



**MEJO 522 & 523: Carolina Week**

Spring 2023

Mon. 11:30 a.m.- 12:00 p.m.

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, proactive and seize opportunities. 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.
- NPR- For national and international news. *Up first* is a great podcast to listen to in the mornings. It will give you a good grasp of news around the world in just a few minutes.
- 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

**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](mailto: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.

BUDDY SYSTEM: You will be assigned a buddy. Your buddy will be an individual who has taken the course and can help answer technical questions for you about video, editing,

filming, lighting, audio etc. Questions about scripts? Those should go to Leyla or the newscast's executive producer, not your buddy.

## **CONTENT:**

PKGs-Packages You are required to produce AT LEAST one pkg for our weekly newscasts this semester. (Final Newscast/Special Edition pkg not included)

- Packages should be under 1:30 (TRT-Total Run Time)
- Front pad – 1.5 seconds. For packages, front pad should be just video with natural sound. In other words, wait 1.5s to start your voice track. SOTs (soundbites) that are part of VO/SOTs have 1 sec. of silent front pad.
- Back pad – at least 10s of the same shot AFTER the last words in your package, meaning your last shot should be at least 8 seconds long (freeze frame if absolutely necessary). Back pad on packages includes low nats, back pad on SOTs is silent.
- Package scripts go to Leyla for approval prior to video editing, and the earlier the better.
- Upon approval, YOU are required to put your script into Inception.
- Nats pops – good way to take the viewer to the scene; can be used to transition between locations/time. Use them frequently.
- Primary sound should be mixed to about -12db. Nat sound should be mixed to about -24db. Your natural sound should NOT compete with your track or interviews. It is very important to make sure the audio is even throughout your package – your audio person, and the viewer, will appreciate it. Before uploading pkg video, listen to your audio and make sure the sound is not too low or too high. (Tip: I like to play out the video and listen with my eyes closed. It forces me to focus on just the audio. I should be able to play out it and here just fine without having to turn it up or down)
- VIDEO: Wide. Medium. Tight. Get ALL of those shots! If you think a shot is tight enough, zoom in more. If you think the shot is wide enough, step back even more and zoom out. But get a wide, a medium, and a tight shot that will allow you to sequence on a timeline in edit.
- Close-ups & sequencing – close-ups are your friends! They help to avoid jump cuts. Use them frequently.

### *PKG WRITING ADVICE:*

- Hook'm off the top! Start with your best stuff. Be it a visual, sound (NAT or SOT), or character element. Create layers of storytelling! After a strong start, bring in key facts, statistics, revealing details, and context. Finish Strong! Reward the viewer for sticking around with a powerful finish.

- Write to your video and edit to your script – keep in mind the footage you have when writing your script. Good writing is often wasted by wallpaper video.

### VOs - Voice Overs

- Should be under 30 seconds. The anchors will read this script live during the newscast.
- The first shot should be at least four seconds. The video should match the script. Video should be at least a minute long
- Because VOs have only natural sound, they should be mixed down to -24db. Nats pops are possible in VOs, but can be tricky. Make sure your anchors know when/what they are.

### VO/SOTs- Voice overs with soundbites

- This will require two separate videos – one with the VO and the other with the SOT. The VO is structured just like a regular VO, but the last line of the script should transition into the SOT.
- The SOT should have one second of muted front pad just before the person starts speaking. Add at least 5s of muted back pad to the SOT.
- The person talking in your SOT should have a super. The SOT audio should be mixed to -12db.

### FSGs – Full Screen Graphics

- The length of graphics depends on the content, though it's important not to have graphics cluttered with unnecessary text. Less is more when it comes to graphics.... BIG and BOLD are the keywords here. Too much text is actually distracting. No single page should be up for more than 10 seconds. If the script is longer than that, we'll need a second page.

### **Filming Tips:**

- Be prepared – have your batteries charged, have the appropriate mic(s) and know how to use them, have a memory card, etc.
- White balance whenever you change locations to shoot. Video shot without doing so just looks bad, and is often unsalvageable.
  - Check/adjust your audio levels; overdriven audio is unusable. Use headphones while shooting.

When filming interviews:

- Be sure to barrel focus before starting the interview. With your camera on manual focus, zoom all the way in on the person's eye, grab a focus, then zoom back out to frame your interview. Interviews that are out of focus (or "soft") look bad.
- When conducting an interview, position yourself right next to the camera. You don't want the interviewee looking right into the camera.
- Make sure your tripod is level – use walls, pillars, etc. to match the verticals of your framing and ensure that you aren't shooting at an odd angle
- Use the 'rule of thirds' – imagine the screen gridded into thirds; the person you are interviewing should have plenty of nose and head room.

**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.

## **SCHEDULE AND DEADLINES:**

BY THE DAY:

### **Monday**

11:30 a.m.- Check-In + Planning Meeting: This meeting will be held in-person for the first month of class. Starting in February, the meeting will be held via Teams. You are expected to have your camera on for virtual meetings and provide updates on your newsgathering efforts. *\*NOTE: Each recorded Teams session for this class is owned by the University and is under copyright protection. Please do not record excerpts of statements from your Teams class and share them on social media or any externally-facing platforms. We will use the same 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 Teams meetings.*

3 pm- Properly formatted package scripts with source material for Wednesday newscast are due. All scripts need to be emailed to [lsant@email.unc.edu](mailto:lsant@email.unc.edu). Please cc Executive Producer.

### **Tuesday**

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

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

4 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 6 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)

-Submit pitches. Pitches must be added to the pitch spreadsheet by 10 am.

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

Pitches must be in spreadsheet

10:15 a.m.- Run-through/News cast rehearsal

11:30 a.m.- News cast live

12 p.m.- post show/editorial meeting

BY THE WEEK:

<b><u>WEEK ONE</u></b>	Wednesday Jan 10 <ul style="list-style-type: none"> <li>FDOC– Anchor auditions</li> </ul>
<b><u>WEEK TWO</u></b> Monday January 15 <ul style="list-style-type: none"> <li>NO CLASS: Dr. Martin Luther King Jr. Day</li> </ul>	Wednesday January 17 <ul style="list-style-type: none"> <li>TRAINING</li> </ul>
<b><u>WEEK THREE</u></b> Monday January 22 <ul style="list-style-type: none"> <li>In-person planning meeting (Curtis Media 204)</li> </ul>	Wednesday January 24 <ul style="list-style-type: none"> <li>TRAINING</li> </ul>
<b><u>WEEK FOUR</u></b> Monday January 29 <ul style="list-style-type: none"> <li>In-person planning meeting (Carroll 305)</li> </ul>	Wednesday January 31 <ul style="list-style-type: none"> <li>Mock Newscast</li> <li>Editorial Meeting</li> </ul>
<b><u>WEEK FIVE</u></b> Monday February 5 <ul style="list-style-type: none"> <li>In-person planning meeting (Carroll 305)</li> </ul>	Wednesday February 7 <ul style="list-style-type: none"> <li>First Newscast</li> <li>Editorial Meeting</li> </ul>
<b><u>WEEK SIX</u></b> Monday February 12	Wednesday February 14

<ul style="list-style-type: none"> <li>• NO CLASS: Well-being Day</li> </ul>	<ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> </ul>
<p><b><u>WEEK SEVEN</u></b> Monday February 19</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)</li> </ul>	<p>Wednesday February 21</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> <li>• CW Special Deadline: Ideas All Call</li> </ul>
<p><b><u>WEEK EIGHT</u></b> Monday February 26</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)- CW Special</li> </ul>	<p>Wednesday, February 28</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> <li>• CW Special Deadline: Ideas All Call: February 21</li> </ul>
<p><b><u>WEEK NINE</u></b> Monday March 4 Planning Meeting (Teams)</p>	<p>(Tuesday, March 5: Primary coverage) Wednesday, March 6</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> </ul> <p>Thursday, March 7</p> <ul style="list-style-type: none"> <li>• CW Special Deadline: Pkg pitches due</li> </ul>
<p><b><u>WEEK TEN</u></b> Monday March 11</p> <ul style="list-style-type: none"> <li>• NO CLASS: Spring Break</li> </ul>	<p>Wednesday March 13</p> <ul style="list-style-type: none"> <li>• NO CLASS: Spring Break</li> </ul>
<p><b><u>WEEK ELEVEN</u></b> Monday March 18</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)</li> </ul>	<p>Wednesday March 20</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> </ul>
<p><b><u>WEEK TWELVE</u></b> Monday March 25</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)</li> </ul>	<p>Wednesday March 27</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> <li>• CW Special Deadline: Pkg script due</li> </ul>
<p><b><u>WEEK THIRTEEN</u></b> Monday April 1</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)</li> <li>• CW Special Deadline: VOSOT scripts due</li> </ul>	<p>Wednesday April 6</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> </ul>
<p><b><u>WEEK FOURTEEN</u></b> Monday April 8</p> <ul style="list-style-type: none"> <li>• Planning Meeting (Teams)</li> </ul>	<p>Wednesday April 10</p> <ul style="list-style-type: none"> <li>• Newscast</li> <li>• Editorial Meeting</li> </ul>



	<ul style="list-style-type: none"> <li>● CW Special Deadline: Final Pkg (video) due</li> <li>● CW Special Deadline: Final gfx due</li> </ul>
<p><b><u>WEEK FIFTEEN</u></b> Monday April 15</p> <ul style="list-style-type: none"> <li>● Planning Meeting (Teams)</li> </ul>	<p>(Tuesday, April 16: CW Special pre-record)</p> <p>Wednesday April 17</p> <ul style="list-style-type: none"> <li>● Newscast</li> <li>● Editorial Meeting</li> </ul>
<p><b><u>WEEK SIXTEEN</u></b> Monday April 22</p> <ul style="list-style-type: none"> <li>● Planning Meeting (Teams)</li> </ul>	<p>Wednesday April 24</p> <ul style="list-style-type: none"> <li>● LDOC-FINAL SHOW-Carolina Week: Special Edition</li> </ul>

## **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](http://studentconduct.unc.edu).

**BEATS:** *Everyone will have one!* This will be a topic assigned to you for coverage. You will be our go-to person for updates on the latest and should develop sources and pitch stories in the assigned beat. You will have the opportunity to sign up for a beat at the beginning of the semester. You can also pitch a new beat. Can you pitch stories outside of your beat from time to time? Of course! Will you be assigned a story outside your beat from time to time? That's also a possibility. But make sure you are in the know and keeping up with your beat. It is your responsibility for coverage. You will be asked about it during editorial meetings.

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.

ANCHORING: Auditions will be held on the first day of class. Scripts and instructions will be sent to those who sign up 24 hours before audition. Auditions will be sent to industry professionals to judge. *Tips: Practice reading scripts aloud. Dress the part. Print out your scripts and have them in hand for auditions.* Anchors chosen by judges will anchor as a team for the first half of the semester. Upon return from Spring Break, fill-in opportunities will be available for students interested in anchoring.

PRODUCING: We will have an EP (Executive Producer) for each newscast. We will also have segment producers. EPs are responsible for the overall rundown and booting the newscast. Segment producers are assigned a segment and must write, edit and format scripts and video for the assignment segment (i.e. cold opens, international news, national news). News segments have the same deadlines as packages, with the exception of breaking news. EPs for the first half of the semester have already been assigned. Upon return from Spring Break, fill-in opportunities will be available for students interested in taking on the role of EP.

FINAL NEWSCAST: *It's the special edition of Carolina Week!* The newscast will be planned and produced throughout the semester.

Deadlines for CW: Special Edition newscast (all due by 6p on day of deadline):

- Ideas All Call: February 21
- Planning Meeting: February 26
- Pkg pitches due: March 7
- Pkg script due: March 27
- VOSOTS due: April 1
- Final pkgs due: April 10
- Final GFX due: April 10
- Film pre-recorded newscast: April 16
- Final news cast: April 24

## **DETERMINATION OF GRADE:**

### ASSIGNMENT POINTS

<i>CONTENT</i>	<i>POINTS RANGE</i>
RDR (Reader)	1-5
FSG (Full Screen Graphic)	5-10
PKG (Package)	5-50
VO (Voice Over)	5-10
VOSOT (Voice Over w/Soundbite)	5-25
SOTS (Sound on Tape- Soundbites)	5-15
NAT PKG (Nat Pkg- no tracks)	5-30
LIVE SHOT	5-30

<i>ROLES</i>	<i>POINTS RANGE</i>
BASIC CREW POSITION	5
EXEC PRODUCER/DIRECTOR	20
PRODUCER	15
PHOTOGRAPHER	5
DIGITAL PRODUCER	10
GFX, AUDIO, TD	15
ANCHOR	15

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

### GRADING:

**To achieve at least a C, you're expected to earn a minimum of 320 points (with at least one pkg for content and at least four roles fulfilled during newscasts throughout the semester)**

Your overall course 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 contribute each week, with at least one package and the fulfillment of newsroom roles as part of that mix.

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.

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.

Course 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

#### PKG/VOSOT/VO GRADING RUBRIC:

Audio issues -10

Lack of attention to detail (i.e. showing w mic cable, dirty lens)- 5

Poor lighting/exposure issues - 10

Framing issues (rule of thirds, subject facing wrong way) -10

FS- too busy- 5

Blue video-10

Jump cut- 5

Subject out of focus- 10

Black hole -15

Failure to make draft corrections- 20-50%

Failure to meet deadline - 50% (without prior approval)

#### **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. *Cell phone use is strictly prohibited during the newscast (in the control room AND in studio)!!* 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.

**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](mailto: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](https://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](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvscc@unc.edu](mailto:gvscc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](https://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.