



MEJO 252 – AUDIO JOURNALISM – SPRING 2023

Sheyenne Rodríguez

Class Information:

Tuesdays/Thursdays, 8:00-9:15 a.m.

Carroll Hall 11

Canvas: [MEJO252.001.SP23](#)

Zoom: <https://unc.zoom.us/j/92138691006>

This course will include both in-person and virtual instruction. The first week of class will be in-person. I will make announcements in class as to how we will meet next.

Professor:

Sheyenne Rodríguez (Shropshire)

sheyenne@email.unc.edu

847-903-3855 text

Office Hours: after class Tuesdays/Thursdays, by appointment.

Course Description:

In this course, you'll learn the basics of broadcast reporting with a concentration on audio journalism. Students will learn about cultivating story ideas, conducting research, writing for broadcast, audio production, vocal delivery, interviewing, meeting deadlines, and interpersonal communication.

Course Objectives:

- To learn where to find sources for story ideas.
- To learn how to write stories in broadcast style, which can be applied to various multimedia.
- To learn how to incorporate your voice, interviews, and various sounds into a single story.
- To learn how to record and edit stories using basic software.
- To learn how to interview subjects effectively.

Required Materials:

** Some of the following equipment may be available for rent through the Park Library. Please contact Stephanie Brown (swbrown@unc.edu) for assistance.

** Gary Kirk, Hussman Broadcast and New Media Manager, will join one of our classes to discuss some of the equipment options.

Textbook:

Kern, J. (2008) - Sound Reporting: The NPR Guide to Audio Journalism and Production. Chapter 1 is available in Canvas under Course Reserves.

Hardware:

- Smartphone with a voice recording app, such as Voice Memo.
- For interviews, you can use Zoom or Zencaster (<https://zencaster.com/>) from your desktop or laptop computer.
- Wired lavalier microphone. You can find them on Amazon or whatever source you prefer. Here is one for an [iPhone](#) and one for [Android/iPhone](#).
- Headphones. Any standard headphones or earbuds will be suitable for this class.

Software:

You will need the latest version of Adobe Audition. This is free for all UNC students. You can access the link to create your own account [here](#).

Class Attendance Policy:

Your attendance counts toward your participation grade. This course includes both in-person and virtual instruction. If we meet in person, you are expected to attend, except for University approved absences. If we meet virtually, you are expected to attend and have your cameras on. Classes will be recorded through Zoom and uploaded to Canvas. If you have a rare occasion that arises and you are unable to attend an in-person class, you must notify me by text or e-mail **before** class. If you do not notify me before class, that will affect your participation grade.

Currently, the University does not require the use of masks. Please feel free to wear a mask if you feel more comfortable doing so.

University Attendance Policy:

"No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities

2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students, Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC)."

Professionalism:

Journalism through various media platforms requires a dedication to objectivity and professionalism. Throughout this course, I will give you feedback on your work, and you will have the opportunity for peer reviews. You must be open to positive and critical feedback. You must also be respectful of differing viewpoints and open to a respectful dialogue during class. At the Hussman school, we are preparing you for real-world workplace scenarios and potential careers in journalism and media. It will be critical for you to meet deadlines, organize your work and manage your time wisely, and engage with your peers and professor.

Late Assignments:

Deadlines are imperative in both traditional and non-traditional journalism mediums. You must notify me ahead of time if you will not make deadline. Late assignments will receive an automatic 10-point deduction on the due date and 10 points for each day thereafter.

Quizzes:

I will administer several pop quizzes throughout the semester in which I'll be testing your knowledge of the reading assignments and/or the big news stories of the day. While you may not ultimately desire to work in news, it is beneficial for journalists in all fields to keep up to date with the big stories of the day and general pop culture.

Grading Breakdown:

Participation	10%
Quizzes	10%
Project #1	10%
Project #2	15%
Project #3	20%
Project #4	25%

Group Podcast 10%

Grading Scale:

A: 92-100

A-: 90-92

B+: 88-90

B: 82-88

B-: 80-82

C+: 78-80

C: 72-78

C-: 70-72

D: 65-69

F: below 65

Assignments:

You will submit assignments via Canvas and/or email as Word documents, Google documents and/or MP3 audio files. Save project files as:

Last Name_First Name_Project Name_dd/mm/yy

Honor Code:

I expect that students will conduct themselves 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. Using a set-up sound bite is a violation of the honor code. 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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

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:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 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'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 Department of Disability Services website at <http://disabilityservices.unc.edu/>

Accreditation:

The School of Journalism and Mass Communication'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://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

Weekly Class Schedule:

I reserve the right to adjust the syllabus and/or assignments during the semester. I will notify you of any changes by e-mail. The course work will comprise of textbook reading assignments, writing drills, pop quizzes on current events/broadcast writing/reading assignments, class work sessions, and audio projects.

Class No.	Date	Topics Covered	Reading/Assignments (Readings should be complete prior to class on the days listed below)
1	Jan. 10	Course introduction; review objectives and syllabus; course expectations	
2	Jan. 12	Discussion: Story terminology, sound and stories, fairness in reporting	Kern, Chapters 1 & 2
3	Jan. 17	Writing for broadcast, writing drills	Kern, Chapter 3

4	Jan. 19	Reporting	Kern, Chapter 4
5	Jan. 24	Guest speaker: Gary Kirk, UNC broadcast engineer, will review equipment, Adobe audition, audio journalism best practices	
6	Jan. 26	Project #1 pitches, editorial meeting, script formatting/logs/file management how-to	Bring your story ideas for first project (voicer)
7	Jan. 31	Field producing	Kern, Chapter 5
8	Feb. 2	Project #1 critiques	Project #1 due prior to start of class
9	Feb. 7	Editing, Reporter-Host Two-Way	Kern, Chapter 6 &7
10	Feb. 9	Editorial meeting for Project #2 (wrap), elements of a wrap, writing drills	
11	Feb. 14	NO CLASS/UNC WELL-BEING DAY	
12	Feb. 16	Reading on the air, vocal delivery	Kern, Chapter 8
13	Feb. 21	Project #2 work session	I will be available for feedback and questions regarding project #2
14	Feb. 23	Critique project #2	Project #2 due prior to start of class
15	Feb. 28	Elements of a feature	
16	Mar. 2	Story pitches for project #3 (package), writing the story, writing drill	
17	Mar. 7	Writing drills	
18	Mar. 9	Project #3 work session	I will be available for individual feedback sessions and questions
19	Mar. 14	NO CLASS, SPRING BREAK	
20	Mar. 16	NO CLASS, SPRING BREAK	
21	Mar. 21	Critique project #3	Project #3 due prior to start of class
22	Mar. 23	Story pitches for project #4, (package) editorial meeting	
23	Mar. 28	Producing Podcasting: roles, formats, and elements	Kern, Chapter 12 Kern, Chapter 18 p. 323-328
24	Mar. 30	Project #4 work session	I will be available for individual feedback and questions
25	April 4	Designing your podcast	Listen to Episode 1:

		Group Podcast Team Assignments, podcast ideas	Suave - The Futuro Media Group Listen to Prologue & Act One: The Out Crowd - This American Life
26	April 6	NO CLASS/UNC WELL-BEING DAY	
27	April 11	Critique project #4	Project #4 due prior to start of class
28	April 13	NPR Project Blueprint, team meetings	Finalize your podcast idea, roles, complete NPR Project Blueprint #1-4
29	April 18	Podcast Work Session	I will meet with each team . Sign-up slots will be posted.
30	April 20	How to start your career in journalism	
31	April 25	Podcast Work Session	I will meet with each team. Sign-up slots will be posted.
32	April 27	LAST OFFICIAL DAY OF CLASS Audio Journalism Review and Writing for Broadcast	
33	May 2	Podcast Class Presentations	Group Podcasts Due prior to start of class