EMF-481 Television News
Course Syllabus

Text:
Advancing the Story
Broadcast Journalism in a Multimedia World
Debora Wenger & Deborah Potter

Description:
This 3-credit course is designed to teach the daily editorial process and production of a television newsroom. Students will work as a team and individually to conceptualize and produce video and digital news content. Each student will use principles of single camera video production to produce three news projects as well as text stories for new media channels. The class will also work as a team to create a full television newscast using news stories produced by class members in the field.

Goals:
- Work as a team and individually to produce content in a newsroom environment;
- Establish and follow tight news deadlines;
- Pitch, plan, research, write and produce news stories in the field;
- Work as a one-man band to produce video and web text content;
- Learn newscast show production and produce a short newscast;
- Create portfolio of work that includes writing, storytelling, photography, editing and newscast production.

Requirements:

Attendance

Participation in class, ability to meet teamwork requirements and ability to meet production deadlines is critical to course completion.

Participation

Students are expected to participate in class critiques, discussions and exercises with undivided attention. Excessive talking in class or during workshops while instruction is going on will be considered negative participation.

Disability Policy:

This class adheres to the Towson University Disabilities Policy. If you have a documented disability, please see me right away after the first class privately, so we discuss how to best accommodate your specific needs.

Plagiarism:

The EMF department has a published statement on Plagiarism, and Towson University has statements on both Academic Dishonesty and Student Academic Integrity, all of which pertains to your work in this course. ALL WORK must be newly created for THIS COURSE with students in this class section ONLY.

Ownership and Use:
Please be aware that the professor may keep copies of ANY and ALL student work for future teaching purposes only. If anyone has issues with this policy regarding a student project, it is up to the individual or group to notify the instructor. When shooting interview subjects, either a verbal and written release is required.

Projects:

1 - Act as Producer/Writer/Reporter teamed with Photographer/Editor. Create a television news story for three platforms.
   - Newscast RT 1:30 – 2:00
   - Website RT :45-1:00
   - Text version 100-200 words
   - Promo RT :10

2 - Act as Photographer/Editor teamed with a Producer/Reporter/Writer. Create a television news story for three platforms.
   - Newscast RT 1:30 – 2:00
   - Website RT :45-1:00
   - Promo RT :10

3 – Final Project. Work as a one-man band (producer, writer, reporter, photographer, editor) to create a television news story multiple platforms:
   - News Broadcast RT 1:30-2:00
   - Website RT :45-1:00
   - Text version 100-200 words

4 - Class production of newscast using storytelling projects.

Evaluation:

The grade of A is awarded for excellence - exceptional work both TECHNICALLY and in TECHNIQUE. An A student turns in all work on time with consistently superior standards of quality, creativity, and original thinking. This person produces outstanding products and performs exceptionally in presentations and critiques. This grade is for Excellent work in the class.

The grade of B is awarded to students who have turned in all work on time, and consistently completed work in a high quality manner. The work shows creative thinking, extra effort, and care in presentation. This person has demonstrated knowledge that surpasses the basic material and skills and shows INTERMEDIATE levels past basic video production. This grade is for good (B) to Very Good (B+) work in the class.

The grade of C is earned when all class work is turned in and the student has mastered the MINIMUM basic material and skills of the course. This person participated in some classes and demonstrated some knowledge beyond basic video skills. This grade is for average work in the class.

The grade of D or F is given for work that is incomplete, late, and/or does not demonstrate mastery of the basic material and skills of the course. This grade is below average or failing work for the class.
Grading Scale

A+ 98-100    B+  88-89    C+  78-79    F Below 60
A  94-97      B  84-87     C  70-77
A-  90-93     B-  80-83    C-  60-69

Assignment Grade Value:

Producer/Reporter project 20%
Photographer/editor project 20%
Final one-man band project 30%
Newscast project 10%
Weekly quiz 10%
Class Participation 10%

Gear:

Specific Cameras, tripods, sound and light equipment packages are available at the equipment room (ER) located in the Video Media Lab (VML) in the basement of the Media Center. A newly updated VML guide will be issued and reviewed on the proper procedures for checking out equipment and using the VML Final Cut Pro editing workstations.

Required supplies:

1 - pair of professional quality HEADPHONES per EMF VML recommendations
5 - DVD-R Discs
1 – External Firewire Media hard-drive

MEDIA DRIVE: ONLY A VML approved FireWire Media Drive (7200 rpm w/ FW 400 or 800) is acceptable for this and future EMF production courses and FW800 is required for HD video. This will allow you to take your projects and edit them on any of the Media Center’s Apple-based Final Cut Pro Studio stations, or any off campus Mac w/ FCP, either on a laptop or desktop system. NO USB Drives allowed!

Course Schedule:

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required reading</th>
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<tbody>
<tr>
<td>1 – September 1</td>
<td>Course introduction&lt;br&gt;Current events quiz&lt;br&gt;Story ideas</td>
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<tr>
<td>2 – September 8</td>
<td>Lecture: Multimedia mindset&lt;br&gt;Current events quiz&lt;br&gt;Editorial meeting</td>
<td>Chapter 1</td>
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<td>3 – September 15</td>
<td>Lecture: Finding the story&lt;br&gt;Current events quiz&lt;br&gt;Story assignments finalized</td>
<td>Chapter 2</td>
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<td>4 – September 22</td>
<td>Multimedia newsgathering&lt;br&gt;Current events quiz&lt;br&gt;Guest: TBD&lt;br&gt;Story approval/scheduling</td>
<td>Chapter 3</td>
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<tr>
<td>5 – September 29</td>
<td>Newsroom Visit&lt;br&gt;Story progress report&lt;br&gt;Guest: TBD</td>
<td>Chapter 4</td>
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<td>6 – October 6</td>
<td>Reporting in depth</td>
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<tr>
<td>Date</td>
<td>Activity Description</td>
<td>Chapter(s)</td>
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<td>7 – October 13</td>
<td>Writing the story&lt;br&gt; Multimedia storytelling&lt;br&gt; Current events quiz&lt;br&gt; Guest: TBD</td>
<td>Chapter 5 &amp; 6</td>
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<td>8 – October 20</td>
<td>Producing/writing for web&lt;br&gt; Current events quiz&lt;br&gt; Guest: TBD</td>
<td>Chapter 7 &amp; 8</td>
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<td>9 – October 27</td>
<td>Producing multimedia news&lt;br&gt; Current events quiz&lt;br&gt; Guest: TBD</td>
<td>Chapter 9</td>
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<td>10 – November 3</td>
<td>Delivering the news&lt;br&gt; Current events quiz&lt;br&gt; Newscast format</td>
<td>Chapter 10</td>
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<td>11 – November 10</td>
<td>Project reviews&lt;br&gt; Newscast preparation&lt;br&gt; Current events quiz</td>
<td>Chapter 11 &amp; 12</td>
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<td>12 – November 17</td>
<td>Project reviews&lt;br&gt; Newscast preparation&lt;br&gt; Current events quiz</td>
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<td>13 – December 1</td>
<td>Newscast production&lt;br&gt; First run-through&lt;br&gt; Current events quiz</td>
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<td>14 – December 8</td>
<td>Newscast production&lt;br&gt; Final production&lt;br&gt; Current events quiz</td>
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