pg 8 as if you were speaking to a friend then type a verbatim transcript. Bring to class for discussion.

Week 2: Aug 31 & Sept 2: Broadcast News writing

--Basics of broadcast news writing: it begins with an idea; how to write conversationally

Assignments due Sept 7: For all 3 issues you chose, write down 3 people you should interview and why; 3 video elements that would tell the story; and 1 public document you think would support/negate the argument.

Assignments due Sept 9: Chapter 2 in Air Words, and exercise 2A (pg 17). Bring to class for discussion.

Week 3, Sep 7&9: Broadcast News writing

--Gathering story elements; brief, declarative writing while maintaining factual accuracy (write a VOSOT)

Assignments due September 14:

Assignments due Sept 16: Story pitch due

Week 4, Sep 14&16: Shooting workshops

--How to shoot: learn how to use the gear; shooting basics

Assignments due September 21:

Assignments due Sept 23:

Week 5, Sep 21&23: Shooting workshops

--How to shoot: interviews/standups; MOS and track

Assignments due September 28:

Assignments due Sept 30:

Week 6, Sep 28&30: Editing workshops

--How to use Adobe Premiere: ingest, cut, arrange video/interviews

Assignment due Oct 7: Completed VOSOT due

Week 7, Oct 5&7: Editing workshops

--How to use Adobe Premiere can't

Assignments due Oct 14:

Week 8, Oct 14: Journalism ethics

--Be a critical news consumer

Assignments due Oct 19:

Assignments due Oct 21:

Week 9, Oct 19&21: Sourcing

--Using social media to source; how to find information; approaching victims

Assignments due Oct 26:

Week 10, Oct 26&28: Broadcast News writing

--Producing and writing a newscast; managing a newscast

Assignments due Nov 2:

Week 11, Nov 2&4: Broadcast News writing

--How to write a package; how to include NATS and SOTS

Assignments due Nov 9:

Assignments due Nov 11:

Week 12, Nov 9 & 11: Standups and live shots

--How to tape a stand up; do a live shot

Assignments due Nov 16:

Assignments due Nov 18:

Week 13, Nov 16&18: Writing leads

--How to write an effective lead; what is clickbait?

Assignment due Nov 23: Package rough draft

Week 14, Nov 23: What not to do

Assignment due Nov 30:

Week 15, Nov 30: Show package rough drafts in class

*****Final project due Dec 9*****

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile

- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any

assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Fall 2021

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.