

# TV News Producing

JOUR 4639/6639-001

MW 2:20-4:20 p.m., MJ 208, 212

Spring 2022

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## COURSE REQUIREMENTS

### Catalog description

Producing, writing, editing and using electronic equipment to assemble a television newscast; emphasis on performing the various tasks in a working newsroom.

### Prerequisites

JOUR 4639 (TV News Writing/Reporting)

### Textbooks, Software and Required Materials

No books to buy, but there will be occasional reading—chapters and articles—assigned by the instructor. These will be announced in class and distributed via email or Canvas.

Required: A portable external hard drive, 500 GB. Universal for both Mac and PC.

### Classroom format

After a month of training and prepping, this course will work like a newsroom to build your skills in producing television newscasts and content for those shows. Each student is expected to write, produce, perform studio work, and generate content for their classmates. Producing is all about communicating clearly and organizing effectively. Demonstrating these skills is how you'll be judged and what your grade is based on.

### Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
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 4639 - 001 to enter your course and read the instructions on the welcoming page

## Course Requirements

### *Producing*

Each student will help produce a 30-minute newscast for Tiger News. As the producer, you will be

expected to stack the show and manage your news team. This responsibility involves two parts: (1) in the lab, selecting and assigning stories, writing teasers and opens/closes, editing scripts, and checking video; (2) in the studio, communicating with anchors and crew members, working closely with the director, and insuring that the show starts and ends promptly.

Before going into the studio you need to deliver hard copies of the scripts to share with the news team: yourself, director, audio, TelePrompter, anchor, floor director, assistant director, tape operator, professor.

Professional development involves accountability. After the newscast, you will evaluate each member of your team, paying particular attention to hardworking people who went above and beyond to help make the show a success—or people who dropped the ball and failed to deliver.

### ***Other Assignments***

When you are not producing a show, you will be assigned specific duties as part of this news team: writing stories, shooting and editing video, and performing one of several critical roles in the studio (the prompter or CG, e.g.). Afterward, your producer will evaluate your performance in writing and turn it in to the instructor. Exemplary service and team spirit will earn you extra points. Failure to perform your duties will result in a lower grade.

### ***“Spotlight” Producing (Optional)***

For their own or others’ newscasts, students may invite, research, and interview a guest speaker as part of a taped segment called “Spotlight.” This is a different type of producing but an important and increasingly popular feature of many news programs. You will work with the producer to determine the length, placement, perhaps even the approach within the show, but these will generally run two to three minutes. The guest and the topic must be approved in advance by the instructor. A successful segment will garner extra credit points. It also looks great as part of a résumé reel.

### ***Portfolio***

Students must update the portfolio they created and developed in earlier skills courses with content from this course—packages, stand-ups, anchoring, or Spotlight interview segments.

## **Grading**

You will work as a television station news department. That means a great emphasis on teamwork. If the newscast fails, you all fail. If it succeeds, you all succeed. Help one another.

- 15:00 newscast 30%
- Assignments 30%
- Participation/Attendance/Attitude 30%
- Portfolio 10%

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%

## Graduate students

Graduate students taking this course will also write a 10-page paper based on two books, approved in advance by the instructor. Grading for these students will be organized as follows: quizzes (10%), rundowns and teases (20%), newscast analyses (20%), packages (20%), portfolio (10%), paper (20%).

## Other issues

One of the key qualities you should leave a professional program with is . . . professionalism, which means being competent, yes, but also being hardworking and dependable. Can your coworkers trust you to get the job done right and on time? Are you reliable? Can you be counted on to keep your cool and still perform well?

Deadlines are sacrosanct in journalism, television in particular. So be prepared, get organized, plan ahead, communicate clearly, complete your work, and show up on time.

We are producing something for public consumption, something that affects not only your reputation but our image as a university. Please act accordingly.

## COURSE SCHEDULE

### *Week 1, Jan. 19: Introduction*

Broadcast terms, writing, scripting, Rundown Creator

### *Week 2, Jan. 24 and 26:*

Readings: "Producing," *Broadcast News Handbook*

Quizzes: Q1 on chapter, Q2 on broadcast terms.

**Meet in broadcast studio (CCFA 130) on Wednesday (Jan. 26).**

### *Week 3, Jan. 31 and Feb. 2: Newscast analysis and construction*

Newscast analysis #1 due

**Anchor auditions on Wednesday (Feb. 2).**

### *Week 4, Feb. 7 and 9:*

### *Week 5, Feb. 14 and 16:*

**SHOW 1 (Feb. 16)**

### *Week 6, Feb. 21 and 23:*

**SHOW 2 (Feb. 23)**

### *Week 7, Feb. 28 and March 2:*

**SHOW 3 (March 2)**

### *Week 8, March 7 and 9*

No classes: SPRING BREAK

*Week 9, March 14 and 16:*

**SHOW 4 (March 16)**

*Week 10, March 21 and 23:*

**SHOW 5 (March 23)**

*Week 11, March 28 and 30:*

**SHOW 6 (March 30)**

*Week 12, April 4 and 6:*

**SHOW 7 (April 6)**

*Week 13, April 11 and 13:*

**SHOW 8 (April 13)**

*Week 14, April 18 and 20:*

Portfolios

*Week 15, April 25 and 27:*

Wrap-up. Resume reels

## 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.