**TV News Reporting & Producing (MEJO 421)**

[UNC Hussman School of Journalism and Media](http://hussman.unc.edu/)

Monday & Wednesday, 4:45 p.m. to 6:00 p.m.

Remote

Fall 2020

**Professor Lindsay King**

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Office Hours: Mon – Fri, by appointment

Welcome to MEJO 421, one of the foundation courses in the broadcast and electronic journalism sequence of the Hussman School of Journalism and Media. The course teaches those interested in pursuing careers in broadcasting/electronic journalism the writing, reporting, packaging and producing skills required for what we broadly call *television news*. In addition, the course will reinforce the foundation of solid writing, reporting and field production taught in MEJO 252 and MEJO 121.

**Both MEJO 121 and MEJO 252 are prerequisites for MEJO 421. If you have not completed these prerequisites, you will not be allowed to take this course.**

**Objectives:** The student is expected to be able (1) to plan and execute video productions from concept to finished product; (2) to shoot clean and steady video with emphasis on composition, lighting and technique; (3) to understand the principles and practices of editing and other post-production skills; (4) to understand elements of producing both for the studio and the field; (5) to improve basic production skills necessary to achieve the above goals; (6) to employ proper grammar and writing skills with strict attention to accuracy, detail and industry standards; (7) to improve story development techniques and overall reporting skills.

**Required Text:**Wenger, Debora and Deborah Potter, [*Advancing the Story: Quality Journalism in a Digital World*,](https://us.sagepub.com/en-us/nam/advancing-the-story/book259333) CQ College Press, Fourth Edition, 2011, ISBN: 978-1544-332451.

**Attendance Policy**: Classroom experiences are a vital part of the educational process, especially in a skills course such as MEJO 421. As in the real world of broadcast journalism, it is expected that the student journalist will report to work (i.e., the classroom) and be on time, just as one would expect in a professional newsroom. Classes will be live and recorded using zoom. Live classes will be posted at the end of class. It is the student’s responsibility to watch the recording and stay current if the student is unable to attend a live session.

**Zoom:** This class will use zoom. Students are required to use their UNC email address for zoom meetings. Live zoom sessions will have a password and only recognize UNC email addresses. Links to the live session will be emailed to students on the Sunday before classes. **Links can also be found in resources folder on Sakai labeled, Zoom Live Links.** Classes will be recorded and loaded to zoom shortly after class ends. The University of North Carolina – Chapel Hill owns the rights to zoom classes. Students are not allowed to use any excerpts or share passwords on the student’s social media pages. If a student has difficulty accessing a live class or watching a recording. It is the student’s responsibility to notify the professor immediately (or within 24 hours of video posting).

**Participation:**You are required to actively participate in class. Effective news organizations establish a climate where there is a healthy collision of ideas – where story assignments, approaches, writing, etc., are discussed openly and honestly. Tension and conflict can and should be present to some degree, but temper that tension and conflict with respect for your fellow students and colleagues.

Traditionally, broadcast journalists delivered the news to a mass audience. Online and social media have created additional channels for the delivery of news. No matter what the media platform (television, online or social media), the reporter/producer of any story must be prepared to justify and defend that story at every level. Thin-skinned journalists don’t last long in the profession. If you’re serious about a career in journalism, remember that your job is about the work, not the person. A news story is a news story, not an extension of the individual reporter. So, accept criticism accordingly.

One of the major learning tools of MEJO 421 is the review of stories produced by students. One of the primary forms of participation in this class will be the discussion, even debate, surrounding your work. We will talk as a class and in groups, thinking through issues together and critiquing our own work and the work of others. If you are uncomfortable having your work reviewed in such a public fashion, the broadcast/electronic news business probably is not for you. Again, this process will be civil, constructive and courteous.

Discussions will also take place on Sakai Discussion boards. It is the student’s responsibility to participate to the discussions.

**Late Work:**Assignments are on the dates noted in the course schedule. Work submitted after the due date will be accepted, but will be docked one letter grade for each 24-hour period that it is late.

**Quizzes:** There will be three quizzes throughout the semester. The quizzes will be available on Sakai. Quizzes will be password protected and students have 18 hours to complete the quiz. If you miss a quiz, you have one week to make up the quiz and will receive partial credit. The day must be agreed on between the professor and the student. A new password will be issued for the quiz and you will have 18 hours to complete the quiz. The password will be emailed. (i.e. you miss a Wednesday quiz and request to make it up on Friday. You will get an email with the new password and will have from 6 a.m. Friday to 11:55 p.m. to complete the quiz.)

**Grading:** There are a number of components considered in the final grade for MEJO 421. As mentioned earlier, class participation is important. In addition, there will be five projects, this includes the final project.

The first project will be a voice over (VO); the second will be a voice over to sound on tape (VO/SOT) and a voice over to sound-on-tape voice over (vo/sotvo); and the final three projects will be full, reporter packages (PKGs), the last considered as the Final Project.

Each project will be judged on the following criteria:

1. Reporting, enterprise, depth and news value.
2. Diction, enunciation and other elements of delivery (packages only).
3. Steadiness, composition, aesthetic quality of video and use of natural sound.
4. Editing proficiency.
5. Quality of writing.

**Projects**: All assignments will be submitted via Sakai by the assigned time and date. This will be discussed in class.

|  |  |  |  |
| --- | --- | --- | --- |
| Project 1 | VO | Script: 25 seconds / VO: 35 seconds | 1 Script submitted  1 Video clip submitted |
| Project 2 | VO/SOT  VO/SOTVO | Script: (40 seconds/ VO: 20 – 25 seconds, SOT: 10 – 15 seconds)  \*\* for the sotvo, you will use the same sot (same time rules apply) you will add continued vo to the sot 20 – 30 seconds) | 2 scripts submitted  3 videos submitted   * *1 vo* * *1 sot* * *1 sotvo* |
| Project 3 | Reporter Pkg | Anchor Intro script: 10 – 15 seconds  Reporter Pkg: 1:30  Anchor Tag script: 5 – 10 seconds | 2 scripts submitted (*Anchor intro/ Anchor tag)*  1 video submitted |
| Project 4 | Reporter Pkg | Anchor Intro script: 10 – 15 seconds  Reporter Pkg: 1:30  Anchor Tag script: 5 – 10 seconds | 2 scripts submitted (*Anchor intro/ Anchor tag)*  1 video submitted |
| Project 5 | Final Pkg | Anchor Intro script: 10 – 15  Reporter pkg: 1:45  Anchor Tag (web driven): 10 – 15 seconds | 2 scripts submitted (*Anchor intro/ Anchor tag)*  1 video submitted |

**Course elements and percentage of final grade**:

|  |  |  |  |
| --- | --- | --- | --- |
| Class Participation | 10% | Project 4 | 15% |
| Project 1 | 5% | Project 5 (final project) | 30% |
| Project 2 | 10% | Quizzes (5% each) | 15% |
| Project 3 | 15% |  |  |

Your final grade will have a letter grade.  Here are the numerical equivalents:

**Final grades**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 94 - 100 A  91 - 93 A- | 88 - 90 B+  84 - 87 B  81 - 83 B- | 78 - 80 C+  74 - 77 C  71 - 73 C- | 68 - 70 D+  61 - 67 D | 60 and below F |

**You will not receive a passing grade in this course unless all assignments are completed**, even if you received a grade of zero (0) because of a very late submission. In addition, during the course of the semester students will check out University-owned equipment for use in this class. That equipment includes cameras, recorders, tripods, etc. No grade will be issued until this equipment is returned in proper condition and so noted by the school equipment manager. Students should return equipment no later than Monday, November 16th (last day of class).

**Equipment:** Students can use their smartphone to record video for this class. Due to social distancing restrictions with COVID, Zoom will be used for interviews. (More will be discussed in class). If you interview someone in your household, you will need to use a microphone. You will also need to use a tripod for your smartphone for steady shots. Tripods can be checked out in the equipment room. If you are at home and do not have a tripod you can purchase on for about $12. Financial Aid can be used for these purchases. If you have questions, please reach out to your professor.

Check out this website to learn about rules and procedures for checking out equipment, how to manage bookings, how to connect to Connect2 off campus, equipment manuals and equipment video tutorials: <https://guides.lib.unc.edu/mejo-equipment-room/>. To book equipment, go to <https://equipmentroom.mj.unc.edu/>.

Students are expected to use equipment responsibly and report any issues that they have immediately to the equipment manager. Students must return equipment on time. Checkout times will be discussed in class and monitored by the equipment manager in the Park Library. Failure to return equipment on time may result in suspension of lending privileges. Failure to use equipment responsibly may result in lending privileges being revoked. Failure to return equipment in proper order will result in an “incomplete” grade for the class. The School may take whatever actions it deems necessary for the return of equipment and payment for any damages or loss.

When you check out or reserve gear, take a moment to look it over to see if anything is wrong and report it immediately. If anything happens to the equipment while it’s checked out in your name, **YOU** will be responsible for the cost of repairs. Be aware that these cameras cost thousands of dollars. Return every piece of equipment in the same condition it was in when you took it out. Be careful. Never walk more than two feet away from a camera even if it’s on tripod.

**\*\*NEVER LEAVE EQUIPMENT UNATTENDED!\*\* BE AS PARANOID AS YOU HAVE TO BE. IT’S YOUR RESPONSIBILITY! DO *NOT* LEAVE EQUIPMENT IN YOUR CAR. IT SHOULD BE IN YOUR CAR ONLY LONG ENOUGH TO GET TO AND FROM WHERE YOU’RE GOING FOR THAT STORY/ASSIGNMENT.**

Students will be required to purchase SD cards class 6 or 10, and they must be 128 MB or larger.

**Syllabus**: **The syllabus will change**. Just as events alter the day’s activities in a newsroom, events will change our plans. If schedules and/or assignments change, the instructor will make every effort to contact students via e-mail. (To be a student in this class you must have a UNC email address.) Every effort will be made to revise the syllabus posted on Sakai. You are encouraged to check the online syllabus frequently and to review the assignment section, as well. In addition, changes to the syllabus and changes in due dates for projects, exams, quizzes, etc., may be announced in class.

**Tentative Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Focus** | **Discussion / Participation** | **Assignment** |
| Week 1  Mon: Aug 11  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed: Aug 13 | Review syllabus, discuss course objectives, discuss story form, watch newscast, setup inception  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Best Practices for 421  Organizing, storage, working remotely | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special Guest: Gary Kirk, UNC Broadcast Engineer | Zoom link issued on Sunday, August 10th  Week 1 Check-in due 11:55 p.m., Saturday  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Bring any questions you may have about remote learning/ editing/ projects  Read Chapters 1 & 2, Advancing the Story: Quality Journalism in a Digital World. |
| Week 2  Mon: Aug 17 | Review Assigned Reading, Assign Project 1, Review equipment needs | Identifying what is a news story, identifying vo for project 1 | Week 2 Check-in due 11:55 p.m., Saturday  Read Ch. 3 for Week 3 |
| Week 3  Mon: Aug 24 | Review assigned reading, Discuss broadcast story forms, introduce inception for vo exercise |  | Week 3 Check-in (vo exercise) due 11:55 p.m., Saturday  Read Ch. 6 for week 4 |
| Week 4  Mon: Aug 30 | Review vo assignment, discuss framing, sequencing and production aspects of television news. |  | Project 1 due 11:55 p.m., Saturday  Read Chapter 8 for Week 4 |
| Week 4  Mon: Sept 7  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wed: Sept 9  \*\*\* live class | Labor Day No Class  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Discuss / Critique Project 1, Assign Project 2, review Ch. 8 | Labor Day No Class  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Labor Day No Class  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Week 4 check in due by 11:55 p.m., Saturday |
| Week 5  Mon: Sept 14 | Review readings, prepare for quiz 1, review project 2, writing into sound, writing out of sound |  | Week 4 check in due by 11:55 p.m.  Quiz opens at 6 a.m. Wed, Sept 15th and closes at 11:55 p.m. Wed, Sept 15th |
| Week 5  Mon: Sept 21 | Diamond structure in television pkgs, write like you talk, active voice, identifying your story |  | Project 2 due 11:55 p.m., Saturday  Week 5 check in due 11:55 p.m., Saturday  Read Chapter 10 for week 6 |
| Week 6  Mon: Sept 28 | Discuss / Critique project 3, Assign project 3, interviewing techniques |  | Week 6 check in due 11:55 p.m., Saturday  Read Chapter 12 & 13 for week 7 |
| Week 7  (Oct. 5) | Developing your story, voice, marking scripts |  | Week 7 check in due 11:55 p.m., Saturday |
| Week 8  Mon:  Oct 12  Wed  Oct 14 | University Day  Work on Project 3 | University Day  Work on Project 3 | University Day  Week 8 check in due 11:55 p.m., Saturday  Project 3 due 11:55 p.m., Saturday |
| Week 9  Mon  Oct 19 | Discuss/ Critique Project 3, Assign Project 4, Live shot and stand up review |  | Week 9 check in due at 11:55 p.m., Saturday |
| Week 10  Mon  Oct 26 | Prepare for quiz 2, review project 4 ideas, discuss lower third’s/ graphics (do’s and don’ts) |  | Week 9 check in due at 11:55 p.m., Saturday  Quiz 2 opens at 6 a.m. Wed, Oct 28 and closes at 11:55 p.m. Wed, Oct 28  Read chapters 9 & 11 for week 11 |
| Week 11  Mon  Nov 2 | Live shot practice week / Work on Project 4 |  | Week 11 check in due at 11:55 p.m., Saturday  Project 4 due by 11:55 p.m., Saturday |
| Week 12  Mon  Nov 9 | Discuss/ Critique Project 4, Assign Project 5, feature stories, prepare for quiz 3 |  | Week 12 check in due by 11:55 p.m., Saturday  Quiz 3 opens Wed, Nov 11 at 6 a.m. and closes at 11:55 p.m. |
| Week 13  Mon  Nov 16 | Work on final project |  | Week 13 check in due by 11:55 p.m. Saturday |

**Final project due TUESDAY, November 24TH, by 4 P.M.**

**The Honor Code**

I expect that each student will conduct herself or himself within the guidelines of the University honor system (http://honor.unc.edu). All academic work should be done with the high levels of honesty and integrity that this University demands. 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. Please note the Honor Code is in effect during all off-campus, class-based activities like the field shoots and the edit sessions at UNC-TV.

**Seeking Help**

If you need individual assistance, it’s your responsibility to meet with the instructor. 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 – whether the problem is difficulty with course material, a disability, or an illness.

**Diversity**

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 based on age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**Special Accommodations**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://ars.unc.edu/>

**Professional Values and Competencies**

Among the many skills students will learn in this course, it's expected that they

will be able to fulfill the following values and competencies as enumerated

by the Association for Education in Journalism and Mass Communication:

• Understand concepts and apply theories in the use and presentation of images and information;

• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

• Think critically, creatively and independently;

• Conduct research and evaluate information by methods appropriate to the communications professions in which they work;

• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

• Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

• Apply basic numerical and statistical concepts;

• Apply tools and technologies appropriate for the communications professions in which they work.

**Revised 07/23/2020**