

MEJO 252 Audio Journalism Fall 2016

UNC School of Media and Journalism

Tuesday & Thursday

3:30 – 4:45 p.m.

Carroll Hall Room 132

Instructor

Professor Tamara Gibbs

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Twitter: @TGibbs_

LinkedIn: <https://www.linkedin.com/in/tamara-b-gibbs-0ab9ba105>

Office Hours:

I am available before and after class and by appointment. I am also available via FaceTime or Google Hangout by appointment during the week. Please use the mobile number above for emergencies or critical concerns only. The best way to communicate with me is via email and text messaging. Please allow up to 24 hours for a response for non-emergency issues.

Course Overview:

In this course, students will learn how to conceive, research, report and produce audio stories for broadcast on radio and/or streaming on the web. Students also learn interviewing and reporting techniques that will prepare them for higher-level courses.

Upon completion of this course, the successful student will:

- Improve overall broadcast writing skills
- Learn techniques and methods used in storytelling
- Develop ability to apply journalism principles and theory
- Develop basic research, interviewing, reporting, and storytelling skills

Required Text

Tuggle, C.A., Forrest Carr, and Suzanne Huffman. *Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media Fifth Edition*. New York, NY: McGraw-Hill, 2014

Additional Reading Assignments

I will provide a pdf scan of supplemental reading assignments on Sakai. The additional reading assignment will be announced in class or listed on the course schedule.

Required Technology

Your success in this course will require you to purchase a digital audio recorder. You will need access to the internet, the MS Word, Adobe Acrobat, Sakai, and additional audio recording/editing equipment.

Equipment Rental

The school will provide you with a microphone and a cable to use this semester. At the end of the semester you must return both in good condition before you can receive a grade for the class. Damaged or lost equipment is the responsibility of the student.

Students are expected to use equipment responsibly and report any issues they have immediately to the equipment manager.

Cell Phones/Laptops

Occasionally, we'll pull these out and use them in class. Otherwise, they should be turned off and stowed away. Devices that appear to be a distraction to an individual student or to the class will be confiscated until the end of class.

Thanks in advance for your cooperation with this.

Core Values

In the journalism profession, we value being prepared, being on time, and being able to work on deadline. You'll see these values reflected in the course policies. For example, attendance is required, and you're expected to be on time. Also, unless noted specifically by a particular assignment where late work is accepted with penalty, **all work is due by the deadline in order to receive credit**. If your excuse is health related, you will need a doctor's note verifying your illness.

Attendance

I use an award/penalty system for attendance. Students will sign in at the start of each class. I will maintain this log for your final grade.

Perfect attendance	20 points bonus to semester total points
One absence	10 points bonus to semester total points
2-3 absences	No penalty; no reward
More than 3 absences	10 points deducted from total semester points
Being Late	Being late or leaving early three times will result in an absence.
The exceptions to this policy would include college-sanctioned absences and a medical emergency that requires your hospitalization. In these cases, I do need documentation to help me work with you.	
For up to three absences, I do not require documentation and don't distinguish between excused and unexcused. The exception to this would be when a quiz, exam, or an established deadline is involved. You must have documentation that would support an excused absence.	

Grading

I use the Total Point System for grading. These points represent an estimate for the semester and may change. At the end of the semester, I'll divide your total points for the semester by the total points

possible to determine your grade. While class participation is not listed, it will count toward your final grade.

Weekly Assignments In-Class Writing Drills (10 drills worth 10 points each) Story Assignments (5 stories worth 40 points each) Professional Development Activity (Audio Samples, Resume and Cover Letter worth 100 points)	400
Mid-Term Exam (Written, Multiple Choice & True or False -100 points) Final Exam (Written, MC & T/F- 100 points)	200
Current Events Quizzes (10 quizzes worth 10 points each)	100
Grammar Quizzes (10 quizzes worth 10 points each)	100
Semester Total (this is subject to change)	800

Grading Scale

A = 100 - 94.9%	A- = 93-90%	
B+ = 85-89%	B = 84 – 84.9%	B- = 83–80%
C+ = 75-79%	C = 74 – 74.9%	C- = 73-70%
D = 65-69%	D = 64.9% - 61%	
F = 60% and below		

<p>A = A well-written, broadcast quality story with no factual, style, or production errors</p> <p>B = Minor errors with minimal factual, style, or production errors</p> <p>C = Serious errors and unfit for broadcast</p> <p>D = Poorly written with several factual, style, or production errors</p> <p>F = Unacceptable work, major errors, minimal effort</p>

Reading Assignments are listed on the day they're assigned. Reading Assignments should be completed by the next scheduled class. Some reading assignments will be made available via Sakai (e.g. grammar resources).

Writing Drills – You will be allowed to practice writing under deadline pressure throughout the semester. Some drills will count for points and some will be opportunities to practice only.

Current Event Quizzes – You will be tested on their knowledge of current events, including pop culture. These quizzes will not be listed in the course schedule. You should read The Daily Tar Heel, the News & Observer, and follow local journalists on social media.

Grammar Quizzes – You will be tested on their grasp of basic grammar. These quizzes will not be listed on the course schedule. Reading material to help you prepare for each quiz will be posted on Sakai.

Story Assignments – The students will be assigned audio story projects requiring them to select a newsworthy story, conduct research, conduct interviews, write a script, and edit the story. There will be a total of six (6) story assignments.

Semester Schedule

Unit	Topics	Assignments
Unit 1	Broadcast Writing Grammar Audio Equipment	<ul style="list-style-type: none"> Broadcast Writing Drills Audio Equipment Instruction Guest Speaker(s)
Unit 2	Research & Reporting	<ul style="list-style-type: none"> Audio Storytelling Assignments Interview Assignments Guest Speaker(s)
Unit 3	On-Air Performance Social Media	<ul style="list-style-type: none"> Vocal Delivery Guest Speaker(s)
Unit 4	Building Contacts	The Art of Breaking and Advancing Stories
Unit 5	Professional Development	<ul style="list-style-type: none"> Guest Speakers will instruct on Networking, Resume, Cover Letter and Interview Techniques
Final Week	Final Exam	

MID-TERM EXAM: October 18, 2016

FINAL EXAM: Thursday, December 15 at 4:00 p.m. – Room 132

Last Day to Drop Class Without Penalty: September 6

**Drop transactions processed after this date will remain on the record with a grade recorded of WC (Withdrawal by Choice).*

UNC Honor System

Visit <http://honor.unc.edu> for more details.

You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

PLAGIARISM – Don't Do It!

Written assignments will be vetted through a database that can detect unoriginal work. You are strongly encouraged against copying writing samples and storytelling assignments from either the internet, textbooks or former/current students. A student who fabricates a source or an interview is considered in violation of the Honor Code.

Ask For Help

If you need individual assistance, it's your responsibility to meet with me. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem.

Disability Services

Please make your instructor aware of any learning or physical disabilities that could impact your performance. Reasonable accommodations will be made for students with documented disabilities. UNC's Accessibility, Resources & Service provides resources and services to undergraduate and graduate/professional students with disabilities to provide equal access to the services, programs and activities of the University so that they may, as independently as possible, take full advantage of opportunities at UNC - Chapel Hill. Email accessibility@unc.edu or call (919) 962-8300 for more information.

Diversity Policy

The university's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran status, sexual orientation, gender identity or gender expression.

Accreditation

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://bit.ly/1rfusqj>

Class Cancellations

Occasionally, I will need to cancel class due to scheduling conflicts with my job. In the event of a cancelled class, the announcement will be sent via email and posted on Sakai. I will also post an assignment on Sakai to replace our scheduled class time.

Inclement Weather

In the event of inclement weather, check Sakai for this course and Carolina Alert for the latest information, class cancellations, and office closings. You might also consider listening to local radio and TV newscasts for weather alerts.

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Syllabus Agreement

I, _____, have read the course syllabus and requirements and I agree to adhere to the guidelines in this syllabus.

(Signature)

(Date)