RTV 440 Broadcast & Digital Journalism, Summer II 2015
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E-mail sent to any other e-mail address or through Engrade will not be read
Office Hours: TWR 1:00-2:00 pm

COURSE INFORMATION

Text: Television Field Production and Reporting, 6th edition, F. Shook et al.

Course Description: Broadcast & Digital Journalism: A study of broadcast news practices. The basic rules of broadcast news writing will be reviewed and stories will be will be written and delivered based on television styles. Studio and newsroom procedures will be examined.

Student Learning Outcomes--Through readings, instruction, practice, and projects:
• The focus of the course is toward establishing for the student an understanding of
 producing and reporting for TV news.
• Students will learn or improve upon skills in writing, shooting, editing, and reporting
 news stories for television.
• In accordance with the university's QEP initiative, students will develop greater understanding
 of their relationship to an interconnected global world.
• Students will gain understanding of the deadline issues involved in the news business.
• Students will gain skills in the production of a live TV newscast.
• Students will learn components of electronic delivery of news beyond TV reporting—
 including radio news and Internet news creation and distribution.

COURSE REQUIREMENTS

Grading policies, Projects:
THE GRADED NEWS PROJECTS FOR RTV 440 ARE:
• At least 3 news training news stories: one as a VO, one as VSV and one as a package
• At least 2 news final quality news stories: one as a VO, one as VSV and one as a package
• Projects require submission of scripts, shooting and editing, and meeting deadlines. Missing any part of a project will affect the acceptance status and grade. Scripts must be submitted complete, typed, and in the assigned format to be counted as being submitted. **You must work alone when shooting or editing, except when specifically approved in writing by the instructor or as specified by a particular project.** You are also graded based on editing training and skills. **Further project guidelines and expectations are at the end of the syllabus.**
• All stories must be done as assigned in order to receive a passing grade (more below)

Project Requirements: The required production projects must be completed and accepted for the student to receive a passing grade in the course, regardless of points accumulated. Specific criteria

for each project will be made available in class and/or via the course web site.   A project not turned in on time will be late regardless of the reason—please **do not ask me for ways to resolve your deadline problems**; it is your responsibility to meet the deadline regardless of technical or other problems. Grading criteria of projects will be made available on the course web site. Ask in class if you are ever in doubt.   REMEMBER—no late work! See the week-by week assignment guide for due dates.   If you miss any part of the deadline (script, raw footage or final project), you lose a minimum of 50% of the points from the project grade. You are expected to have shooting, editing & writing skills before starting this class. It is up to YOU to find ways to resolve deficiencies related to news story work. For each required story, you must do it correctly (as assigned) or it is subject to receiving no points—a zero, or very low points—not just a failing grade. Projects graded FF have 'Fatal Flaws' indicating the story is unsuitable for broadcast.

Exams, Daily Work, Quizzes: Quizzes: Each student must log in and take online Chapter Exams listed on the course outline. You must have read and studied the associated chapter before taking the exam in order to be able to answer each question quickly. Making a high grade on an online exam then making a very low grade in a matching in-class exam will lead to possible cheating investigation—online exams must be your own work and representative of your own knowledge. Taking every quiz is required--missing quizzes and/or low grades on the online quizzes will reduce your Daily Grade. Quizzes will each have a window of time available and cannot be made up if you miss that window. Technical or connection issues will not change this—don't wait until the last minute to try to do the quizzes. **Major Exams**: Three exams, primarily based on short-answer, T-F, and/or multiple choice questions, plus a similar-style comprehensive and production project final. Test questions will be based on textbook content and class content. No make-up exams will be given except in a dire emergency and then only if the instructor is contacted in advance. Documentation verifying the cause of the absence would be required; make-up format would be essay and listing. Any in-class or assigned writing will be included in the Daily Grade and may not be made up if missed. Missing online quizzes noted above will also affect your Daily Grade.

Grade evaluation: Section & Mid Term Exams.....3 @ 100 points each..... 300
                     News Story Production Grade………………………… 400
                     Quizzes, Daily Grade, Attendance, Participation…….. 100
                     Final Exam (production and written)........................... 200

GRADE REQUIREMENTS:
  "A"—900+   "B"—800-899   "C"—700-799   "D"—600-699
Missing any required deadline for any story means the story may no longer receive a grade. Grades & general grade averages will be on Engrade.com – be sure you get access code. Students are responsible for checking their own grades – grades will not be brought to class. **Note**: Grade as posted on Engrade is always an unofficial estimate. Each student will be given information on how to check grades on Engrade and is responsible for checking their own grades.   **ALSO NOTE**: Random chapter quizzes will be done without notice in any class for which assigned reading should have been done. You lose 10 points from your Daily Grade for each grade on these below 70.

COMMUNICATION AND SUPPORT

Faculty / Student Commitment:
• To accomplish the course objectives, the instructor will be in class on time, and

prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with the instructor in his office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or e-mail.
- **The keys to success in this class:** Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.
- Each student must provide a ream of paper to supply the PAC 117 mini computer lab

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COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance and participation: See www.time.gov for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your point total starting with the 3rd hour late / absence, including late return from mid-class break. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Note: Very occasionally, an emergency break might be needed. If this occurs, feel free to leave without penalty, and simply remind me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. You should expect to have no more than one of these per semester. A major component of the Daily Grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as newscast work, violating stated course policies, any inappropriate talking during class—including production times, disrupting class, late arrival, and not taking notes in class. Children or other guests are not allowed in classes.

IMPORTANT: STUDENTS WHO MISS MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.

UNIVERSITY ATTENDANCE POLICY13.99.99.R0.01 Class Attendance – "Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi." Students are responsible for reviewing remaining university attendance policy elements.

Academic Honesty: If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student's Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else's work as your own and/or not crediting others' work. Work submitted will be checked via an

Internet search including www.turnitin.com for each submission. Using work you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Courtesy Rules regarding Cell Phone and Computer Use
Cell phones: As a courtesy to your teacher and to your classmates, please make sure at the beginning of each class period that your cell phones are silenced and put away. Any texting or similar behavior in taking out your phone without explicit advance approval during class will result in you being counted absent for the day and loss of 100 points to your course grade each time.
Laptops and tablets may only be used in class on days we will need to work on computers.
I will let you know ahead of time what days you can bring a laptop or tablet. All other days, you should take notes by hand. Studies show that students who take notes by hand remember more and have a deeper understanding of the material than students who use a computer to take notes.
No use of any electronic device during class. Any electronic device (computer, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class.
Each time you check your phone, your phone rings, you load a web page, or any other activity that has not been approved, up to 100 points is subject to being deducted from your grade.
Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline.
IMPORTANT NOTE: You must create a Google Drive folder and share it with demarsmedia@ gmail.com – all scripts must be placed in your Google Drive folder by the deadline.
Deadlines: Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due for class, or as noted for news story pre-production and production. Work submitted incomplete will be marked as not submitted. Work not submitted on time is subject to being graded for credit only—no points—and class grade reduction.
Behavior: "Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education." -- Texas A&M University System Student Rights and Obligations

"All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures,12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty
Anyone who persists in disruptive behavior will be permanently removed from class.

A few other words and restatements on classroom behavior:
- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.
- Take notes. You won't accomplish much by just being here to warm the chair.
- You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave. You MAY NOT have food or drinks in the editing rooms or during TV studio productions at any time. You will receive a 100 point course grade reduction for each instance of violating this policy.
- Read assigned readings in advance. Be prepared to talk about them.

Changes to syllabus: I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.
ACCOMMODATIONS FOR DISABILITIES: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library Room 132. Phone (903) 886-5150 or (903) 886-5835. Email: StudentDisabilityServices@tamuc.edu

EARLY INTERVENTION FOR FIRST YEAR STUDENTS: Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

TENTATIVE COURSE OUTLINE / CALENDAR – more detail at www.tonydemars.com

Detailed outline and readings at course web site: http://www.tonydemars.com
Week 1 7/13 – Read Introduction of text and Chapter 1.   Shooting & Editing training.
Week 1 Day 2 – Read Chap. 9 and Appendix A; Begin Story #1; Shooting & Editing training.
Week 1 Day 3 – Read Chap. 4. Beats & Producing. Create and share Google Drive folder.
Week 1 Day 4 – Read Chap. 3, Exam 1 at 11 am. Story 1 (VO) due by Friday. Reporting steps.
Week 2 7/20 – Read Chap. 7; Story 2 script due by 10 pm Sunday (previous night).
Week 2 Day 6 – Read Chaps 6 & 8; Story 2 (VSV) due by Friday.
Week 2 Day 7 – Read Chaps. 10 & 12. PKG script due by 10 pm Friday.
Week 2 Day 8 – Read Chap. 5. **Mid Term Exam next Monday.**
Week 3 7/27 – Read Chap. 2 AND other NPPA reading assignment. Newscast practice.
Week 3 Day 10 – Read Appendix A & B. Story 1 due. **Final draft script due with each story.**
Week 3 Day 11 – Read Appendix C. Newscast practice.
Week 3 Day 12 – Read Chap. 11; PKG due by Friday. Exam 3 next Monday.
Week 4 8/3 – Exam 3; Final review of VSV and PKG styles; VSV & PKG assignments
Week 4 Field Work – TW: VSV Thur-Fri: PKG (no class meeting TWR); Read Chap. 13.
Week 5 8/10 – Read Chap. 14 and overview of Texas PI ACT. Shoot extra stand-ups.
Week 5 8/11 – Re-edit VSV into PKG; Newscast practice.
Week 5 8/12 – Read Chap. 15.
Week 5 8/13 – **Final Exam** at scheduled time

NEWS STORY PROJECTS, FURTHER GUIDELINES:
1. Specified time and content requirements must be followed for project credit.
2. If you fabricate content or violate legal newsgathering practices, you will fail the course. You must fill out and turn in accurate information for everyone you speak with about a news story, and you must include accurate first and last names of everyone included in a news story.   NOTE: Even after completing this course, your

grade will be changed to an 'F' if is discovered that you fabricated any content in any news story.   Academic Honesty: See the Student Handbook. Every person used in your story must be connected to the story -- no 'man on the street' commentary sound bites **and no acquaintances** may be used in a story.

3. Material must be air quality, suitable for broadcast--content, style, and pronunciation.
4. A project that does not fit air quality guidelines will receive a negative (D grade or lower) evaluation. Negative evaluation with ANY of the following errors: bad audio, bad lighting, shaky shot, weak story content, missing required story/visual content (e.g. 2-shot, reaction shot, stand up, lack of sequences), unapproved story, editing error, script error, labeling error, digital file name error, plus others as noted elsewhere.
5. Your voice and talent must be the only ones used during all productions.
6. All video and scripts should be your own original work done at the time of the assignment during this semester. Typed and appropriate scripts must be submitted with each story as assigned (and shared and emailed as .doc attachment). Rough draft scripts and final draft scripts must be properly shared in Google Drive.
7. Be sure to turn in each assignment properly labeled and as assigned. Stories with all supporting materials must be turned in as described in class by the assigned deadline for credit. Any missing required item means story is marked not submitted.
8. No jump cuts, shaky shots (use a tripod!), bad lighting, bad audio, or date stamps. These will be marked as Fatal Flaws (FF); story may be marked as not submitted and with course grade penalty. All sound bites must be close miked, with lapel mics only.
9. Remember, LATE NEWS is an oxymoron. **Turn in scripts and projects** ON TIME.
10. ACCUMULATE YOUR PROJECTS on computer and tape or as digital files and save your scripts as the semester progresses.
11. Tape: use 1 or 2 mini-DV tapes for shooting RAW FOOTAGE, and dedicated flash drive for your EDITED STORIES.   Do not submit a news story without proper labeling or on a raw footage tape. You will turn in your raw footage AND your story. You must also correctly transfer your story to the server and upload it and verify it in both locations.
12. You may do a feature during the semester **only with approval.** A feature may be generally described as 'about it/them' while a straight news story is 'what happened/what is happening/what will happen.' Features must be packages.
13. Each VO-SOT-VO must have VO with b-roll, a sound bite, followed by more VO. These must be submitted as described in class. Any one SB MUST be : 10-:16 long. Your sound bite must start with :02 silence or nat sound only before the audio of the sound bite starts. A double SOT VSV story may be done based on specific instructor approval and production direction.
14. Every package must have two separate interview subjects used and a minimum of three sound bites within the story. Accurate CG name/location/title information must be on the script and produced story. CG must use assigned template. VSV of the same story may use the same sound bite guest but a different sound bite than used in the package or is marked as not submitted. Sound bites may be no more than :30 total of a package.
15. Every package must have one stand-up and no more. A SU close must be the story close followed by **our standard outcue**: "Bob Smith, KETV, Mane Media News." SU Bridge is best--if done correctly. Lapel mic only on stand-up. **Proper attire on SU**.
16. No stock footage in any news story. Shoot new footage for each new story you do. No one else may shoot your video and you may not use video shot for any other

purpose. You will fail the course if anyone helps you create any news project.

17. Begin your process of covering news by checking beats. ALWAYS ADD NEWS TOPICS TO THE ONLINE NEWS TOPICS LIST BY THE ASSIGNED DEADLINE.
18. On packages, video must start :02 before audio starts. Hold your final shot after the audio ends for a minimum of :05, then black only. VSVs must have one continuous-shot :20 video pad after the timed sequences of Tape 1 and after the timed segment of video that follows the sound bite on Tape 2. All pads on these must be one continuous visual, not a series of edited shots. (story is rejected if pad is not done correctly). The pad VSV shots must a wide shot that relates to the story's content, and you may not use the same shot for both pads.
19. Submit one typed script in final draft quality with each news story submitted. A .doc / .docx version must be e-mailed to rtv_news@yahoo.com by due time.   Rough draft script is always due as assigned; final draft script and story by 5 pm of due date. At the time of submitting the final draft, all source/verification material must be turned in as a hard copy.
20. Department topics or people only with approval. Never use friends/acquaintances as news sources. If you do, it will count as fabricated content (see item 2 above).
21. Shoot all video in SP speed, 16 x 9 aspect ratio and with audio set to 16 bit. Use autofocus only as discussed in class. Never shoot in 24 frame mode or with any digital effects. Most transitions in news stories are cuts. Be sure camera 'white balance' is set correctly.
22. Photography is the art of capturing and controlling light. If you shoot in a low-light situation, you must still have enough light on the subject to be seen. Take field lighting gear to shoot.
23. You must make advance contact for each event you cover so the organizers know to expect you. Some events may not be public or may not be feasible to shoot as a news story. As soon as you select a story, you must immediately confirm that it will be an available event to shoot.

AND SOME NPPA-style News Tips:
1. Find a way to care about your story and storytelling in the news. If you don't care, no one will.
2. Have a plan.. If you go out shooting wildly, someone will get hurt--YOU.
3. Reporting is like being lectured; storytelling is like recess. Do storytelling.
4. Don't try to cram 100 pounds into a 10-pound bag; find your story focus & stick to it.
5. Nat sots grab 'em and keep 'em--nothing tells a story better than three seconds of meaningful natural sound.
6. Throughout the story, build your report around sequences.
7. Stop writing occasionally and let two or three seconds of compelling action occur without voice over.
8. Your close should be so strong that nothing else can top it.
9. Build in surprises. The secret to doing it well is the set-up.
10. Tell your story through people. Very few shots should be without people in them.
11. Prove your focus with video and sound.
12. 'A trailer has burned down' is not a story focus, because it fails to meet the 'so what' test. "The trailer burned because the walls are full of flammable insulation that is dangerous for others" describes the larger issue and makes the story compelling.
13. Action and reaction are critical components in the visual storytelling process. The reaction makes it memorable. Show reaction in every story.
14. **<u>Recheck NPPA Tip #1</u>**