

BC 312

Broadcast Journalism II (Television Reporting)

Spring 2015 | Westminster College

MW 205 TCH & Fridays in TV Studio A | MWF 12:50-1:50 PM

MT Labs, in the Field or TV Studio A, 2-5 PM

Final Exam Period- Tuesday, May 5, 11:30-2:00

Brad Weaver, M.S. Journalism & Broadcast Journalist Since 1985

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Office Hours: WT 4-5 PM

Course Description

The study and practical application of the fundamentals of broadcast journalism as it relates to television news including practical, ethical & legal considerations for news gathering, writing, shooting, editing & reporting. The course will engage students in various processes of generating story ideas and evaluating potential news stories, news gathering techniques and making news contacts and sources, utilizing and building upon writing and production skills and creating stories that target the local news audience and demonstrate established, professional broadcast standards for television reporting.

Program Outcomes¹

The Broadcast and Digital Communications program embodies the liberal arts mission by encouraging students to think creatively and critically when engaging in media and communication as audience members and as content producers serving communities and audiences. While establishing a strong theoretical base, we build knowledge and skill sets through experiential learning. The synergy from this liberal arts approach to broadcast and digital communication transforms our students into well-rounded, experienced scholars and professionals. The following programs outcomes directly connect to BC 312's project-based learning assignments, participation requirements and reflection projects:

1. utilize polished skills in broadcast and digital media writing, interviewing, and digital media production that meet best practices established by the industry;
2. understand, integrate and appraise the ethical frameworks and legal constraints for media professionals
3. create and produce independently and with others original media content on digital and high definition platforms under hard deadlines serving the community with programming, information and entertainment
4. utilize the language, aesthetic qualities, production values and media literacy skills to create a content critical review and portfolio development
5. understand and utilize current technologies, techniques, theories, and best practices in both the production of media content and the critical review of it

Course Outcomes

This course is hands-on and project based. Each student will take on the role/duties of a multimedia journalist or producer. At the end of this semester, you will be able to:

1. produce television news packages on demanding deadlines based on ideas generated for the target audience applying the industry's news worthiness criteria
2. apply best practices for storytelling and writing in broadcast journalism.
3. avoid legal mishaps such as libel, slander, false light and invasion of privacy.
4. apply ethical standards of accuracy, truth, fairness, accountability, independence and transparency.
5. critically evaluate television coverage for quality of storytelling and effectiveness of reporting.
6. create freelance packages or video essays as freelance producers or reporters.
7. create an updated demo reel or e-portfolio as a broadcast journalist.

Course Assessment

Student projects, participation & reflection assignments are used to assess the progress and ability of outcomes established for this course and for how they relate back to the program outcomes identified earlier in the syllabus.

Attendance, Participation & Professionalism (Attending Classes, Labs, Workshops, Shows, Field Trips). Please pay close attention to the attendance policy. In addition to receiving points for attending classes, labs, meetings, etc. on time, you will lose points on your final grade for those classes you miss.		20%
Secret Afterlife of Batteries Production & URAC Presentation		20%
Field Trip – Date/Location TBA 50 points- Based on participation & 500-800 word reflection essay that demonstrates specific examples, constructive feedback and thoughtfulness.	Shooting Stats Class Interviews 50 points- Based on participation	
URAC Presentation 25 points- Based on participation	URAC Application 25 points- Based on participation	
Meetings/planning with Statistics Class 75 points Following Tuesdays 1:00-1:30 in TV Studio <ul style="list-style-type: none"> • Jan. 27 • Feb. 24 • Mar. 25 	URAC Reflection 25 points- 500-800 word reflection paper that demonstrates specific examples, constructive feedback and thoughtfulness.	
Lab & Field Assignments		20%
Show Production Crew & More 25 points per show	Demo Reel Review 50 points- Discussion- Based on thoughtful, critical assessment and specific feedback offered.	
Writing Test (Jan) 50 points I will give you the raw video and interviews. You write the script. Graded as formatted in BC 111.	Writing Test (Apr) 50 points I will give you the raw video and interviews. You write the script. Graded as formatted in BC 111.	
Peer Package Review 25 points- Discussion- based on thoughtful, critical assessment and specific feedback offered.	Readers, VOs & VOBITES for WCN 24/7 25 points Based on completing scripts as assigned	
WCN 24/7 Packages 50 POINTS Applying the TV Package Assessment Rubric	Demo Reel Reflection Essay 25 points Based on participation & 500-800 word reflection essay that demonstrates specific examples, constructive feedback and thoughtfulness.	

BEST PACKAGE REVIEW (must be submitted by April 29) Apply best practices using the established TV package rubric in BC 251 & BC 120	20%			
The 10-Hour Deadline Reporting Project You pick the date. You must select the date of this project by Jan. 30. Once that date is approved, I declare it a field trip day for you as a class requirement (unless you select a Saturday or Sunday). On the date selected, you will meet with me and pitch a story between 8-9 AM. If your story is approved, you set it up and head out to shoot it and the interviews. If it's rejected, then I give you a story idea and you must do the background research, set it up then head out and shoot the story and interviews. You will also use the VIMEO editing app to produce a mini-version of your story in the field to upload to WCN 24/7's Facebook and Twitter feeds. You must check in with the instructor at 2 PM with an update. You will also shoot a stand up and stand up tease. The instructor must approve a script before you can edit. You have until 5:30 PM to have the package edited and approved. It must meet the best practices from the package assessment rubric. If it passes, you receive 100 points. If it does not, you receive only 0. However, you will receive the 175 points if you complete the deadline project checklist and beat the deadline. <table><tr><td>Competing Deadline Project Checklist- 25 points</td></tr><tr><td>Beating the Deadline- 100 points</td></tr><tr><td>Package Review- 100 points</td></tr></table>	Competing Deadline Project Checklist- 25 points	Beating the Deadline- 100 points	Package Review- 100 points	20%
Competing Deadline Project Checklist- 25 points				
Beating the Deadline- 100 points				
Package Review- 100 points				
TOTAL SCORE FOR THE COURSE	100%			

Grading Scale

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
94-100	90-93	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	60-63	0-59

Required Text& Materials







Robert Papper's **Broadcast Writing Stylebook**, 4th Edition, Spiral. ISBN 020561258X from Allyn and Bacon. You should have this from BC 111. The instructor always informs you that you will use this book again.



You must have your own SD cards. Do not use a friend's. Have your own. Do not ask the instructors or Mr. Swanson. Have your own. SD cards **for recording audio, video and images from cameras, etc. It must be at least 16G Class 10 for VIDEO or it will not work with our cameras. We recommend this one: Lexar 32 GB Professional 400x SDHC UHS-I Card.** We also recommend having a number of SD cards in case you lose one.

PORTABLE HARD DRIVE: You should have one of the following portable hard drives to work with the MACs in our stations and in the labs for audio and video editing. You will use your drive for ALL your BC classes and for personal use. The suggested drives below do work in real time when editing on Adobe Premiere 6.0 . This has been tested and they work. If you opt to use another drive, it's your responsibility. **YOU ARE NOT ALLOWED TO KEEP FILES ON THE MAC** and the drives will be wiped routinely. If you leave your files on the MAC and they are destroyed, it's your responsibility.

 <p>Good G-Tech 1TB G-DRIVE mobile USB 3.0 Hard Drive (5400 rpm)</p>	 <p>BETTER G-Technology G-DRIVE mobile 1TB USB 3.0 7200 RPM External Drive AS A WORKING DRIVE (accessing files directly while working in Premiere)</p>
 <p>BEST LaCie 1TB Rugged USB 3.0 Thunderbolt Series Hard Drive- very fast Thunderbolt ports</p>	 <p>FASTEST- Elgato 120 GB Thunderbolt SSD Portable Bus-Powered High Speed Drive.</p>

Cameo App (Vimeo's Free Smartphone Editing App)

<https://itunes.apple.com/app/id716354815?mt=8&referrer=click%3D46449919-8033-44d6-9d24-d6e94502bc87>

Cameo

Want to create cinematic videos in record time? Cameo is our award-winning iOS app that enables you to shoot in HD, edit clips and apply effects, find great soundtracks, and add fun titles.

[Get Cameo »](#)



Email account required

Email is the official communication medium for Westminster College and this course. You must check, review and respond to your Westminster e-mail account regularly to stay current with the instructor and the course. If you do not have your Smartphone configured to update you on your e-mail, please do so immediately.

Academic Integrity & CODE OF ETHICAL BEHAVIOR

It is your responsibility to be familiar with Westminster's academic integrity policies. All your work must be genuine, original and properly credited. This means that academic dishonesty will not be tolerated. Students who engage in academic dishonesty will automatically fail the class. For scholars, researchers and professionals in media and communications it is paramount to foster a reputation above reproach when it comes to fairness, honesty and integrity. This ethical reputation is the foundation of credibility in the field and students in this class must meet the highest ethical standards. If you engage in academic dishonesty, misrepresent yourself or situations or falsify or fabricate information, you will receive an "F" for the course and the matter will be sent to the Academic Dean's office for further action.

Academic dishonesty includes, but is not limited to:

- fabricating or falsifying or misrepresenting interviews, video, audio, air checks, live reports, etc.
- misrepresentation of audio, video or printed materials. Often students will attempt to double-dip, or use work created and submitted in other courses. This is dishonest. You will fail the class if you submit work previously created for another project or class. Furthermore, passing off work you have created for this course to another course is also cheating and will result in a report from me to the instructor, department chairs and academic dean.
- failure to credit cast and crew for work and assistance of audio and video projects
- failure to cite/credit original sources in written works or in presentations
- plagiarism
- collusion
- providing false or misleading information to receive a postponement or an extension on assignments and deadlines
- any act designed to give an unfair advantage to any student or the attempt to commit such acts.

Addressing Accessibility

Westminster College actively strives for the full inclusion of all our students. Students with disabilities who require access solutions for environmental or curricular barriers should contact the Office of Disability Resources, located in 209 Thompson-Clark Hall. Phone: 724-946-7192.

Equipment Use

You are permitted to use audio and video equipment from Library Information Services, Broadcast & Digital Communications and Media Art & Design. You are also allowed to use the production rooms in Titan Radio and have opportunity to use the TV studio. However, those facilities must be reserved in advance by contacting our operations manager Gary Swanson or the instructor.

In order to reserve equipment from LIS or Broadcast Comm program, you must log on to the LIS request system and fill out the appropriate forms. You must also reserve gear two business days in advance. Here's the link:

https://my.westminster.edu/ICS/Campus_Life/Campus_Groups/Library_and_Information_Services/Forms/Equipment_Request.jnz

This link is also available on MyWestminster.

Media Art & Design has a separate set up with work-study students. You must see these students during their scheduled shifts to check out and check in gear.

You must follow the sign out protocols with the departments. If you need re-training, you must schedule at least three weeks before you need the gear.

If you cannot maintain good audio quality and levels or you cannot operate equipment, you will lose points on assignments and put your grade at risk.

Using equipment is not a right, but a privilege. Please be responsible and take care of the gear. When using the field equipment, you will be in charge of signing in and out and reporting any problems or damage immediately.

If you abuse or neglect the gear, your privileges will be suspended or terminated. You must also return equipment in a timely manner. You will also be billed for the repair or replacement of damaged or lost equipment.

Graduating seniors should also note that access to equipment is for student use only. Your access to broadcast communication facilities, equipment, etc., is terminated when you are no longer an actively enrolled student in the BC major.