COM413: Advanced Television News Production

Point Loma Nazarene University

Tuesday 6PM – 8:40PM   Doug Downing

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Final Exam: TDB   ddowning@pointloma.edu

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Course Description: Provides students with the theory and organization of newscasts, as well as skills in conducting live news remotes, coordinating newscasts, supervising news personnel, anchoring, using news production software, and applying advanced reporting skills in various news situations.

Required Text: *Managing Television News: A Handbook for Ethical and Effective Producing* Silcock, B. W, Heider, D., & Rogus, M. T. (2007)

Learning Outcomes:

• Achieve a better understanding of the broadcast news industry and newsroom operations.

• Demonstrate the knowledge necessary to produce a newscast and write news copy clearly and accurately for broadcast and online publication.

• Create and present news stories based on accepted industry standards for the appropriate medium.

• Exhibit ethical decision making in story selection and in how content is presented.

Course Requirements:

• This is an advanced course, which means you should already have mastered the basics of reporting, writing and editing television news stories. My goal is help you improve and give you knowledge you need to hone those skills.

• Students in this course are required to participate in all productions of Coastline News. It is each student's responsibility to sign up for video equipment and editing time in a manner that will facilitate the timely completion of assignments. Software malfunctions or equipment problems are not an excuse for failing to complete a project.

• Attire: When reporting stories, students must dress as news professionals (no jeans, cutoffs, shorts, t-shirts, logo shirts, hats, etc.). Students appearing on camera during a newscast must wear appropriate attire.

Course Projects:

• News viewing critiques: Students must watch at least one-half hour of local TV news a minimum of three days each week and provide a 1-2 page analysis of newscast organization and production, including story selection and angles. Critiques must be emailed to professor in one document each week before the beginning of class OR printed out by the student to discuss in class.

• News stories: Students must individually produce two packages and two VO/SOTs during the semester. Stories will not all run as packages, so be prepared to rewrite the story as a reader, VO or VO/SOT. Every package and VO/SOT needs to be submitted with a tease and website version of the story. Stories must be newsworthy, timely and, ideally, originate off campus.

• Students will work in two-person teams to produce one Coastline newscast. Responsibilities include conducting the news assignment meeting, researching story ideas, creating and organizing stories in the rundown using EZ News, monitoring reporters' story production deadlines, editing scripts for conformity to broadcast format and style, discussing writing and production issues with reporters, coordinating newscast technical crew, coordinating live shots, and supervising and monitoring the live newscast. Teams must present the rundown for discussion prior to the newscast. Following the newscast production, students will individually write a self-critique.

• Newscast assignments: In addition to producing a newscast, all students will fulfill at least four of the following six duties for Coastline at some point in the semester – News anchor, weather anchor, consumer reports producer/anchor, live shot reporter, field producer.

• Newscast promos: Student newscast teams will write and record two 30-second promotional announcements for the Coastline newscast they are producing.

• Scripts and news videos will be shown and discussed in class, and shared with outside reviewers for assessment of the broadcast journalism major.

Attendance

• Students must be on time to all class sessions or send a text message to the instructor if you are late or need to miss a class. Missing class and arriving late can cause a deduction in participation points. As noted in the university catalog, students who miss 10% of class sessions will be reported to the Vice Provost of Academic Administration. Missing 20% of class sessions will result in the student being de-enrolled from this course.

• In the event that you miss class, you will be expected to get notes, handouts, and assignments from someone in class and from Canvas. You are responsible for missed material.

• It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

Technology Policy

Students may use computers during class to take notes but not for checking email or Web browsing. Cell phones are not allowed during class. Making audio or video recordings of class sessions are not allowed. Students may not mass distribute any course materials or content in any form (print or online) without permission of the instructor.

Academic Accommodations

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the Disability Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the (undergrad/graduate as appropriate) academic catalog. Academic Honesty Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments or other fraudulent behavior on examinations. Essentially, if you turn in work that is another person's work, without giving credit to the original person, it is plagiarism and is punishable by an automatic failing grade in this class (see PLNU's Academic Policies for more details). FERPA Policy In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergrad student catalog.

Changes to Syllabus: The instructor reserves the right to make amendments, additions or deletions to this syllabus. It is each student's responsibility to stay current and be aware of any changes.

Assignment Values

Newscast production/self-critique – 20 points

Packages (2 total: 15 EACH) – 30 points

VO/SOTs (2 total: 10 EACH) – 20 points

Newscast roles – 20 points

Newscast promos – 10 points

Weekly news viewing critiques (12 total) – 60 points

Class participation, news quizzes & story topics – 40 points

Grading Scale

A 180 – 200

B 160 – 179

C 140 – 159

D 125 – 140

Course Calendar

<p style="text-align:center">Sept. 6</p>

Course introduction

Discussion: Structure of a newscast, role of the producer and determining a lead story

Exercise: Interviewing, rundowns and script layout

<p style="text-align:center">Sept. 13</p>

Weekly news viewing critique due

Topic for Coastline VO/SOT #1 due

Discussion: Newsroom roles and responsibilities

<p style="text-align:center">Sept. 20</p>

Weekly news viewing critique due Coastline VO/SOT #1 due

Exercise: Rundowns and script writing

<p style="text-align:center">Sept. 27</p>

Weekly news viewing critique due Topic for Coastline pkg #1 due

Discussion: Ethics in producing

<p style="text-align:center">Oct. 4</p>

Weekly news viewing critique due

Discussion: Writing for the web

Exercise: Rundowns and script writing

<p style="text-align:center">Oct. 11</p>

Weekly news viewing critique due #1

Coastline pkg, tease and web version due

<p style="text-align:center">Oct. 18</p>

Weekly news viewing critique due

Discussion: Presentation and performance Topic for Coastline VO/SOT due

<u>Oct. 25</u>

Weekly news viewing critique due

Discussion: Tease writing Coastline VO/SOT #2 due

<u>Nov. 1</u>

Weekly news viewing critique due Topic for Coastline pkg #2 due

Discussion: Live shots and field producing

<u>Nov. 7 (MONDAY)</u>

Weekly news viewing critique due #2

Coastline pkg, tease and web version due

<u>Nov. 15</u>

Weekly news viewing critique due

Discussion: Ratings and how news is sold

<u>Nov. 29</u>

Weekly news viewing critique due

Coastline teases due

<u>Dec. 6</u>

Weekly news viewing critique due

Discussion: Segment producing

<u>Dec. 13 (FINAL EXAM)</u>

Newscast production and self-critique due