

BROADCAST JOURNALISM

JOUR 333 – FALL 2007

Tuesday/Thursday: 12:10am – 3:00pm

Bldg. 26 - Rm. 303

CONTACT INFORMATION / OFFICE HOURS

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Monday 11:00am-12:30pm	Tuesday 10:00am-11:30pm	Wednesday 12:00pm-1:00pm
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PURPOSE

This course builds upon introductory media writing course offerings in journalism and focuses those lessons on broadcasting - specifically, writing, reporting and editing techniques that make stories “friendly to the ear.” In the process, you will be introduced to and become familiar with industry-standard electronic newsgathering practices and basic broadcast performance techniques. You will have the opportunity to air your work live on KCPR – Cal Poly’s FCC-licensed FM radio station. Overarching this course will be discussion and evaluation of electronic news organizations and policies, which includes issues of media professionalism, ethical considerations, and audience awareness.

LEARNING OUTCOMES

Upon completing this course you should possess the following competencies In accordance with learning outcomes promulgated by the Association for Education in Journalism and Mass Communication:

- An understanding of concepts and an ability to apply theories in the use and presentation of (audio) images and information;
- A dedication to work ethically in pursuit of truth, accuracy, fairness and diversity;
- A capacity to think critically, creatively and independently;
- An ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Progress towards critically evaluating one’s own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- A basic know-how in representing basic numerical and statistical concepts;
- The skill to apply tools and technologies appropriate for the communications professions in which they work.

REQUIRED TEXT

Papper, Robert A. (2002). Broadcast News Writing Stylebook – 3rd Ed. Boston: Allyn & Bacon.

GRADE DISTRIBUTION

▪ **KCPR INTERNSHIP – 25%**

It's a proven maxim in journalism that with repetition come rewards. In that light, you will serve a weekly internship where you will write and air headline stories for KCPR. Format, scheduling and content guidelines will be reviewed during a class session.

▪ **GROUP NEWSCASTS – 25%**

For this exercise, you will form into pre-assigned groups and produce a 3-minute newscast. There will be an assigned writer(s) and an anchor(s) and one designated producer. Schedule to be determined once class enrollment is finalized.

▪ **WRAPS/STORY IDEAS – 25%**

For this exercise you will pitch story ideas on which you will research, write, interview and produce a reporter package ("wrap" in the radio industry) that represents the story idea you pitched. Once you pitch the idea, you own it... no changes.

▪ **QUIZZES/ASSIGNMENTS/EXAMS – 25%**

There will be five quizzes, varied assignments and one exam given during the course of the semester that will test materials reviewed in class and in assigned readings.

GRADING POLICY

The news industry is EXTREMELY deadline oriented and lateness isn't suffered. Assignments are due at the beginning of class - no submission, no grade... no exceptions.

PLAGIARISM

One final word and that is on plagiarism – it shall not be tolerated. Failure to adhere to the College's stated policy on this issue will earn the student a failing grade in this course and whatever ramifications deemed necessary by this institution, at its discretion. Examples of this include but are not limited to: taking someone else's published/non-published work and passing it off as your own original work; fabricating sources and/or scenarios that are embodied in a story you write or a newscast to which you contribute or produce.

CLASS ASSIGNMENTS

Week of 9/17

Getting Started – Mechanics and Basics.

- Tuesday
 - Introductions, evaluations, expectations.
 - Resume workshop.
 - Defining “newsworthy.”
- Thursday
 - **QUIZ #1**
 - *Papper*, Chapters 1 & 2 – What is News and Writing for the Ear.
 - Forbidden words.

Week of 9/24

Write Like you Talk (a.k.a. you’re not reading an essay)

- Tuesday
 - **Assignment Due – Resume.**
 - **QUIZ #2**
 - *Papper*, Chapters 3 & 6
 - KCPR Internship.
 - More forbidden words.
- Thursday
 - **Assignment Due – Mock Headlines**
 - *Papper*, Chapters. 4 & 18.
 - Even more forbidden words... just because they are just plain dumb to use.
 - Ethics and Professionalism: SAD Method – case studies

Week of 10/1

Leads and Endings (a.k.a. the Hook and Hold).

- Tuesday
 - **QUIZ #3**
 - *Papper*, Chapters 5 & 6 (no, this isn’t a misprint... read chapter 6 again!).
 - **In-Class Assignment Due – Mock Headlines**
- Thursday
 - *Papper*, Chapters 13, 25 & 28.
 - Yes, the litany of “forbidden words” continues... words you need to know so you won’t use them.
 - **In-Class Assignment Due – Mock Headlines**

Week of 10/8

The Newscast – Stories and Segues (a.k.a. Answering So What?)

- Tuesday
 - KCPR Internship begins (Tuesday).
 - *Papper*, Chapters 14 & 15.
 - **In-Class Newscast Critique**
 - Review KCBS format – story count and content.
- Thursday
 - **QUIZ #4**
 - *Papper*, Chapter 16.
 - **In-Class Assignment Due – Mock Rundown**
 - Newscast Teams Assigned.

Week of 10/15

Reporting: Selling the Story – Deliver and Dazzle.

- Tuesday
 - **Assignment Due - Story Idea #1**
 - *Papper*, Chapters 7 & 8.
- Thursday
 - **In-Class Assignment Due – Mock Newscast**
 - *Papper*, Chapter
 - Newscast Analysis Due (counts as Quiz #4)

Week of 10/22

Reporting: Working with Sound – Let your Interview Tell the Story.

- Tuesday
 - **Quiz #5 – Newscast Critique**
 - *Papper*, chapters 10 & 11.
 - Newscast #1 (Groups A/B).
- Thursday
 - Newscast #1 (Groups C/D).

Week of 10/29

Managing the News Team

- Tuesday
 - *Papper*, chapter 12.
 - Newscast #2 (Groups C/D).
 - **Wrap #1 Due** (Groups A/B).
 - **Wrap #2 - Story Idea Due** (Groups A/B).
- Thursday
 - Newscast #2 (Groups A/B).
 - **Wrap #1 Due** (Groups C/D).
 - **Wrap #2 - Story Idea Due** (Groups C/D).

Week of 11/5

Creative or Consistent: Striving for Both

- Tuesday
 - *Papper*, chapters 25 & 28.
 - Newscast #3 (Groups C/D).
 - **Wrap #2 Due** (Groups A/B).
 - **Wrap #3 - Story Idea Due** (Groups A/B).
- Thursday
 - Newscast #3 (Groups A/B).
 - **Wrap #2 Due** (Groups C/D).
 - **Wrap #3 - Story Idea Due** (Groups C/D).

Week of 11/12

Putting It All Together on a Deadline

- Tuesday
 - *Papper*, chapters 26 & 27.
 - Newscast #4 (Groups C/D).
 - **Wrap #3 Due** (Groups A/B).
 - **Wrap #4 - Story Idea Due** (Groups A/B).
- Thursday
 - Newscast #4 (Groups A/B).
 - **Wrap #3 Due** (Groups C/D).
 - **Wrap #4 - Story Idea Due** (Groups C/D).

Week of 11/19

Tying Up Loose Ends

- Tuesday
 - EXAM
- Thursday
 - THANKSGIVING HOLIDAY

Week of 11/26

Ready to Move On!

- Tuesday
 - Newscast #5 (Groups C/D).
 - **Wrap #4 Due** (Groups A/B).
- Thursday
 - Newscast #5 (Groups A/B).
 - **Wrap #4 Due** (Groups C/D).

KCPR INTERNSHIP

Once a week, at a regularly scheduled time you designate, you will produce a :60 to :75 headline news brief. You will use the broadcast technology along with writing and editing techniques learned in this class to air those briefs live on KCPR. Here are some additional requirements:

- The news you produce, by and large, will be local, regional, or statewide in scope.
- Story count will vary between three to four.
- Immediately after airing your headlines, you will email a copy to this instructor and leave a copy in the KCPR on air booth and in the CPTV Newsroom.
- Subsequent headlines produced on any given day may not repeat headlines produced and aired earlier that day, unless it is a developing story

GRADING STANDARDS

Grade A	<p>Stories possess the following qualities:</p> <ul style="list-style-type: none"> ▪ Newsworthy story ▪ Compelling/Creative lead – active voice, sets up next sentence. ▪ Cogently written – avoids useless information ▪ Factually correct ▪ Spell-checked/grammatically correct. ▪ Timely submitted and written within time constraints
Grade B	<p>Stories are deficient in one or more of the following:</p> <ul style="list-style-type: none"> ▪ Story has questionable newsworthiness ▪ Grammatically fragmented/misspellings. ▪ Factual inaccuracies ▪ Larded writing – shows little or no editing. ▪ Smatterings of forbidden word usage.
Grade C	<p>Stories possess deficiency (ies) listed above plus one or more of the following:</p> <ul style="list-style-type: none"> ▪ Ineffective lead. ▪ Cliché-ridden copy ▪ Materially repeats previously submitted headlines
Grade D	<p>Stories possess none of the qualities listed in the “Grade A” box, making it virtually impossible for the audience to benefit from the story.</p>
Grade F	<p>No headlines produced – headlines missed slot.</p>