Course Description

Preparation and analysis of news styles for the electronic media.

Textbook

*Advancing the Story, Broadcast Journalism in a Multimedia World;*

Student Learning Outcomes

1. Recognize and apply multiple broadcast writing styles.
2. Apply broadcast interviewing techniques.
3. Analyze communications theory relevant to the broadcast industry.
4. Evaluate the electronic media environment and structure.

Course Goals/Objectives

Upon successful completion of the course the student will:
1. Know basic news values in order to identify newsworthy events and issues.
2. Conduct on-site interviews with prominent news sources and write edited script.
3. Shadow a radio or television professional for four hours and report on experience.
4. Write a variety of radio/television news stories involving events and issues.

Student Contributions and class Policies

Students will be expected to:
1. Complete two glossary quizzes from textbook terms.
2. Write and deliver on deadline five news stories involving events and issues.
3. Select a prominent news source (may substitute college instructor per assignment) in your local area, research his or her background, interview the source, record a 30 minute interview, and write a 10-minute interview script condensed from interview.
4. Read all assigned chapters.
5. Complete four-hour radio or television station shadow assignment.

Semester Project: Arrange to visit a television or radio station in your local area for a four-hour internship assignment. For radio, observe a four-hour or more board shift, take notes and write a three-page, double-spaced
report on your observations. For television, go out on assignment with a
news reporter for four hours or more and shadow the professional through
editing of story and airing on the nightly news. Again, write a three-page,
double-spaced report in the experience. Arrange for a short letter from
station manager, DJ, or news reporter verifying your four-hour participation
in the internship project.

Grading Policy: The semester grades will be based on these point totals:

- Glossary quizzes.........................16 points (8 points each)
- 5 Newswriting Assignments..........60 points (12 points each)
- Semester Project (Onsite Interview)…..15 points
- Final exam................................. 9 points
- Total........................................100 points

Note: Instructor will subtract two points for all late assignments; three
points will be subtracted for any assignments instructor evaluates as
lacking thoroughness. Grades will be assigned as follows: 90-100=A; 80-
89=B; 70-79=C; 60-69=D; 59 and below = F. W’s will be given at discretion
of instructor.

Course Schedule

Weeks 1 and 2: The Multimedia Mind-set; Reporting the Story, chap. 1,2.

Weeks 3 and 4: Multimedia Newsgathering; Reporting In Depth, Chap. 3, 4.
- First glossary quiz; first story

Weeks 5 and 6: Writing the Story, chap 5
- Second story

Week 7-9: Visual Storytelling, chap. 6
- Second glossary quiz; third story

Weeks 8-9: Writing and Producing for the Web, chap. 7, 8.
- Fourth story

Weeks 10-11: Producing for TV, chap. 9
- Fifth story

Week 12-13: Delivering the News, Multimedia Ethics, chap. 10, 11

Week 14-5: Getting Ready for the Real World, chap.12

Weeks 16: Final exam and semester project process.
Instructor Information

Name:
Office phone:
Office hours:
Office location:
E-mail address:
Division Secretary: Lula Lee, 141 AFA
Office phone: 685-4624
Note: Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor's availability at a specific time.