Midland College  
Syllabus  
COMM 2339  
Writing for Radio, Television, and Film News  
Semester and Year  
SCH (3-0)  
Instructor Name

COURSE DESCRIPTION  
Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentaries, and fictional materials.

LEARNING OUTCOMES  
1. Recognize and apply advertising commercial and newswriting styles/formats.  
2. Apply broadcast interviewing techniques.  
3. Analyze communications theory relevant to the broadcast industry.  
4. Evaluate the electronic media environment and structure.  
5. Recognize and apply broadcasting terminology.

Course Goals/Objectives  
Upon successful completion of the course the student will:  
1. Write commercial and news scripts for broadcast use.  
2. Know basic news values in order to identify newsworthy events and issues.  
3. Learn industry terminology.  
4. Conduct on-site interviews with prominent news sources and write edited script.  
5. Shadow a radio or television professional for four hours and report on experience.

REQUIRED TEXTS AND MATERIALS (Text may vary)  
[Adobe Reader](Links to an external site) (Links to an external site)

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 script and accessory script assignments.
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 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.

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**EVALUATION OF STUDENTS**

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

- Glossary quizzes ................. 16 points (8 points each)
- Script 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**

This class meets for 3 lecture hours per week as follows:

**Weeks 1 and 2:** Assignment #1: Read chapters 1 and 2 to familiarize you with the basics of Mass Media and the Basic Elements of Production. Review the terms and abbreviations in the glossary on PP. 449-452 for an open-book quiz.

**Weeks 3 and 4:** Assignment #2: Read Chapter 3 for basics on Format and Style of broadcast writing. A review quiz will be emailed and must be completed in one week’s time frame.

**First glossary quiz due**
**Weeks 5 and 6:** Assignment #3: Read chapter 5 on News and Sports broadcast writing and complete instruction numbers 1, 2 and 3 in the Application and Review Section on Page 163. Review the terms and abbreviations in the glossary on PP. 453-456 for an open-book quiz.

*Television News Broadcast (#1); 15-minute radio news script (#2), and half-hour television news script (#3) due: Sept. 30. Second glossary quiz due*

**Weeks 7 and 8:** Assignment #4: read Chapter 6 on Features and Documentaries and complete instruction number 1 about a how-to radio feature and instruction number 3 on a television documentary script in the Application and Review Section on page 210. I can help with subject selection.

How-to radio feature script and television documentary script due

**Weeks 9 and 10:** Assignment #5: Read chapter 4 on Commercial and Announcements and complete instruction numbers 1-5 in the Application and Review Section on page 109.

Commercial scripts, PSA, ID and promo due

**Weeks 11 and 12:** Assignment #6: Read chapter 7 on Interviews and Talk Programs and complete a variation on instruction #4 in the Application and Review Section on Page 244. You need to select a prominent news maker in your local area and research his or her background for newsworthiness (a handout will be distributed on this). Prepare questions, set up an interview with the source and record (either on a home video camera or tape recorder) at least a 30-minute interview. Write a 15-minute script from the total interview of most interesting material. Send both a copy of recording and script to instructor for grading. If this is too monumental, follow instructions on #4 for campus instructor and a book.

**DROP / WITHDRAWAL**

The student is responsible for initiating a drop or withdrawal, not the instructor.

**Withdrawal from course:** The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the **withdrawal form** (Links to an external site) online.

**2018-2019 WITHDRAWAL DATES**
Fall
Fall First 8-Week Session: October 5
Fall Second 8-Week Session: November 30
December Mini-Semester: December 28
Spring: April 12
Spring First 8-Week Session: February 22
Spring Second 8-Week Session: April 26
May Mini-Semester: May 23
Summer I: June 27
Summer II: August 6

ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the Distance Learning Webpage for the Midland College Fasken Learning Resource Center (Links to an external site).

Academic Database Access

EBSCO (Links to an external site)
User name: mc72cc
Password: mc#chaps1mc

For the Gale Database use this username/password combination:
User name: txshracd2528
Password: chaps

TECHNICAL SUPPORT

If you experience technical difficulties with Canvas, click the Help link at the bottom of the Canvas login page (Links to an external site), or in the top-right green toolbar from any page within Canvas, select Report a Problem, provide details, and submit the ticket. Your request will automatically be sent to the Midland College information technology support center. Check your email for support updates.

FREE ACCESS TO MICROSOFT 365

All Midland College students have a free Microsoft Office 365 account via the Midland College website https://www.midland.edu/audiences/current-students/office365.php. Students should go to that website for instructions for accessing their account to create Word, Excel, and other Microsoft documents.
INSTITUTIONAL ACCESSIBILITY STATEMENT

ADA Statement-- The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.

Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.

Phone, Midland College Special Needs Counselor: 432-685-5598

Midland College Disability Services (Links to an external site)
Microsoft Accessibility (Links to an external site)
Canvas Accessibility (Links to an external site)
Turnitin Accessibility (Links to an external site)
Adobe Reader Accessibility (Links to an external site)
Google Reader Accessibility (Links to an external site)

ACADEMIC SUPPORT SERVICES

Academics and Student Services (Links to an external site)

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS

Midland College Student Rights and Responsibilities (Links to an external site)
PRIVACY POLICIES
The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy (Links to an external site)
Canvas Privacy Policy (Links to an external site)
YouTube Privacy Policy (Links to an external site)
Canvas Student Guide (Links to an external site)
Turnitin Privacy Policy (Links to an external site)
Instructor Information:

Instructor Name: 
Email:  
Office Location:  
Office Phone:  
Office Hours:  
Fine Arts and Communications Division Dean: Dr. William Feeler  
Secretary: Ms. Lula Lee  
Division Office: 141 AFA  
Phone: 432/685-4624  
Division Office hours: 8-5, M-F  

NON-DISCRIMINATION STATEMENT

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies:

Tana Baker  
Title IX Coordinator/Compliance Officer  
3600 N. Garfield, SSC 242  
Midland, Texas 79705  
(432) 685-4781  
tbaker@midland.edu  

Or  

Natasha Morgan  
Human Resources/Payroll Director  
3600 N. Garfield, PAD 104  
Midland, Texas 79705  
(432) 685-4534  
morgan@midland.edu  

For more information on notice of non-discrimination, visit the Office of Civil Rights website for the address and phone number of the office that serves your area, or call 1-800-421-3481.

UPDATED AUGUST 2018