

# Broadcast Reporting II – Spring 2022

JOUR 4629/6629-001

Meeting: M/W 2:20 p.m. - 3:45 p.m.

MJ202

Prof. Jessica Jaglois

Email: [jjaglois@memphis.edu](mailto:jjaglois@memphis.edu)

Office Phone: 901-678-2853

Office Hours: Mondays & Wednesdays 11:30 a.m. – 2 p.m., Room MJ306

## Catalog description

Gathering, writing and presentation of news for television. Students will shoot, write, edit and voice packages for use in both the reporting and producing classes.

## Prerequisites

JOUR 3120/3629 and 3526

## Textbooks, Software and Required Materials

- Textbook: Broadcast News and Writing Stylebook - Seventh Edition
- Equipment:
  - An external hard drive (at least 250 GB)
  - Wired headphones for camera

## Classroom format

Class will meet in person in masks.

The course will include lectures and hands-on experience

ATTENDANCE: Each class is worth 10 points. **You will lose points after 3 absences.**

Do NOT come to class if you are sick.

LATENESS: Make every effort to be on time. **If you are later than 10 minutes, it counts as an absence.**

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. If, for some reason, you cannot turn in the assignment on time speak to me PRIOR to the late turn-in. For excused late assignments, 15 points will be deducted.

## Course Requirements

The goal is to come away with the understanding of how to effectively pitch a story, what elements you need to execute the story and how to put it all together for broadcast. We will learn how to find, write and shoot stories for TV news. Students will pitch stories, conduct interviews, shoot video and voice packages (PKGs) and VOSOTs. We will grow our understanding in what makes news and how to be factually accurate.

Objectives include:

1. to plan and execute video productions from concept to finished product

2. to improve videography with emphasis on composition, lighting, and technique
3. to understand the principles and practice of editing and other post-production issues
4. to understand elements of producing for both studio and remote field production
5. to improve those basic production skills necessary to achieve the above goals
6. to practice good grammar and solid writing skills with strict attention to accuracy, detail, and industry standards

### Assignments & Grading

You will turn 2 packages over the course of the semester: one hard news package (1:15-2:00 min) and one feature news package (1:15-2:00 min). There will be assignments related to the reading/newscast watching that will also be graded.

### Grading

Attendance (10 x 24 classes)	240 points
Hard News PKG	250 points
Story pitch: 25 points	
PKG script: 50 points	
Rough draft: 75 points	
Final: 100 points	
Feature News PKG	250 points
Story pitch: 25 points	
PKG script: 50 points	
Rough draft: 75 points	
Final: 100 points	
Newscast/Reading assignments (5 x 52 points)	260 points
<b>Total</b>	<b>1,000 points</b>

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%

## COURSE SCHEDULE

### Week 1, Jan 19 - Course Introduction

### Week 2, Jan 24 & 26 – Story ideas and Fact Checking

Primary/secondary sources and attribution

-Assignment due for Jan 24: Read Chapter 3

-Assignment due for Jan 26: News values assignment - Watch a local newscast and write down the first 10 stories that aired. For each, give me a slug name, the news values in each story, and why you did/did not think the story was newsworthy.

### Week 3, Jan 31 & Feb 2 – Writing and Story Forms

VOs, VOSOTs and PKGs

-Assignment due for Jan 31: Read Chapter 13

-Assignment due for Feb 2: Newscast Story Forms assignment - Watch a local newscast and write down how many VO's, VOSOTs and PKGs aired in the A-block. Tell me the slug for each story and what the story was about. (E.g.: Young Dolph Murder Folo, VO. The story showed a growing memorial for the murdered rap artist.)

#### Week 4, Feb 7 & 9 – 1 hour for each

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll shoot.

-Assignment due for Feb 7: Read Chapter 14

-Assignment due for Feb 9: Story idea due. Tell me your story idea in 25 words or less. You must have 2 interviews lined up (tell me who you're speaking with, why and when). Let me know where you're shooting video. You must use a primary source in your story so provide a link to that. If you use secondary source, link to that as well.

#### Week 5, Feb 14 & 16 – 1 hour for each

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll write.

-Assignment due for Feb 14: Read Chapter 10

-Assignment due for Feb 16: Chapter 12; Write in and out of soundbites assignment: Do exercise A #1-8 on pgs 174-176

#### Week 6, Feb 21 & 23 – 1 hour for each

MMJs must be able to shoot, write and edit a package in 3 hours. This week we'll edit.

-Assignment due for Feb 23: PKG script due. Your video and interviews must be shot.

#### Week 7, Feb 28 & March 2 – Watching and Feedback

We'll watch our in-class VOSOTs and package rough drafts

-Assignment due for March 2: Edited rough draft due

#### Week 8, Spring Break!

#### Week 9, March 14 & 16 – Ethics and Verifying

Ethics discussion, attribution refresher and watch final drafts

-Assignment due for March 14: Read Chapter 1

-Assignment due for March 16: Final draft due

#### Week 10, March 21 & 23 – Writing Revisited

-Assignment due for March 21: Read Chapter 6

-Assignment due for March 23: Read Chapter 7; Do exercise C on pg 95

#### Week 11, March 28 & 30 – Interviewing

How to approach people and how to interview effectively

-Assignment due for March 28: Read Chapter 5

-Assignment due for March 30: Feature story idea. Tell me your story idea in 25 words or less. You must have 2 interviews lined up (tell me who you're speaking with, why and when). Let me know where you're shooting video. You must use a primary source in your story so provide a link to that. If you use secondary source, link to that as well.

#### Week 12, April 4 & 6 – Story pitches & guest speaker

-Assignment due for April 4: Read Chapter 8

-Assignment due for April 6: Attribution assignment - Watch a local newscast and for the first 5 stories, write down two examples of how information was attributed. For example: "POLICE SAY THE MAN STABBED FOUR PEOPLE BEFORE RUNNING AWAY."

#### Week 13, April 11 & 13 – Writing Revisited II

-Assignment due for April 13: PKG script due. Your video and interviews must be shot

#### Week 14, April 18 & 20 – Tracking & Standups

Nailing your "reporter" voice and active standups

-Assignment due for April 18: Read Chapters 9 + 11

-Assignment due for April 20: Rough draft of PKG due

#### Week 15, April 25 & 27 – Wrap up and watch final stories

-Assignment due for April 27: Final package due

## 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

Students 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 or community support.

### 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](mailto: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](mailto: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 Spring 2022

- 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.