

MEJO 522 & 523: Carolina Week

Fall 2023

Mon. 11:30 a.m.- 12:30 p.m. (Zoom)

Wed. 9 a.m.-12:30 p.m. (Curtis Media Center 101)

Instructor: Leyla Santiago

Email: lsant@email.unc.edu

Office: 380 Carroll Hall

Office Hours: Tuesday, 10 a.m.- 11:30 a.m. or by appointment

COURSE DESCRIPTION: Welcome to the award-winning *Carolina Week* newsroom! This course offers hands-on experience as it takes students into the world of live news production. You will learn what it takes to succeed in fast-paced and demanding newsrooms by writing, filming, producing and editing in the field, studio and control room on a weekly basis. As a member of the *Carolina Week* team, you will have the opportunity to tackle critical roles in news production, including Executive Producer, Technical Director, Floor Director, Graphics Producer, Digital Producers, Reporters, Videographers, Anchors and Prompter Tech. The course will also provide students the opportunity to connect with Spanish-speaking audiences through our sister production, *Carolina Ahora*, a live news update for online platforms delivering news in Spanish. The digital newscast will focus on providing news-of-day content and issues impacting the Latino/a/x community.

**NOTE: MEJO 252 and MEJO 421 are prerequisites for enrollment in this course.*

COURSE GOALS: Practice does not actually always make perfect, but it's the best way to develop your craft in the newsroom. By the end of this course, you will have practical experience in live news production and the product to show for it. The team's goal is to produce accurate, fair and balanced newscasts without technical mistakes. Through the production of weekly newscasts and constructive criticism from experienced newsroom managers, your individual goal will be to hone your skills in newsgathering, storytelling and clean technical production to prepare for a career in broadcast and electronic journalism.

ATTENDANCE: Show up! That's only part of it though. Be engaged and proactive. It's part of the formula for success. Each unexcused absence will result in a deduction of one grade mark. For example, if your grade is a B and you miss a show, you'll get a B- for the course, and so forth. The same deduction applies for failing to submit assignments without a University approved excused absence and permission of the instructor. In other words, failing to submit a video story in a given week is equivalent to missing class.

UNC Attendance Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences: 2. Authorized University activities 3. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC) 4. 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).

REQUIRED MATERIALS:

Reading Material: If you are going to work in a newsroom, I need you to KNOW THE NEWS! You should have a good grasp of top stories every day.

- WRAL, ABC11, CBS17, Spectrum News and The News & Observer Apps - Please download the apps on your mobile device or laptop and subscribe to news alerts to stay in the know and inspire your pitches.
- The Daily Tar Heel - Make it a habit to read DTH daily online and register for news alerts. I strongly recommend you [sign up to get news alerts via text](#).
- The News & Observer and The Herald Sun email newsletters: Both newspapers have easy to consume summaries of the top news stories in our area. I recommend subscribing to the N&O's Today at a Glance (daily) and The Orange Report (weekly) newsletters. For the HS, I recommend the Morning Newsletter.
- AP Stylebook
- Gary Kirk's MJ Broadcasting Standard Operating Procedure (link to be provided)

Equipment:

- SD Card (or two): Students are required to purchase an SD card, 32GB or larger, to record video on the cameras. Class 10 or above.
- Portable external hard drive: I encourage you to invest in an external hard drive, 500GB or larger, if you don't have one already. Be aware that the school computers are wiped every night and your laptops/MacBooks don't have the best processing power for large projects. Therefore, make sure your projects are backed up elsewhere. Remember, you can also leverage the cloud. OneDrive is free.

- Smartphone with video recording capability: Students are allowed to shoot video on smartphones, as long as it records in 1080p HD and 60fps. You will need to use a smartphone tripod for steady shots and a lavalier mic for clean audio on your smartphone. A very limited number of wired lavalier mics and smartphone tripods are available in the Park Library. If you want to purchase your own, I recommend:
[Lav Mic](#)
[Wireless Lav Mic](#)
[Shotgun for Android](#)
[Shotgun for iPhone](#)
- Headphones: Earbuds or headphones will work for this class. Higher quality headphones will help you know more clearly whether the sound you're hearing is coming from your immediate environment or your recording.

Software:

- Adobe Creative Cloud: You'll need to download the latest version of Premiere Pro from Adobe Creative Cloud, licensed to UNC students. You can download Audition and other Adobe software by using your UNC email address and onyen and by going to the following site: <https://software.sites.unc.edu/adobe/>
- Zoom: If you haven't already, download Zoom for Monday virtual meetings. If you're unable to secure an in-person interview due to COVID-19 restrictions, you may use Zoom from your laptop or desktop computer. You'll need to record your interview in speaker only mode so that you can edit individual soundbites accordingly
- Socialive mobile app, if you plan to be live in the field (reporters, photographers)

SUPPORT: Gary Kirk is the UNC Hussman Broadcast & New Media Manager. Message him via Teams for any tech questions and concerns. Gary: gary.kirk@unc.edu or @gkirk on Teams. Teams is preferred.

Checking Out Equipment: You will be responsible for checking out video equipment from the Park Library. Please visit Connect2 to make arrangements for your equipment here: [UNC School of Media and Journalism](#) Before you can check out equipment, you'll be asked to complete a quiz to ensure you understand the rules. For access to a collection of instruction manuals for the video equipment, please visit this site: <https://guides.lib.unc.edu/equipmentroom/instruction-manuals>

TREAT YOUR EQUIPMENT LIKE YOUR BABY. NEVER LEAVE EQUIPMENT UNATTENDED!
 Don't leave it in your car. Don't leave it at your friend's place. Don't let others use it.

Anything can happen when it's not in your possession and under your care. YOU are responsible for it.

SCHEDULE AND DEADLINES:

BY THE DAY:

Monday

11:30 a.m.- Editorial Meeting: The class will participate in a weekly editorial meeting. These meetings are held daily in newsrooms to decide what stories to cover and how we should cover them. You are expected to have your camera on and provide updates on your newsgathering and pitch at least one feasible and newsworthy story idea for a future newscast. **NOTE: Each recorded Zoom session for this class is owned by the University and is under copyright protection. Please do not record excerpts of statements from your Zoom class and share them on social media or any externally-facing platforms. We will use the same zoom link for the entire semester. The meeting is password protected and will require you to login with your UNC email. You are expected to have your camera on during Zoom meetings.*

8 pm- Properly formatted package scripts with source material for Wednesday newscast are due. All scripts need to be emailed to lsant@email.unc.edu. Please cc Molly, mollyac@email.unc.edu.

Tuesday

10 a.m.- Have questions? Need guidance? This is a good time to come see me during office hours.

4 p.m.- Edited pkgs must be submitted for approval

6 p.m.- All content for Wednesday newscast (properly formatted scripts, video, graphics and web stories). I will respond with edits needed and you will be expected to resubmit for final approval by 8 p.m. the same evening. Deadlines do not apply for breaking news.

Wednesday

9 a.m.- Studio time! Be there. (Tip: To be early is to be on time) If you do not have a newscast production role for the day, you will be a digital producer for the day and be in charge of helping with web and social media posts.

9:15 a.m.- Rundown meeting

9:30 a.m.- Check SOTS and read for SWAP

10 a.m.- Step-through, load video, final cuts, finalize rundown

10:15 a.m.- Run-through/Newscast rehearsal
 11:30 a.m.- Newscast live
 Noon- Post-show meeting

BY THE WEEK:

WEEK ONE Monday, August 21 Zoom General Info and Q&A session	Wednesday, August 23 Studio Anchor Auditions
WEEK TWO Monday, August 28 Studio Training and Practice Newscasts	Wednesday, August 30 Studio Editorial Meeting Training and Practice Newscasts
WEEK THREE Monday, September 4 Labor Day: No Class	Wednesday, September 6 Studio First Newscast
WEEK FOUR Monday, September 11 Zoom Editorial Meeting	Wednesday, September 13 Studio Newscast
WEEK FIVE Monday, September 18 Zoom Editorial Meeting	Wednesday, September 20 Studio Newscast
WEEK SIX Monday, September 25 Well-being Day: No Class	Wednesday, September 27 Studio Newscast
WEEK SEVEN Monday, October 2 Zoom Editorial Meeting	Wednesday, October 4 Studio Newscast
WEEK EIGHT	

Monday, October 9 Zoom Editorial Meeting	Wednesday, October 11 Studio Newscast
WEEK NINE Monday, October 16 Zoom Editorial Meeting	Wednesday, October 18 Studio Newscast
WEEK TEN Monday, October 23 Zoom Editorial Meeting	Wednesday, October 25 Studio Newscast
WEEK ELEVEN Monday, October 30 Zoom Editorial Meeting	Wednesday, November 1 Studio Newscast
WEEK TWELVE Monday, November 6 Zoom Editorial Meeting	Wednesday, November 8 Studio Newscast
WEEK THIRTEEN Monday, November 13 Zoom Editorial Meeting	Wednesday, November 15 Studio Newscast
WEEK FOURTEEN Monday, November 20 Zoom Editorial Meeting	Wednesday, November 22 Thanksgiving Recess- No Class
WEEK FIFTEEN Monday, November 27 Zoom Editorial Meeting	Wednesday, November 29 Studio Newscast
WEEK SIXTEEN Monday, December 4 Zoom Editorial Meeting	Wednesday, December 6 Studio Final Newscast

ASSIGNMENTS:

SCRIPTS: *Get it right!* Accuracy is a top priority in every newsroom. You are required to attach available sourcing materials to scripts. For example, if you used a news release, fact sheet, or a government website, hyperlink in the script or add the link to the bottom of your script. You can also attach copies to emails when you submit scripts. It's important to get into the habit of supporting your facts with credible sources.

Write your own! Copying and pasting a news release with a few formatting tweaks is NOT acceptable. Using AI to write a script is NOT acceptable. Write your own. Simplify. Add context. Be precise and conversational.

Remember, All students are expected to follow the guidelines of the UNC Honor Code. In particular, students are expected to refrain from "lying, cheating, or stealing" in the academic context. 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 Associate Dean Jules Dixon, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students. You can also consult studentconduct.unc.edu.

INTERVIEWS: If your interview subject lives in a local community (within 60 miles), you are expected to film the interview in person. If you need to record an interview online, you must get approval from me BEFORE you set up the interview.

VIDEO, AUDIO, EDITS: *Do NOT stage!* I expect you to capture moments, not create them. Take this into consideration in the field and when setting up your story. For example, if you are doing a story about a chef, you should be in the kitchen when the chef is actually cooking for customers, not asking the chef to stage cooking after the interview for the sake of video.

Video should be properly exposed and not blue. Edits should make use of wide, medium, and tight shots. No jump cuts. Audio must be clear and at proper levels.

DEADLINES: *Don't miss slot!* Make your deadlines. No late work. Assignments submitted after the deadline will be cut from the rundown and will be treated as an unexcused absence. Late work because of equipment malfunctions, job interviews, internships, extra-curricular activities, social functions, pre-arranged vacations, travel delays, etc. are not excused. It is your responsibility to manage your time wisely and complete your assignments by the deadline. Extraordinary circumstances will be taken into consideration, and if a late submission is allowed, the instructor will deduct points from the final score of the assignment. The point deduction is at the discretion of the instructor. If you are

experiencing technical problems, a personal or academic hardship, please bring that to your instructor's attention sooner rather than later so that we can work together on the best way to support your academic success.

DETERMINATION OF GRADE:

ASSIGNMENT POINTS

CONTENT	POINTS RANGE
Reader	5
FSG	5-10
VO	5-10
VOSOT	5-15
Live Shot	10-20
NAT PKG	15
PKG	5-40

ROLES	POINTS RANGE
Basic crew positions	5
GFX, AU, TD, Anchor	10
EP, Director	15
AP	5
Live Assist	5
Digital Producer	10

Training
Cold open

**NOTE: When you split a project with 1-2 other people, that means you also split the points.*

GRADING:

Your grade will be based on objective and subjective criteria, as will whether you're hired and subsequently retained by a news or sports operation after you graduate. The quantity and quality of your work will be assessed. Don't make the same mistake twice. (ie. jump cuts, blue video, improper lighting, fact errors, or missing deadline) A big factor will be the extra effort you expend outside of class preparing shows we can all be proud of. There's always something to be done. Ask. Look. Ask again. Be productive. Merely filling space and breathing air during class time each week won't get you very far. If you're enrolled in the class, you're expected to turn video content each week, with a minimum of three TV packages part of that mix. Additionally, you're required to be involved with the production of the program on show days.

Also, remember that absences (for any reason other than those listed) will affect your grade. Pieces (or portions thereof) we cut strictly because of time constraints will still count toward your total. Pieces (or portions thereof) we cut because of quality/deadline issues will not. So, if you do a VO/SOT and the SOT is dark to the point that we cut it, that counts as a VO only. If the only reason we drop the SOT is time, you'll get credit for having shot a VO/SOT.

You'll be able to track your points by regularly filling out the class spreadsheet (to be provided). When grading, we'll first look at your total points; then at the column that shows us if you missed any weeks turning in video content; then at the column that shows how often we dropped pieces of yours; then at the column that shows if you produced fewer than three packages or missed one or more of the benchmarks. The quantitative score is affected, either positively or negatively, by the qualitative score.

All content created for shows must also be turned in as an article for our news site and must include an image, a video and a web story with a headline, teaser and body text. This article will be part of your total grade. Points will be deducted from the total for any content that does not include a web story.

Grading Rubric:

A grades - Superior Work: Superior video editing and writing that is well organized and compelling with complete facts, thoughtful analysis and opinion (when applicable), and correct grammar and style. Additionally, writing that is clear, concise, easy to read, adheres to broadcast and/or AP style, and follows the proper format. No misspelled words or typos. Good attitude and works like career depends on it.

B grades - Above-Average Work: Clean video editing and writing that is well organized with complete facts, thoughtful analysis and opinion (when applicable), and only minor grammatical and stylistic corrections. This work also is clear, concise, and follows the proper format—no misspelled words or typos. With a bit more polish, this person should make it in the business. Would have no problem recommending this person.

C grades - Average Work: Video editing with some issues. Writing meets minimum requirements of complete and correct facts and thoughtful analysis and opinion (when applicable) but requires editing to correct organization, grammar, and style. Some minor problems in format and additional work may be needed to heighten the impact of the piece. Good in one aspect of job, but consistent problems in other aspects or contributed in only one aspect.

D grades - Below-Average Work: Significant video issues and writing contains incomplete information, numerous style, and grammatical errors, and is poorly organized.

F grade - Unacceptable Work: Video editing is not for broadcast, and writing is poorly organized and contains style and grammatical errors, factual mistakes, and misspelled proper nouns. Didn't do the bare minimum

PROFESSIONALISM:

DURING MEETINGS: We will engage in debates about news coverage. I expect these conversations to be open and honest conversations. Chances are, however, we will not agree on everything. Disagreement is tolerated. Disrespect is NOT tolerated.

We will have industry guests visit us. I expected you to show them respect and engage in the conversation by asking thoughtful questions.

IN THE STUDIO: We are aiming for clean newscasts (NO MISTAKES). The entire team must stay focused. Try not to engage in side conversations, texts, emails, phone calls, doodles. You get the point. The team can not afford distractions during the newscast. Act accordingly. If you are not part of the team working in the control room during the newscast, you are expected to be quietly seated in the designated area of the studio.

IN THE FIELD: You are now a representative of the *Carolina Week* team. When you are out and about in the community, I expect you to appear and act in a professional manner that reflects high news standards.

TIPS TO SUCCEED:

- Meet deadlines and make contingency plans for potential challenges
- Organize your coursework and manage your time wisely
- Attend virtual and in-person sessions on time and remain until the end of class
- Become a news fanatic
- Be fair, accurate and balanced
- Pay attention to detail
- Be open to positive and critical feedback
- Conduct yourself with professionalism

Accessibility Statement: Reasonable accommodations will be made for students with documented disabilities. Documentation for accommodation must be presented no later than one week prior to the requested accommodation. To receive accommodations, students must go through the Counseling Center/Disability Services office. Disability Services is located at 208 Carroll Hall and can be reached at 919-760-8427 or by email. For additional information, go to their website.

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

(<https://ars.unc.edu>). The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability, or pregnancy complications resulting in barriers to fully accessing University courses, programs, and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable 6 state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu. (source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

Counseling and Psychological Services: CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 for immediate assistance.

ACEJMC Values and Competencies: The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their specialization, all graduates should be aware of certain core values and competencies. Learn more about them [here](#).

Diversity Statement: I value the perspectives of individuals from all backgrounds reflecting the diversity of our students. I broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve. I appreciate any suggestions.

UNC Policy on Non-Discrimination: The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see

contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Title IX: Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvscc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Inclement Weather and Campus Emergencies: The college urges that all students sign up for Alert Carolina (<https://alertcarolina.unc.edu/>). In the event of inclement weather, you will be alerted when the college closes. College closure does not mean your class will not have online sessions, readings, or assignments

If you've made it this far, I congratulate you on your thoroughness. It will serve you well in your career. Allow me to share a few final thoughts. Be it in the field, newsroom or control room, being a newsie is a lifestyle. You will work long and tough hours. Your work will be scrutinized. You will see and hear things that may be hard to shake off. It is not easy. But it is critical work that impacts our world. Newsrooms serve as the watchdogs of our society. Your job is to seek truth, challenge power, lift up voices that often go unheard and inform the public in a fair and balanced way. It is a key pillar of our democracy and those who choose to follow this path must have an insatiable curiosity, tenacity and strong work ethic. A good newsie also carries an open mind and healthy dose of compassion. I look forward to helping you get started on what has proven to be an exciting and fulfilling path for me and many of my fellow newsies. Welcome to the club. Now, let's go get'm!

***THE NOT-SO FINE PRINT:** This syllabus is subject to change. I will make adjustments to meet the needs of news coverage. Be flexible. Changes will be announced as early as possible.