



TELEVISION NEWS REPORTING



**COMM 340-090 FALL 2008 (087) T/R 3:05-4:15 P.M.
EDUCATION CENTER 110**

Instructor: Patrick Harwood, Department of Communication

Office: R.S. Small Library, Room 203; I also have a box at the Communication Department, 5 College St., Room 203 (next to Physicians Auditorium)

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Office Hours: Tuesdays/Thursdays 12:30-1:30; Mondays 1-3 p.m.

Homepage: www.cofc.edu/~harwoodp (site will be used for course material)

Course Objectives: This is a hands-on/learning-by-doing class. You will learn about television newsgathering, writing, production and on-camera delivery by doing it. This course also focuses on journalistic responsibilities and ethical concerns pertinent to broadcast news. This course is somewhat technical in that you'll be expected to learn how to operate video cameras, microphones, and video editing equipment and non-linear/computer video software. You'll learn how to plan and complete the different types of TV news stories and you'll learn how to write, produce and deliver television newscasts. You will also tap into the digital world by posting your stories on YouTube.

Course books: "Television News: A Handbook for Writing, Reporting, Shooting and Editing" by Keller and Hawkins (Holcomb Hathaway Publishing).

Supplies:

- High quality video cameras and related production will be provided to each news team. The team will be responsible for the sharing and keeping track of this equipment
- You are also encouraged to use personal video cameras or digital cameras (with video shooting options). Depending on the digital camera, you may be able to shoot high quality video. This way you can easily upload and edit the video via a USB cable as you would still images for your Facebook site.
- Each of you will be given two mini-DV tapes to use for your reporting projects, should you want them
- You may need to purchase recordable DVDs (DVD-RW is recommended). Your reports can be turned in on these DVDs.
- If you would like the option (and convenience) of editing your reports/projects at home on your own computer you may need to purchase a firewire and a firewire adapter. These items may run, depending on where you get them, in the \$75-\$100 price range (total). See the class website for images of this equipment.

YouTube Requirement:

I would like each of you to start your own YouTube channel, if you don't have one already. Each reporting/video project will be posted here, and this is how your reports will be shown in class and graded. See my YouTube channel for ideas and examples:

www.youtube.com/harwoodp. A date will be given early in the term for you to have established this site. Go to www.youtube.com to establish your account and build your page.

Cameras and Editing Equipment: We have expensive, high quality mini-DV cameras (as well as mics, tripods and lights) available for your shooting/reporting projects. Once news teams are formed, each team will be assigned a camera kit. Team members are responsible for taking care of this equipment. The equipment must be turned in at end of the term, otherwise final grades will be withheld—for each member of the team that has missing or damaged equipment!

You will be taught how to use non-linear (or digital) editing systems located at the Communication Department and the Addlestone Library. And you can also edit on your own personal computers if you have Windows XP/Vista (or Mac) video capture capabilities. You will be exposed to editing software programs such as Casablanca, Windows Movie Maker, Adobe Premier and Final Cut Pro.

Working in Teams to Shoot TV News: Shooting TV news stories is usually a group process of two or more people. In this class we will set up news teams in which you will work together to shoot and edit news reports. Each member of the class will be required to turn in several types of TV news reports (see details below). It is imperative that the given deadlines be met. You will be sharing the equipment with three or four classmates, so you must develop a good communication system and of course don't miss class! I often give time at the end of class for you to meet with your teams to plan and to exchange equipment.

Work Outside of Class: This class will require a time commitment needed to plan, shoot and edit news and feature stories. Efforts will be made to organize teams with students who have compatible schedules. You will be able to give preferences for classmates you wish to work with.

Specific Individual Reporting and Writing Assignments:

- Individual Reports (POS, Q & A, Music Montage, VOs, VO/SOTS, PKGs)
- Individual writing and delivering of TV “live reports” and newscasts
- Homework assignments from your book and other sources dealing with TV news writing, research and news judgment

Grading Reports: Your reporting projects and possibly some other assignments will be given letter grades based on: accuracy, enterprise and newsgathering skills shown, writing, scripting, production quality, delivery, meeting the deadline, and overall quality.

Exam: There will be a midterm exam. There won't be a final exam. We will most likely use our exam period to record a final individual newscast or to turn in and view final reports

Midterm Exam Grading Scale: A 94-100; A- 90-93; B+ 87-89; B 83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; D+ 65-69; D 60-64; F 59 and under

Here is the letter-grade plus/minus grading system:

A = 4.00	B = 3.00	C = 2.00	D = 1.00
A- = 3.67	B- = 2.67	C- = 1.67	F = 0.00
B+ = 3.33	C+ = 2.33	D+ = 1.33	

Deadlines: A crucial part of the news business is being able to work quickly, efficiently and accurately in order to meet deadlines. Reporting assignments turned in late cost one letter grade for each class session late. Regular homework assignments turned in late will receive an automatic check minus and won't be accepted after one class period late.

Attendance Policy: Roll will be taken at the start of each class. Five absences will result in a half letter grade reduction in your final grade. To receive an excused absence you must give me a written note with the reason for your absence, and the date of your absence.

Important class rule: Do not turn on or use the computers in this room unless told to do so. Class time is not your time to check and send e-mail or browse the Internet. Please do not make me repeatedly tell you to turn off your computer and pay attention in class! You will receive an automatic half letter grade reduction if you become a student I am repeatedly having to tell to pay attention to me and not the computer!

Final Grade Determination:

- | | |
|--|------------|
| • Reporting Projects | 25 percent |
| • Live Reports and Newscasts | 25 percent |
| • Midterm Exam | 25 percent |
| • Homework, quizzes, participation, attendance | 25 percent |

Weekly Schedule (subject to change—also, there will be pop quizzes based on chapter readings assigned in previous class....)

Week 1—August 26 and 28

- Course introduction
- Journalistic ethics and responsibilities/legal considerations (Chapter 11)
- View CNN's Princell Hair speech on Future of News and News Ethics
- Homework due Thursday, August 28: Read Chapter 11 and complete handout
- Preview Chapter 1, "All About News"
- Homework for Tuesday, Sept. 2: read Chapter 1, "All About News"
 - Define the Key Concept Terms on Page 25
 - Review "Characteristics of a Good Reporter" on Page 20
 - List each of the 10 characteristics
 - Give a brief—and honest-- assessment of your strengths and weaknesses (if any) for each trait!

Week 2—September 2 and 4 (Monday, Sept. 1 is last day of drop/add)

- Tuesday: Class visit from Melissa Whetzel from the College's Marketing and Communications office to talk about the new YouTube video contest. Melissa is also a former TV news reporter
- Tuesday: We also will have a visit from Alison Mays, CTV GM
- News, news sources and the TV newsroom (Chapters 1-3)
- Camera operations
- Homework for Thursday, Sept. 4:
 - Read Chapter 2, "The Television Newsroom"
 - Define Key Concept terms on page 42
 - Write a paragraph or two about the two "Regarding Ethics" scenarios on page 43
- Thursday: Class meets in Robert Scott Small Building's Admission Office auditorium for camera equipment distribution
- Homework for Tuesday, Sept. 9:
 - Read Chapter 7, "Shooting Video: Composing the Shot" and complete the handout AND Read Chapter 8, "Shooting Video: Deciding What to Shoot." Complete Chapter 8 handout.
- Each team will produce one video/music montage that will be due on Sept. 16

Week 3—September 9 and 11

- Homework for Thursday, Sept. 11:
 - Read Chapter 3, "News Sources"
 - Define Key Concept terms on page 75
 - And address the three "Regarding Ethics" scenarios on page 76
- Tuesday:
 - Collect Ch. 7/8 Homework
 - Chapter 9, Editing, homework due next class
 - Thursday we are meeting at the library's Student Technology Center
 - View Montage examples posted on YouTube
 - Go over basic Movie Maker video editing
 - "Person on the Street" reports are due Tuesday, Sept. 23
- View examples of POS reports and scripts
- Form news teams--"Person on the Street" reports are due Monday, Feb. 11
- Camera operations (Chapters 7 and 8) and editing videotape (Chapter 9)
 - Homework for Thursday, Sept. 11: Read Chapter 9, Editing, and complete handout (posted online—print and fill out please)
 - Also, set up your YouTube account and channel
- Class Thursday:
 - We are meeting at the library's Student Technology Center (meet in lobby area)
 - Distribute STC usage forms and fill out
 - Collect Chapter 9 homework—set up YouTube accounts too?
 - Show Dell PC with firewire in the STC—capturing video, editing, and uploading to YouTube
- Homework for Tuesday, Sept. 16: Team montages—each team produces one montage and then uploads it onto each members' new YouTube channel

Week 4—September 16 and 18

- Tuesday, Sept. 16: Team Montage due—will view in class
- Tuesday Class:
 - Seaton Brown, SGA President, will visit briefly to seek help with “Charleston 40” video project
 - Preservation Society video opportunity (emailed class details Sunday)
 - Web posting: Changes at Channel 2 TV locally
 - Go over online source for buying firewire and firewire adapter (cheap!)
 - View Montage videos
 - Discuss POS “Word on the Street” reports due Thursday, Sept. 25
 - See web posting with details
 - See examples of this report
 - See sample TV scripts
- Homework Due Thursday, Sept. 18:
 - Also read Chapter 3, “News Sources”
 - Define Key Concept terms on page 75
 - And address the three “Regarding Ethics” scenarios on page 76

- Thursday Class:
 - Go over Chapter 3 homework
 - Preview writing television news Chapters 5 and 6
 - Review web posting on differences between broadcast and print writing
 - Shooting interviews—the basics
 - Go to new Communication Department media lab
- Homework for Tuesday, Sept. 23:
 - Read Chapter 5, “Storytelling and Writing for Broadcast” and Chapter 6, “Writing in Broadcast Style:
 - For Chapter 5: See Writing Assignment on p. 145—do part 1, A,B, and C. For C write a 30 second TV reader in split page format (type and double space)
 - For Chapter 6, complete rewrite exercise (handout)—use space available to rewrite to conform with the broadcast writing style

Week 5—September 23 and 25

- Tuesday Class:
 - Update on POS reports: They are due Thursday—Need a script also
 - I’ll be in Media Lab Wednesday afternoon 1-4(ish) to help with editing
 - Lab also open Wednesday, 7-9 p.m. with Dave Brown
 - Gather YouTube addresses that don’t have
 - Show YouTube Insight feature
 - Look at additional POS examples (on DVDs)
 - Go over Chapter 3 homework—ethical situations and AJR article (posted)
 - Go over Chapter 5 and 6 homework
 - More on TV news scripting—see POS script on website; local TV scripts
 - Go over CAN Scripting program—available in Media Lab (all programs)
 - Website: http://www.intelligentmc.com/CAN_Solo.html

- Thursday, Sept. 25—POS reports due today
- Writing TV news (cont'd)


Week 6—September 30 and October 2

- Tuesday's Class:
 - Return graded POS reports
 - Look at few we haven't seen yet
 - Look at www.youtube.com/group/cofctv -- give more thought to naming your videos. Also, think of video descriptions as anchor leads almost
 - Designing YouTube channels—Pablo?
 - Tips for Stand Ups that Stand Out (web posting)
 - Go over syllabus changes—Q&A report due next Tuesday (moved up)
 - Midterm Exam is Thursday, Oct. 9 (no change there)
 - Study Guide is posted—go over what Exam will cover and also the two parts to be done before the test: Script Writing and Libel Analysis
 - Thursday we will do some practice leads and more rewriting to broadcast style
 - Preview Chapter 4, Using Public Records, and go over homework
- Homework for Thursday, Oct. 2: Read Chapter 4, “Public Records” and briefly define the 25 terms on page 107

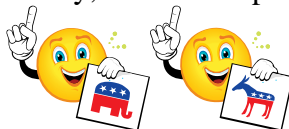
Week 7—October 7 and 9 (Tuesday, Oct. 7: Last day for students to withdraw with a W)

- Q&A Reports due Tuesday, Oct. 7
- Midterm Exam Preparation:
 - Rewrite to Broadcast Style (handout exercise)
 - Writing Broadcast Leads (handout exercise)
 - View excerpt from movie “Broadcast News” about unethical cutaway
 - Remind that two scripts are due as part of the test, and also the libel analysis paper (see Libel and Privacy Legal Standards web posting)
- Thursday, Oct. 9—Midterm Exam
- Homework over break: Read Chapter 10, “Voice and Delivery,” complete handout (Due Thursday, Oct. 16)

Week 8—October 14 and 16 (post midterm grades by noon, Oct. 16)

- No class Tuesday due to Fall Break
- Thursday Class
 - Return and go over Midterm Exams
 - Go over Chapter 10 Presentation/Delivery homework
 - Will do first live report on Tuesday, Oct. 28.
- Live Report Topic: The Origin of Halloween 

- Live Report II will be Tuesday, Nov. 4. Topic: Election Day!




- Next report assignment: Election Reaction (Reax) Package (1 per team)

Week 9—October 21 and 23

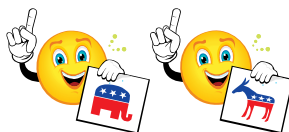
- Tuesday's Class:
 - View Q&As haven't seen yet
 - View excerpt from "Broadcast News" on anchoring and cutaways
 - Live reporting and on-camera skills
 - Handout: On Camera Delivery Tips; Live Report Script Example
 - View various Live Report examples
- Thursday's Class:
 - Preparing TV News Packages
 - Go over posted guidelines on Election Reaction Package (due Nov. 11)
 - Anatomy of a TV News Package
 - Discuss Tuesday's Live Report—Meet by Cougar Statue!

Week 10—October 28 and 30

- Tuesday, Oct. 28: Live Report I—Halloween History and Origins 
- Tuesday: Meet at the Cougar Statue on Cougar Mall (across from Maybank)
- Thursday's Class:
 - View live reports during class
 - Discuss next Live Report that we'll do next Tuesday, Election Day

Week 11—November 4 and 6

- Tuesday, Nov. 4—Live Report II—Election Day Campus Reaction



- Thursday, Nov. 6—View live reports during class
- Thursday: After viewing reports, shoot election reax interviews on campus

Week 12—November 11 and 13

- Tuesday, Nov. 11—Election Reax PKG due (script and on You Tube)
- Writing TV news packages (pkgs)—assignment TBA
- Individual Issue/Controversy Packages are due Tuesday, Nov. 25
- Producing and writing newscasts
- Write a newscast using a newspaper as source material
- Deliver a two minute newscast during class Tuesday, Nov. 18

Week 13—November 18 and 20

- Tuesday, Nov. 18: Deliver Newscast I (view Thursday)
- More on news packages
- Producing and writing newscasts
- Write a newscast using a newspaper as source material

Week 14—November 25 and 27 (no class Thursday due to Thanksgiving)

- Tuesday, Nov. 25: Issue/Controversy Packages due
- Thursday: Happy Thanksgiving—no class today

Week 15— December 2 and 4—Thursday is our last class of semester (all classes end Monday, December 8—exams begin Wednesday, December 10)

- Feature and Human Interest Packages—due exam period Dec. 17
- Thursday, Dec. 4: Newscast II
- Feature/Human Interest PKGs due on our exam date—Dec. 17

Final Exam Period—Wednesday, December 17, 4-7 p.m.

- Final Reports due—Feature/Human interest packages
- All equipment must be returned whether your reports are completed or not!

(Final Grades are due Friday, December 19 at noon—available to view on Cougar Trail Tuesday, December 23 at 8 a.m.)

KEY ASSIGNMENT AND TEST DATES (subject to change)

- **Tuesday, Sept. 16—Team Montages due**
- **Thursday, Sept. 25—Individual POS reports due**
- **Tuesday, Oct. 7—Q&A Reports due**
- **Thursday, Oct. 9—Midterm Exam**
- **Tuesday, Oct. 28—Shoot Live Report I during class**
- **Tuesday, Nov. 4—Shoot Live Report II during class**
- **Tuesday, Nov. 11—Team Election Reax PKG due (one per team_**
- **Tuesday, Nov. 18—Newscast I**
- **Tuesday, Nov. 25—Issue/Controversy PKGS due**
- **Thursday, Dec. 4 — Newscast II**

- **Wednesday, Dec. 17— Feature/Human Interest PKGS due and all equipment due**
- **Return all equipment at 4 p.m. on Dec. 17—After watching the packages we will go over checklist and take equipment to my office**

NOTE: In this class, you have the potential to start to put together a professional television resume or audition tape used to apply for jobs in this field. So keep this in mind and be sure to save all the things you do and shoot in this class: scripts, video, stand ups, live reports, packages, etc.

