

JR322 TV NEWS PRODUCING

Spring2021

Walker 628 & Remote

12p-3:40p M&W

Jim Foley

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ZOOM OFFICE HOURS:

by appointment

DESCRIPTION

Students in TV News Producing will experience deadline-driven television newsroom operations by producing newscasts and rotating through newsroom jobs. These include producer, anchor/writer, associate producer, weather, reporter and graphics/editor. They 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.

Television journalists face a daily dilemma of piecing stories into their time allotted. They deal with deadline pressure, staffing/equipment shortages and changing news patterns. Corporate and financial considerations such as ratings and commercial sponsors affect newscast timing, content and news placement within newscasts.

This is a lab course designed to give students the real-time experience of a television news operation. Students will perform all of the functions necessary to put a newscast on air. Students will put together a 15- or 20-minute newscast during each class period, making decisions that are affected by time, facilities, equipment and availability of sources and source material.

News is a collaborative effort. Not one person has all of the right answers. I am here to teach and to coach.

STUDENT LEARNING OBJECTIVES

In this course, students will learn to:

1. Identify and use appropriate visual elements to tell a compelling story.
2. Evaluate and select news to create a well-balanced newscast serving the public interest.
3. Research a story topic, develop a story focus and pitch to create original content for the newscasts and special broadcast assignments.
4. Use tools including ENPS, Sienna and Final Cut Pro that contribute to a cohesive, understandable and intelligent newscast.
5. Apply effective and collaborative team communication and management skills to produce a newscast or special broadcast.

REQUIRED READING/VIEWING/LISTENING

1. DAILY: Local newscast: [WBZ](#), [WCVB](#), [NBC10 BOSTON](#), [WHDH](#), [BOSTON 25](#)
2. DAILY: Natl. newscast: [NBC Nightly News](#), [ABC World News Tonight](#), [CBS Evening News](#), [PBS NewsHour](#)
3. DAILY: Local news outlet: [Boston Globe](#), [WBUR](#), [Boston Herald](#), [WGBH](#), [State House News Service](#)
4. DAILY: National news outlet: [NPR](#), [New York Times](#), [Washington Post](#)
5. TEXTBOOK: "[Write Like You Talk](#)" By Jeff Butera.
6. Articles, readings in Canvas

REQUIRED IN CLASS AND FOR CAREER

1. [SD memory cards](#) for camera use
2. [External hard drive](#) for storing media files
3. Notebooks, cellphones, pencils, pens
4. [IFB/earpiece](#) for communication during newscast

JR322 TV News Producing Spring 2021 MONDAY/WEDNESDAY SCHEDULE

WEEK	DATE	IN-CLASS ACTION	HOMEWORK
1	Wed., Jan. 20 ONLINE	Syllabus & Canvas. Expectations. Finding News and Daily Preparation. Watch inauguration of the president	*Read about TV News terms and writing skills in Canvas *Two VO scripts *VOSOT Part1
2	Mon., Jan. 25 ONLINE	Guest speaker WDSU news producer Taylor Walker. Everyone must ask one question. Reviewing, improving writing Finding info for stories	*VOSOT Part2 *EDC Contract Agreement
2	Wed., Jan. 27 ONLINE	Guest speaker NECN political commentator Sue O'Connell. Everyone must ask one question. Learn about ENPS, Sienna, Storycut, Snapstream	*Final Cut Pro/Safety Badges *Revision of VO and/or VOSOT
3	Mon., Feb. 1 W628	Get familiar with newsroom ENPS, Sienna, editing, writing, producing. Produce five-minute cut-in. JVC 200 camera demo	*JVC 200 Badge Courses *Write Like You Talk Pages 1-29
3	Wed., Feb. 3 ONLINE	Guest speaker WZVN anchor Jeff Butera, textbook author. Everyone must ask one question. In-depth look at local newscast.	*Study the newscast roles. *Practice using everything remotely to produce, edit, write.
4	Mon., Feb. 8 W628	Write, edit, preproduce 15-minute newscast	
4	Wed., Feb. 10 ASYNCHRONOUS 2PM TAPING	Full newscast 1 tape	*Start WCVB 11pm Rundown Recreation work *Newscast reflection due by Friday
5	Wed., Feb. 17 W628 3PM TAPING	Write, edit, preproduce 15-minute newscast Full newscast 2 tape	*Write Like You Talk Pages 31-46 *Newscast reflection due by Friday
6	Mon., Feb. 22 W628	Write, edit, preproduce 20-minute newscast	*Continue WCVB 11pm Rundown Recreation work
6	Wed., Feb. 24 ASYNCHRONOUS 2PM TAPING	Full newscast 3 tape	*Finish WCVB 6a-630a Rundown Recreation work *Newscast reflection due by Friday
7	Mon., Mar. 1 W628	Write, edit, preproduce 20-minute newscast	*Write Like You Talk Pages 47-61

7	Wed., Mar. 3 ASYNCHRONOUS 2PM TAPING	Full newscast 4 tape w/ live shot	*Start WBZ 11p-1130p Rundown Recreation work *Newscast reflection due by Friday
8	Mon., Mar. 8 W628	Write, edit, preproduce 20-minute newscast	
8	Wed., Mar. 10 ASYNCHRONOUS 2PM TAPING	Full newscast 5 tape w/ Live Shot	*Newscast reflection due by Friday
9	Mon., Mar. 15 W628	Write, edit, preproduce 20-minute newscast	*Write Like You Talk Pages 63-76
9	Wed., Mar. 17 ASYNCHRONOUS 2PM TAPING	Full newscast 6 tape w/ Live Shot	*Newscast reflection due by Friday
10	Mon., Mar. 22 W628	Write, edit, preproduce 20-minute newscast	*Finish WBZ 11p-1130p Rundown Recreation work
10	Wed., Mar. 24 ASYNCHRONOUS 2PM TAPING	Full newscast 7 tape w/ Live Shot	*Newscast reflection due by Friday
11	Mon., Mar. 29 W628	Write, edit, preproduce 20-minute newscast	*Write Like You Talk Pages 77-84
11	Wed., Mar. 31 ASYNCHRONOUS 2PM TAPING	Full newscast 8 tape w/ Live Shot	*Newscast reflection due by Friday
12	Mon., Apr. 5 W628	Write, edit, preproduce 20-minute newscast	
12	Wed., Apr. 7 ASYNCHRONOUS 2PM TAPING	Full newscast 9 w/ Live Shot	*Newscast reflection due by Friday
13	Mon., Apr. 12 W628	Write, edit, preproduce 20-minute newscast	*Butera book and Lessons Learned video
13	Wed., Apr. 14 ASYNCHRONOUS 2PM TAPING	Full newscast 10 w/ Live Shot	*Newscast reflection due by Friday
14	Tue., Apr. 20 ONLINE	Write, edit, preproduce 20-minute newscast	
14	Wed., Apr. 21 ASYNCHRONOUS	Full newscast 11 w/ Live Shot	*Newscast reflection due by Friday
15	Mon., Apr. 26 W628	Write, edit, preproduce 20-minute newscast	
15	Wed., Apr. 28 W628	Full newscast 12 w Live Shot 20-minute final show airs	*Final newscast reflection due by Friday

GRADED ASSIGNMENTS

The majority of your grade will revolve around the weekly newscasts the class puts together during our class time. I will develop a rotation schedule for producer, associate producer/editor, anchor/writer (x2), graphics/editor, reporter, and weather forecaster. Everyone will get at least one try at each role.

Producer 20% = You will produce at least one newscast in this class. Your producing work will be graded on a scale of 1-20. 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 40% = You will be assigned a variety of tasks as we put together newscasts throughout the semester. You will get a grade for your work in each newscast on a scale of 1-10 for each role you play. Every student will have an opportunity to be in each role at least once. There may be additional/fewer roles depending on size of class. Here is the list of newscast jobs and expectations:

Associate Producer/Editor: Check the production cues and placeholders to make sure they are in ENPS correctly. Edit VOs and SOTs, attaching to proper slugs. Help graphics when needed. Assist producer. Show teamwork, following producer instructions. Teleprompter during show taping.

Anchor/Writer: Stories are clear, concise and conversational. Ensure accuracy. Proofread, check details and timing. Pronounce properly, demonstrating you read the scripts in advance. Show teamwork, following producer instructions.

Weather Forecaster: Report the local weather forecast. Build the graphics, write the weather script and the anchor toss. Either package the weather report or anchor a weathercast in front of the green screen/plasma wall. Plan for 1:00-1:30 total. Show teamwork, following producer instructions.

Graphics/Editor: Create full-screen graphics in proper format and deliver through system. Create OTS properly and insert into ENPS. Check lower-thirds for each video written properly and review channels. Edit VOs and SOTs, attaching to correct slugs. Show teamwork, following producer instructions. Floor director during show taping.

Reporter: Write, edit the package, scripts for given assignment. Use broadcast style and include fonts/CGs for SOTs. Ability to interview subjects for assignment. Quality of package, are the tracks and SOTS at the right levels? Is there pad? Write and perform live shot; did you have proper roll cues? Was outcue as written? Show teamwork, following producer instructions.

Reflections/Rundown Recreations 15% = After each news show, complete a reflection about your work in the newscast and what you learned from it. Each reflection is worth 10 points.

1. Describe in detail what you individually contributed to the newscast.
2. Describe what your team collectively accomplished and/or a teammate who stood out.
3. Describe what you learned about TV news that will help for future newscasts.
4. Describe an obstacle you and/or your team faced and how you/the team worked to overcome it.

Students will also complete rundown recreations to look at how local news stations put all the elements together in their news shows.

Homework/Discussions 15% = Homework, including basic writing assignments, readings, newscast formatting and analyses, etc. will be graded on a scale of 1-10 and expectations will be included for each assignment. It is your responsibility to know the due dates of each assignment. Check the Canvas calendar to keep track of due dates.

Final Special Broadcast 10% = For our final class project, we will work together to create a 30-minute special news program (4 blocks with 3 2-minute breaks) that would focus on a specific topic or news event, such as the presidential election, the BLM/social justice movement, Coronavirus, etc. The entire class will work together with 2 co-producers and 2 anchors (chosen by the class) and everyone writing/editing stories, pkgs, taped interviews, graphics, etc.

GRADING SCALE

A = Excellent journalistic work that would make air at a professional local news station and on a professional news website. Contains few technical errors (typos, editing glitches, etc.) 9.20-10 on a 10-point scale

B = Good journalistic work that could make air or publication with some minor adjustments. Sourcing and attribution is clear. Writing follows style but also demonstrates depth of understanding of topic and facility of language. Contains some technical errors formatting (tape editing or shooting errors for broadcast, formatting) 8-9.15 on 10-point scale.

C = Work exhibits some problems in communication and coordination, failure to keep up with updated information in the story, format errors. Has gaps in reporting and story organization (Words and pictures don't match in video, no transitions in video or in script) 7-7.95 on 10-point scale

D = Work exhibits little or no understanding of the story's focus. Its organization is hard to follow. Shows no attempt to follow style rules. Contains grammatical errors such as subject-verb disagreement 6.5/6.95 on 10-point scale

F = Any misrepresentation, major factual error, copying without permission is journalistic failure. A lack of attribution, proper sourcing. Failure to turn in required journalistic work within deadline parameters. ZERO on 10-point scale.

POLICIES

ACADEMIC SUPPORT For information about academic support in writing and time management, contact the [Lacerte Family Writing and Academic Resource Center](#)

DIVERSITY STATEMENT 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 Social Justice Center at 617-824-8528 or by email at sjc@emerson.edu

TITLE IX STATEMENT The instructor of this class is a responsible employee at Emerson College which means that they are not a confidential resource. They will keep your information as private as they can, however, if you disclose information that may violate Emerson's Sexual Misconduct Policy they must report it to the Title IX Coordinator. You may also contact the Title IX office directly at titleix@emerson.edu or 617-824-8999. Alternatively, if you would like to speak with someone confidentially, please contact the Healing & Advocacy Collective, Counseling and Psychological Services, or Health and Wellness.

COPYRIGHT If you didn't create it or own it, then you don't have the right to use it UNLESS you received permission or can make a strong argument for fair use. United States law governs the use of copyrighted material. These laws prohibit reproduction of the material for purposes other than the intended instructional purposes of this course. Other uses, including commercial use and any further electronic distribution of the material, may constitute copyright infringement. For more information, see [Emerson College's Copyright Policy](#).

PLAGIARISM ALL your work must be original. I will give an F to anyone involved in copying, using other people's work (photos, video, words) as his/her own, and creating or misrepresenting sources. I consider wholesale cut-and-pasting of wire copy or newspaper copy in scripts as plagiarism and will treat those of you who do so as plagiarists. As journalists, credibility is your calling card. If you are dishonest, you will not survive in the profession. Journalists who make things up or who steal another's work undermine their credibility and that of every honest, hard-working journalist in the industry. Anyone in the class caught violating the basics tenets of truth in journalism by making up soundbites or sources or stories will automatically fail the course and face possible suspension from Emerson College. It is the responsibility of all Emerson students to know and adhere to the [College's policy on plagiarism](#).

PREPAREDNESS Come prepared for the job assigned to you that day. If you do not know how to edit, take the extra time EARLY in the semester to practice and learn. You are REQUIRED to be fully up-to-date on the news. Read the paper/news organization websites and listen to/watch a newscast BEFORE you walk into the newsroom. If you see a problem, or someone who needs help with his/her assignment, offer to help out.

TARDINESS Class begins PROMPTLY at the top of the hour unless otherwise noted (i.e. 12p or 1p) Absences due to illness, family, personal issues, etc. need to be reported as EARLY as possible, preferably by 10 a.m. at the latest.

SOURCING You are required to *provide the name and phone number or email address of all sources* at the end of any reporting assignment you submit for class. Any report that does not have this information will get a ZERO until this information is provided. Inaccuracies in this information will be dealt with in the same manner as factual errors within a news report. That means F. Every picture, piece of audio and piece of video you turn in must have contact information of the people presented in the picture, audio and video.

These source lists will allow you to do what every professional reporter does: a) check back with sources on deadline to confirm a point or add a detail and b) begin to build a resource list of people to call on stories. These sources all should be part of your building your beat book.

As at a professional news organization, I will periodically call your sources to check on the accuracy of the information in your stories.

The two degrees of separation rule: You are not allowed to interview relatives, friends, coworkers, classmates or anyone else you know. Interviewing people in your circle of family and friends presents a conflict of interest. Every source will have expectations and you'll feel obliged to leave out harsh truths.

No anonymous sources: Everyone you interview must be on record. You must use their real, full name. If you have source material, whether it is from an encyclopedia, book or web site, YOU MUST CITE YOUR SOURCES. You cannot take any material off the web or from books and magazines and make it your own without citations or else you have plagiarized. If you have any questions about how to attribute appropriately, quote appropriately or footnote appropriately, it is incumbent on you to consult me about it. Ignorance is not a defense against cheating. For more information on academic honesty and plagiarism, please see page 62 in the Student Handbook regarding the Emerson College policy on plagiarism and page 96 on the Student Code of Conduct.

DEADLINES As journalists, you are expected to meet deadlines. I provide a 24-hour grace period for submission of work if you have a good reason for needing more time.

USE, MIS-USE or ABUSE OF EQUIPMENT AND FACILITIES. No messy food, drink, smoking or inappropriate behavior is allowed in the newsroom, announce or edit rooms, control room, multi-purpose room, or studio. Violate these rules and you will be out of the course, facing disciplinary action.

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 \(SAS\)](mailto:SAS@emerson.edu) 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.

NOTE THAT THIS SYLLABUS IS A GUIDELINE AND IS SUBJECT TO CHANGE AS EVENTS WARRANT