

**Michigan State University**  
**JRN 403: BROADCAST NEWS II**  
**Spring 2005**  
**Mondays and Wednesdays 12:40pm –2:30 p.m.**  
**243 Communication Arts**

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TV I ab. 355.4463

**Textbook** (Required)

- Frederick Shook, *Television Field Production and Reporting*, Fourth Edition. Addison, Wesley, Longman: New York. 2005.
  - JRN 403 Coursepack available at The College Store in Hannah Plaza.
- ✓ Readings should be completed before the class session of the day they are listed.

**Required Class Materials**

- Earphones with mini-plug for the camera.
- A ¼” stereo adapter for edit bays.
- Tapes - 3 Sony DVCAM tapes. These tapes may be purchased at University Stores.

***DV Cam Tape Purchase Info from University Stores***

14295900 Videocassette, Digital. 184 Minute. Professional Series. Sony SO-PDV184N	\$32.61
14296000 Videocassette, Digital. 124 Minute. Professional Series. Sony SO-PDV124N	\$26.99
14296100 Videocassette, Digital. 94 Minute. Professional Series. Sony SO-PDV94N	\$24.39
14296200 Videocassette, Digital. 64 Minute. Professional Series. Sony SO-PDV64N	\$18.10

- *Suggested for this class*
- The University Store is on Service Road, right across the street from the University Housing Building near Harrison Road. Go to the counter with your Student ID and they will sell you the tapes directly. They also take checks.

**Course Objectives**

JRN 403 (Broadcast News II) extends the broadcast news instruction of JRN 306 into the television news process. A principal objective of the course is to teach basic news gathering, scripting, editing and production skills for television journalism. Although you will re-visit some of the broadcast news reporting standards taught in JRN 306, the focus of JRN 403 is reporting, shooting and linear editing of television news stories with an appropriate theoretical underpinning.

While the course is designed primarily to prepare students for work in television, the concept of communicating with video is also important for students planning careers in online journalism, corporate communications, public relations, advertising, education, or any other field emphasizing clear thinking and competency in using visuals and sound in the communication process.

### **Additional Goals**

- To develop interesting story plans that inform audience members about important issues and events in their community.
- To thoroughly research these story ideas using a variety of sources.
- To creatively visualize these ideas for television, including the ability to shoot and edit video tape.
- To write thorough, clear and conversational accounts of these stories that effectively blend words and pictures.
- To produce these stories in a broadcast-quality fashion.

### **Course Organization**

There will be a combination of lectures, group discussions, hands-on exercises and news writing exercises done in class. All broadcast scripts must be **TYPED** according to format guidelines. Computer access is available during class and at open Communication Arts lab hours.

### **Course Rules**

1. There will be no eating or drinking in the editing bays or near computers in class.
2. Do not wait until the last minute to edit your projects. This course requires many outside class hours. If you wait until the last minute, access to a camera or editing bay may be difficult to obtain.
3. You can only sign up for 4 hour increments for use of the edit bays and camera equipment. Special permission is necessary for overnight shoots. Reservation privileges may be revoked if you abuse the sign-up system.
4. Disruptive behavior during class may impact your final grade. Students are required to turn off their cell phones and palm pilots during scheduled class times. Computer monitors will be turned off unless being used for in-class assignments. **If a student's behavior is so disruptive that it interferes with the teaching and learning process, the student may be required to leave the classroom and may be referred to the student judicial affair's office for a disciplinary hearing.**

### **Assignments**

#### **→ Story Plans/Class Pitches**

One of the basic skills broadcast journalists need is the ability to select and develop story ideas. This is often challenging for beginning journalists so we will devote time in class to discussing possible stories and story treatments.

You are required to pitch and submit proposals for stories you would like to work on this semester. Each proposal will give you a chance to develop an idea, justify the story in solid journalistic terms, discuss visualization, and contact sources. I'll provide you with a form to help you organize your thoughts and materials. Your story plans must be typed and turned in after they are presented in class. They will be graded.

#### **→ Outside shooting and reporting**

In addition to other class activities and exercises, each of you will be responsible for shooting, writing, and editing one VO/SOT and two news packages.

When students pick up the cameras and go off to shoot news stories, they often forget the camera is not a reporter. The camera is fine as a reporter's tool, but if you rely on it to do the reporting for you,

you'll come back from a shoot without the information you need for a good, solid news story. To help you avoid this pitfall, you will be required to do the reporting before you shoot your story.

That means gathering facts, reading background information, interviewing people and visiting the scene where you will actually do the shooting. Students will be required to turn in a brief topic memo with specific information on the story, including details of what video they intend to use in telling the story. This memo is due the week before your VO/SOT or package due dates and represents your commitment to do that specific story. ALL story topics must be approved by me in advance.

## → Examinations

There is no mid-term or final examination in this class as the emphasis is geared toward skill building, but there will be a series of quizzes on the readings, handouts, lecture materials and class discussion. There are NO make-ups allowed for missed quizzes. Quizzes will resemble mini-exams.

## Grading

Only a portion of the work in this course will be graded. That means you can experiment, make mistakes, and see what works and what doesn't. To be successful in this course, you need to work hard on the ungraded assignments as well as on the graded ones. Ungraded assignments are still required and receive a mark of satisfactory or unsatisfactory. However, any ungraded assignments not completed and turned in will be calculated as a zero in the graded assignment category.

Classroom Participation	5 points
Graded assignments, Story plans	Points vary
Montage	10 points
Primary VO/SOT	15 points
Package #1	20 points
Package #2	25 points
Final Group project	15 points
Quizzes	30 points

Graded assignments are a test of how well you understand the concepts and skills we will work on this semester. The following guidelines give you an idea of the standards I use to calculate grades:

- \* 4.0 (93-100%) Excellent. Fulfills or exceeds all requirements of the assignment according to established guidelines.
- \* 3.5 (87 – 92%). Very Good. Fulfills most of the requirements of the assignment, but there are some errors in writing, shooting, or editing techniques.
- \* 3.0 (80 – 86 %) Good. Fulfills most of the requirements, but significant errors in writing, shooting or editing.
- \* 2.5 (75 – 79 %) Average. Completed assignments, but student did not master assignments or concepts.
- \* 2.0 (70 – 74%) Below Average. Assignment completed, but the student has not grasped the concepts needed to master the assignment. There are several errors in writing, shooting, or editing techniques.
- \* 1.5 (65 – 69 %) Poor. Assignment not completed satisfactorily. Student has a poor understanding of material.
- \* 1.0 (60 – 64 %) Very Poor. Assignment is not completed satisfactorily. The student who has a poor understanding of the concepts. Writing is poor; shooting or editing techniques are unacceptable.
- \* 0: Failure. Assignment not completed or the student shows a complete lack of understanding of the concepts required for this assignment.

## Rewrites

Because the goal of this class is to help you learn how to write, shoot, and edit stories, rather than punish you for making mistakes, you will be able to rewrite and/or re-edit some of the graded story assignments. Rewrite grades will be averaged with first-draft grades. Rewrite opportunities include the primary VO/SOT and the two packages.



All rewrites are due one week after the graded stories are returned in class. Late rewrites will not be accepted. To qualify for a rewrite, your first draft must be turned in on time.

You must turn in the original critique sheet and script along with the revised script in order to receive additional credit.

There will be no opportunity for a rewrite on the Group feature exercise.

You are working towards a resume tape. This means showing up for editing and reporting assignments on time and dressing appropriately for all on-camera appearances. Professionalism also means meeting deadlines.

**Each late assignment will be marked down one letter grade for each day it is turned in after the assignment deadline. That means, anything more than four days late is a ZERO.**

Teamwork is an important part of this course and in broadcasting generally. Cooperation and respect toward other students is important and encouraged. Your grade on the group assignment depends on the cooperation of team members. Reports of non-cooperation or laxity by other members of a team could seriously affect your final grade in the course.

### **Mandatory Attendance**

Since this is primarily a skills course, attending class is critical for your success. Students who are habitually absent slow down the learning process for the rest of the class. Consequently, there will be a serious grade penalty attached to absences.

You will be allowed 1 "free" absence from class, which requires no written or verbal excuse. You are still responsible for information covered and assignments due during those class days, but no grade penalty will be attached.

For EACH additional unexcused absence beyond the 2 "free" days, your final course grade will drop by a half letter grade or .5 on a 4.0 scale off of your final grade. Tardiness is unacceptable in broadcast news. You will be allowed 2 "free" late days, but no more than 10 minutes late or it will be counted as an absence. If you are late more than two days, you will be docked 1.0 point from your final grade. I will make an exception if your class is a long distance away. You must provide me a copy of your class schedule before I allow this exception.

I also understand that legitimate reasons for absences do occur and I am willing to discuss your individual situations. However, the rule of thumb is, I need written documentation in order to excuse an absence. This would include a physician's notes for an illness, written confirmation for university sanctioned absences, such as athletics or conference travel, etc.

Time off for work, leaving early or returning late from Spring Break or doing your news interviews during class time **ARE NOT** excused absences, so make your plans accordingly.

### **Editing Lab Hours for Spring 2005**

Monday - Thursday: 8 am - 10 pm  
Friday : 8 am - 5 pm  
Saturday & Sunday: Noon - 10 pm

The lab will be closed during Spring Break. Please report any equipment problems to the College Technical Staff **immediately**. This includes computer problems in the classroom and television cameras and editing equipment in the DMAT lab area. The URL is:

**<http://www.infotech.cas.msu.edu/help.html>**

### **Notices:**

1. Incomplete: An Incomplete will not be given in this course barring extreme emergency such as medical certification by a physician or similar reason. Certainly, no incomplete will be given in lieu of a failing grade.
2. Academic Honesty: Students are expected to do their own work on all assignments. Students who cheat, fabricate or plagiarize will receive a 0.0 on the assignment and may fail this course. Plagiarism means the appropriation of another person's ideas, processes, results or words without giving proper credit. Article 2.3.3. of the *Academic Freedom Report* states that "the student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, the School of Journalism adheres to the policies on academic honesty as specified in General Student Regulations 1.0, *Protection of Scholarship and Grades*, and in the all-University Policy on *Integrity of Scholarship and Grades*, which are included in *Spartan Life: Student and Handbook and Resource Guide*.
3. Accommodations for Disabilities: Students with disabilities should contact the Resource Center for People with Disabilities to develop reasonable accommodations. For an appointment with a counselor, call 353-9642 (voice) or 355-1293 (TTY). <http://www.rcpd.msu.edu/Home/>
4. Dropping this Course: The last day to add this course is the end of the first week of classes. The last day to drop this course with a 100 percent refund and no grade reported is Feb. 4<sup>th</sup>. The last day to drop this course with no refund and no grade reported is March 2nd. You should immediately make a copy of your amended schedule to verify you have dropped this course.
5. Religious Observance: If you wish to be absent from class to observe a religious holiday, please make arrangements with me *in advance*.

### Course Schedule

<b>Monday, Jan. 10</b>	Welcome to JRN 403! Explanation of course organization, requirements, and expectations. Watch and discuss <i>The Other Side of the Newscast</i> . Television Scripting.
<b>Weds., Jan. 12</b>	Broadcast Newswriting Style. Watch and discuss <i>Focal Point</i> . In-class writing. Style refresher. ➔ Reading: Coursepack - Broadcast Style (Appendix A), pp. 239-243. Writing Basics (Appendix B). pp. 245-266. Writing Conversationally (Ch. 2), pp. 23-41.
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<b>Monday, Jan.17</b>	<b>No MSU classes</b>
<b>Wednesday, Jan. 19</b>	Active-passive voice problems. In-class writing. ➔ Reading: Coursepack - Words that Matter (Ch. 4), pp. 55-63. Audiovisual Linkage (Ch. 5), pp. 65-80. Assign News Judgement Exercise
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<b>Monday, Jan. 24</b>	Telling the Visual Story. Framing, Angles, and Shots. Camera operation. Assign First Assignment Groups. ➔ Reading: Shook - Introduction and Chapters 1 & 2, pp. 1-54.
<b>Weds, Jan. 26</b>	Camera care tips, stance, 180-degree rule, Jump Cuts, Rule of Thirds, Screen Space, HDTV. Planning the story, turning the idea into a visual story. Explain Story Plans and Story Pitch Assignments. Tour the TV lab area (DMAT 134). - <b>Sign-up for cameras (Feb. 2 ) and editing lab time (Week of 1/31)</b> - <b>Each camera group will reserve their camera for Wednesday</b>

➔ Reading: Shook - Chapter 3, pp. 55-75.

**News Judgement Due:** Visit with 4 people with backgrounds different from your (only one can be a student) Ask them which topics the news media should cover. Be specific! Also get name, spelling, age, possible contacts for their story idea and their phone number.

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**Monday, Jan. 31** Technology staff guest lecture. Shooting in sequences. Linear Editing (Insert v. Assemble). White Balance. Assign First Assignment (Montage)  
➔ Reading: Shook - chapter 4, pp. 76-97

**Weds, Feb. 2** Video shooting (remote camera) practice exercises. Groups should go directly to the lab and get necessary camera equipment. Then meet in the classroom.). Sign up for editing lab time.

[Sunday, Feb. 13.....✂ **First Assignment: Montage due by 10 pm**]

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**Monday, Feb. 7** Video editing labs on practice exercises. Bring your montage tapes  
No formal class...sign-up for lab work.  
**- Sign-up for camera and editing quiz time**

**Wednesday, Feb. 9** Video editing labs on practice exercises.  
No formal class...sign-up for lab work.  
**- Sign-up for camera and editing quiz time**

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**Monday, Feb. 14** Shooting sequences and shooting in the field. Editing techniques and trouble-shooting in the field. Audio/Nats. Shooting action. Study and begin logging the Global Festival b-roll video. In-class writing.  
➔ Reading: Shook - Chapter 6, pp. 122-149.  
✓ Assign Second Exercise: Sequence Shooting/Editing  
**- Hour 2: Camera quizzes**

**Weds, Feb. 16** Editing Quiz in lab.  
✂ **Lab: Edit Demo**

[Sunday, Feb. 20.....✂ **2<sup>nd</sup> Assignment VO/Sot due by 10 pm**]

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**Monday, Feb. 21** Interviews for television and shooting the interview, incorporating the soundbite. Montage Critique. Micing people  
➔ Reading: Shook - chapter 7, pp.150-166.

**Weds, Feb. 23** Editing Quiz review. Shooting and conducting an interview.  
Reporter/Photographer's job during interview  
✓ Assign Third Exercise: Interview Shooting/Editing

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**Monday, Feb. 28** **Quiz #1. Pitch story for interview.** Practice setting up for interview.

**Wednesday, Mar. 1 Cover VO/SOT #1 Assignment**

 Story plan #1 Due

**[Sunday, Mar. 6 3<sup>rd</sup> Assignment Interview due]**

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**March 7 – March 11 Spring Break!!!!**

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**Monday, Mar. 14 Quiz Review.**

➔ Reading: Shook - Chapter 13, pp. 253-273.

Tripod v. Handheld

 *Group A - Primary VO/SOT Topic Memo due*

**Weds, Mar. 16**  Story plan #2 Due

Lighting.

Reading: Shook - chapter 5, pp. 98-121.

**[Group A - Sunday, Mar. 20.....✂ Primary VO/SOT due by 10 pm]**

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**Monday, Mar. 21** Talent Performances in Reporting.  
- Chapter 11, pp. 209-230.


➔ Reading: Shook

 *Group B - Primary VO/SOT Topic Memo due*

**Weds, Mar. 23 Critique Vo/Sot** Conceptualizing a TV news story with audio and video.

Writing shorter and stronger. In-Class Writing

 Story plan #3 due

 In-class story pitches.


**[Group B - Sunday, November 7.....✂ Primary VO/SOT due by 10 pm]**

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**Monday, Mar. 28** Writing the package. Review student work.


➔ Reading: Shook - Chapter 9, pp. 178-190.


✓ Assign Package #1

 *Group A - Package #1 Topic Memo due*

 **Lab: Package Edit Demo**

**Weds, Mar. 30 Quiz #2.**

 Story plan #4 due

 In-class story pitches.

**[Group A - Sunday, Apr. 3.....✂ Package #1 due by 10 pm]**

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**Monday, Apr. 4 Quiz Review** How to improve your storytelling ability. Review student work. In-Class Writing

➔ Reading: Shook - Chapter 10, pp. 191-208.


Shook - Appendix B, pp. 349-351.

 *Group B - Package #1 Topic Memo due*

**Wednesday, Apr. 6** In-Class Writing. Watch and critique Group A packages.

**[Group B - Sunday, Apr. 10.....✂ Package #1 due by 10 pm]**


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**Monday, Apr. 11** Discussion of Victims and the Media.  
 *Group A - Package #2 Topic Memo due*  
✓ Assign Package #2

**Weds, Apr. 13** On-camera Talent. Live shots & remotes. Watch Group B's.  
✂ In-class live shot exercise.  
➔ Reading: Shook - Chapter 12, pp. 231-252.

**[Group A – Sunday Apr. 17 ....✂ Package #2 due by 10 pm or when lab closes.]**

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**Monday, Apr. 18** Discuss law and journalistic ethics as related to television news.  
 *Group B - Package #2 Topic Memo due*  
➔ Reading: Shook - Chapters 15 and 16, pp. 292-335.  
Quiz review

**Weds, Apr. 20** **Quiz #3.**  
Class discussion of Final Group Feature Project. Critique Group A's.

**[Group B - Sunday, April 24.....✂ Package #2 due by 10 pm. ]**

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**Monday, Apr. 25** Tentative Guest Speaker on Television Visuals  
Groups "pitch" or sell their story to the class.

**Weds, Apr. 27** Group progress report to class. Sign contracts for group projects.  
 Final scripts due by 10 pm Sunday for pre-approval by me via E-mail.  
Watch Group B's.

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**Final Exam Week:**

**Tuesday, May 3<sup>rd</sup>** **Group projects and papers must be finished by noon.**

**Wednesday, May 4th (12:45 – 2:45pm) meet during our regular exam time for critique and review of Group Projects.**

**\*\*\*This is a required attendance day!!**

**Note: This schedule is subject to change**