

JR 318 – TV NEWS PRODUCING

Fall 2018 M/W 12-3:45 PM

Walker 628

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Office Hours: M/W 10-11 in the Journalism Office

Course Description:

As the course catalog states, students in TV News Producing “will experience deadline-driven television newsroom operations by producing newscasts and rotating through newsroom jobs such as tape editor, writer, producer, anchor, reporter, and videographer. They will write news scripts, edit video to tell a news story, organize and produce a newscast, coordinate video elements for a newscast, and work together as a broadcast news team.”

I hope in this class not only do you learn the basics of how to be a TV News Producer, but also problem solving skills that can be used with any newsroom experience. You have spent a lot of time in journalism classes learning about news, and what makes a good news story. In this class you will put that knowledge to work, building on previous experiences. Each of you brings a unique perspective to the class and sharing your point of view will be important. There will be a major focus on time management, I hope in this class you develop the skills needed to hit your deadlines as needed. Time management is a hard skill to learn, and you can learn by doing.

News is a collaborative effort, not one person has all of the right answers. I am here to teach and to coach. I am very excited about the semester ahead.

Student Learning Objectives

1. Write news scripts for television news, using different formats and different elements.
2. Identify and use appropriate visual elements to tell a compelling story
3. Use news values and ethical principles to determine the importance of a news story to the public.
4. Evaluate and select news sources to create a well-balanced news cast that serves the public interest.
5. Research a story topic, develop a story focus and pitch to create original content for the newscasts and special broadcast assignment.
6. Rewrite television package for broadcast in a digital format
7. Use tools including ENPS, Sienna and Final Cut Pro that contribute to a cohesive, understandable and intelligent newscast.
8. Solve newsroom technical and social problems quickly.
9. Apply effective and collaborative team communication and management skills to produce a newscast or special broadcast.

Professionalism/Classroom Policies:

This class operates as a working newsroom, and I expect you to treat it that way. Please dress accordingly. No ripped jeans, pajamas, revealing clothing etc. If you are not on camera that day you are still expected to look presentable and professional. You never know who is walking through the halls.

Be on time, 4 hours seems like a lot of time, you will quickly realize it is not.

This course relies on teamwork. You will get to know one another very well working side by side. It will not always be easy, and learning how to navigate different personalities is an important part of working in any newsroom environment. Understanding each other's strengths will make for a stronger newscast.

Attendance:

If you must miss class due to illness or other emergency please inform myself and the producer as soon as possible so arrangements can be made to fill your role for the day. It is not possible to make up missed classroom work. **If you miss 3 classes you will fail this course.** I do not distinguish between excused and not excused. If you have a prolonged absence or documented family emergency or jury duty please speak to me privately.

Academic Honesty per Emerson College:

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism, which can be found at: <http://www.emerson.edu/policy/plagiarism>. If you have any question concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, speak to your instructor.

As journalists we must go even further, since we have the trust of the public. I will be strict on these guidelines, failure to follow them will result in a F for the assignment, possibly the course, and could impact your teammates grades as well. All you have as a journalist is your reputation, start building it now.

Accommodations for Students with Disabilities

Emerson is committed to providing equal access and support to all students who qualify through the provision of reasonable accommodations, so that each student may fully participate in the Emerson experience. If you have a disability that may require accommodations, please contact Student Accessibility Services at SAS@emerson.edu or 617-824-8592 to make an appointment with an SAS staff member. Students are encouraged to contact SAS early in the semester. Please be aware that accommodations are not applied retroactively.

Diversity Statement per Emerson College

Every student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. Students will be treated fairly regardless of race, religion, sexual orientation, gender identification, disability, socio-economic status, or national identity. Issues of diversity may be a part of class discussion, assigned material, and projects. The instructor will make every effort to ensure that an inclusive environment exists for all students. If you have any concerns or suggestions for improving the classroom climate, please do not hesitate to speak with the course instructor or to contact the Office of Diversity and Inclusion at 617-824-8528 or by email at diversity_inclusion@emerson.edu.

Daily reading/viewing expectations

1. The Boston Globe, The Boston Herald and NYTimes every day. A local newscast (WBZ, WHDH, WCVB, NBC Boston AND a network newscast (NBC, ABC, CBS, CNN, Fox News Channel, MSNBC) every day.
2. Articles handed out in class or posted on Canvas

Equipment for this class

- Memory cards for video equipment, headphones, cell phones (for live shots),
OPTIONAL: IFB or earpiece. If you plan to be on-air, buy one now. Go to journalism.emerson.edu, login using EC username and password and click the link to Buying an IFB.

GRADING

Producing 20%

Producing will be graded on a scale of 1-10.

As Producer you will be graded on the following:

1. Team leadership
2. Story selection and stacking
3. Proper production cues in rundown
4. Time management; getting all the tasks done on schedule
5. Timing of your newscast; were you over or under and why

Newscast Role 30%

Graded on a scale of 1-10 for each role you play in the newscast, each student will have an opportunity to be in each role at least once.

Associate Producer position will be graded on the following:

1. Checking the production cues to make sure they are entered into ENPS correctly
2. Working with video editor to help find appropriate video for stories
3. Helping graphics when needed
4. Work with producer to fill gaps that may be needed
5. Teamwork, following Producer instructions

Anchor/Writer position will be graded on the following:

1. Accuracy of story
2. Using broadcast style
3. Proofing, checking for typos and self timing
4. Pronunciation, demonstrating your pre-read the scripts
5. Teamwork, following Producer instructions

Video Editor/Prompter position will be graded on the following:

1. Delivering video to Sienna
2. Quality of editing, no jump cuts, video matches the story
3. Removing audio from VO, proper audio levels for SOTS
4. Prompter work; did you follow along with anchors and adjust when needed?
5. Teamwork, following Producer instructions

Reporter position will be graded on the following:

1. Writing of the package and web story for given assignment
2. Ability to interview subjects for assignment
3. Quality of package, are the tracking and SOTS at the right levels? Is there pad?
4. Writing and performing live shot; did you have proper roll cues? Was out out as written?
5. Teamwork, following Producer instructions

Photographer position will be graded on the following:

1. Video quality; white balance and focus, proper framing
2. Audio quality; can you hear the interviews
3. Package editing; no jump cuts, proper audio levels
4. Live shot in focus and properly white balanced
5. Teamwork, following Producer instructions

In Studio Reporter (Sports, Weather Entertainment) position will be graded on the following:

1. Accuracy of content
2. Writing in broadcast format
3. Creating needed graphics for plasma
4. Proofing, checking for typos and self timing
5. Teamwork, following Producer instructions

Graphics/Floor Director position will be graded on the following:

1. Full screen graphics created in proper format and delivered through system
2. OTS are created properly and inserted into ENP
3. Lower-thirds (CG's) for each video written properly and inserted into ENPS
4. As floor director gave clear instructions to talent in studio
5. Teamwork, following Producer instructions

Reflections 20%

Reflections will be graded on a scale from 1-10

Reflections will be graded on the following: (feel free to add more)

1. Describe the role you played in creating the newscast.
2. What challenges did you overcome while creating the newscast?
3. What advice would you give the next person doing this particular role?
4. Did you understand what was expected of you during this newscast?
5. What worked, and what did not work?
6. What skill did you learn that will be used in other newsroom experiences?

Writing Homework 10%

Writing homework will be graded on a scale of 1-10 and expectations will be included in the Rubric for each assignment. It is your responsibility to know the due dates of each assignment.

Discussion Boards 10%

Discussion board postings will be graded on a score of 1-10.

These are to facilitate discussion among class members on topics related to producing. It is your responsibility to know the due date of each Discussion Board posting.

Special Broadcast 10%

See next page for specifics on this assignment.

Special Broadcast Requirements

For our final class project, you will create a special program. In the past, we have done a Boston Marathon Show and the Holidays in Boston. News Specials will be live to tape.

I consider news specials the CNN pieces that focus on a specific topic, or other special events. Opening Day at Fenway special extended coverage of a trial etc. Anything that is informational, outside of a regularly scheduled newscast.

It takes a lot of work to put together a special program. For example, for election night the producers create the rundown, write the basic scripts, research all of the races, work with graphics, figure out how the numbers will be collected and displayed, organize candidate information for the talent, find out where the candidates will be election night and help make decisions on which reporter covers which candidate. It takes months sometimes to get it all organized.

As a class you will be responsible for all aspects of this special broadcast. I have broken it down into pieces to ensure you stay on schedule and create the best possible program.

Assignment 1; Due October 10 12:00 PM

What is a special program?

Watch a Special Program and answer questions in Canvas

Graded on a scale from 1-10

Assignment 2; Due October 22 12:00 PM

Make your pitch/Post in Discussion Board

Graded on a scale from 1-10

Pitch an idea that you would produce. Remember the show must include all original content. Read the material about making a pitch to have a better understanding of what questions need to be answered.

Here are a few to get you started.

1. What is your topic and why?
2. What length of a show do you envision?
3. How would you collect the elements needed for the show?
4. What roles would be needed to complete this project?
5. What would the timeline look like, will you be ready to tape on December 10th?

Assignment 3; Due October 30 12:00 PM

Graded on a scale from 1-10

Please respond to 2 of your classmate's pitches. What was good about the pitch? What questions remain? Is the plan feasible? Is this a show you would like to do?

(Selection of show will be based on the responses)

Assignment 4 ; In class November 6

Not graded

In class create a plan for your special, who will be your anchors? Reporters? What are the deadlines for packages? Will you have a live shots or in-studio interviews? What will be the "wow" factor in this program to make me want to watch? Please make a list of who is doing what and the deadlines.

Assignment 5; Due November 20 12:00 PM

Graded on a scale from 1-10

Update on your role in the broadcast via Canvas. Are you on schedule? Do you need help? Do you have concerns?

Assignment 6; Due December 4 12:00 PM

Not graded

In class review progress of show organization, what is left to be done with 6 days until taping.

Assignment 7: December 10 12:00 PM

Tape special broadcast

Graded on a scale from 1-10 based on same criteria for newscast production.

Assignment 8; due December 12 12:00 PM

Graded on scale from 1-10

Reflection on the special broadcast, your specific role and overall production of program.

GRADING SYSTEM

9-10 = A Excellent journalistic work that would make air at a professional local news station. Contains few technical errors in editing, writing and control room work.

8-9 = B Good journalistic work that could make air with some adjustments. Contains some technical errors in editing, writing and control room work.

7-8 = C Work exhibits some problems in communication and coordination, failure to keep up-to-date with changes in the news, scripting and format errors. Scripts fail to exhibit fresh wording, multiple sourcing, new or updated information

6-7 = D Work exhibits little or no understanding of the news of the day, failure to do rudimentary scripting or formatting, little or no connection between video and words. Editing consists of straight dubbing with drop shots, flash frames or jump cuts.

0 = F A factual error, including wrong name, wrong title, any wrong information about a news event.

Newscasts will be expected to go up on time. Failure to get your show up on time could lead to a 0 for that assignment. At minimum you will each lose a full letter grade for that assignment.

