JOUR 6629: TV News Writing/Reporting (Syllabus)

Jay Gilmore  
The University of Memphis, jay.gilmore@memphis.edu

Follow this and additional works at: https://digitalcommons.memphis.edu/journalism-strategic-media-syllabi

Part of the Journalism Studies Commons

Recommended Citation
https://digitalcommons.memphis.edu/journalism-strategic-media-syllabi/1533

This Syllabus is brought to you for free and open access by the Journalism and Strategic Media at University of Memphis Digital Commons. It has been accepted for inclusion in Journalism and Strategic Media Syllabi by an authorized administrator of University of Memphis Digital Commons. For more information, please contact khggerty@memphis.edu.
TV News Writing/Reporting
JOUR 4629/6629-001
Spring 2021
Meeting Remote:
Via Zoom M/W 2:30-3:45

Professor. Jay Gilmore
Email: jay.gilmore@memphis.edu
Twitter: @jaymotv
Office Number: 901-295-9115
Office Hours: Tuesday 10-4

COURSE REQUIREMENTS

Catalog description
Gathering, writing and presentation of news for television. Students will shoot, write, edit, and voice packages for use in both the reporting and producing classes.

Prerequisites
JOUR 3120 or 3629
JOUR 3526

Textbooks, Software and Required Materials

- Equipment: An external hard drive on which to keep your stories (at least 250 GB)

Classroom format
Hybrid/LLB: Class will meet virtually in the timeslot on Zoom during assigned lecture date and time. MJ 202 & 206 will be open for students to use as a classroom space during our allotted times. Students may choose to work entirely off campus if desired.

Accessing the course website
1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 4629-001 to enter your course and read the instructions on the welcoming page

Course Requirements
This course will use lecture and hands on experiential-learning methods to teach the students how to write and report inside an ever-changing television news landscape.
The objectives of this course are for students to be able...
1. to plan and execute video productions from concept to finished product
2. to improve videography with emphasis on composition, lighting, and technique
3. to understand the principles and practice of editing and other post-production issues
4. to understand elements of producing for both studio and remote field production
5. to improve those basic production skills necessary to achieve the above goals
6. to practice good grammar and solid writing skills with strict attention to accuracy, detail, and industry standards

**Assignments & Grading**
Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

100pts 2 Standups
100pts VoSotVo Writing
150pts Story Pitches (3 @ 50 pts each)
150pts Story Drafts (3 @ 50 pts each)-Story Conferences
300pts Final Stories (3 @ 100pts each)
100pts Web Portfolio
100pts Professional Pts

1000 Total Possible Pts

**COURSE SCHEDULE**
*Wednesday January 20: Course Introduction*
Review syllabus and discuss course expectations and required course materials.

*Monday January 25: Course Introduction*
**Assignments:** Research possible beats and email me your preference.

*Wednesday January 27: Beat Reporting*
Introduce Story Pitches

*Monday February 1: Talent Presentation*
On-Air Style & Format
Stand-ups, Live Shots & Look Lives
Receive Video Story Pitch/Draft/Pkg Assignment
Discuss Expectations & Watch Examples
Wednesday February 3: Art of The Interview
Lesson on Interviewing

Monday February 8: Camera Pickup in Meeman

Wednesday February 10: Writing Workshop
Assignments: Story Pitch 1 Due

Monday February 15: Video Editing Workshop
Video Editing Workshop
Assignments: VOSOTVO Due

Wednesday February 17: Pkg Workshop
Shooting the pkg, logging the pkg, writing the pkg, and tracking the pkg.

Monday February 22: Pkg 1 Shooting Time
On your own...

Wednesday February 24 Pkg 1 Editing Time
During actual class meeting time...sign up for story conferences

Monday March 1: Story Conference Day
Individual Story Conferences
Assignments: Bring Draft 1 of edited video with your track and a hard copy of your script.
No regular class meeting. We'll have a sign-up sheet.
Assignments: Story Pitch 2 Due Today

Wednesday March 3: Pkg 1 Due
Constructive Review of packages
Assignments: Video Story 1 Due Today

Wednesday March 10: Guest Speaker

Monday March 15: Editorial Meeting
We'll conduct an editorial meeting for the final package

Wednesday March 17: Shooting Time
On your own

Monday March 22: Rundown Review
Assignments: Standups Due

Wednesday March 24: Writing for the Web
Web Portfolios
Receive Final Video Package Assignment

**Monday March 29: Story Conference Day**
Individual Story Conferences
**Assignments:** Bring Draft 2 of edited video with your track and a hard copy of your script. No regular class meeting. We’ll have a sign-up sheet.

**Wednesday March 31: Pkg 2 Due**
Constructive Review of packages
**Assignments:** Video Pkg 2 Due Today

**Monday April 5: Landing the First Job**
Resume Review
Applying for Jobs
Interviewing Tips

**Wednesday April 7: Lab/No Meet Workday**
**Assignments:** Story Pitch 3 Due Today

**Monday April 12:**
Web Portfolio Assignment will be emailed

**Wednesday April 14: Guest Speaker**
News Manager

**Monday April 19: Final Story Conference**
Individual Story Conferences
**Assignments** Bring Draft 3 of edited video with your track and a hard copy of your script. No Regular Class Meeting. We’ll have a sign-up sheet.

**Wednesday April 21: Final Pkg Due**
**Assignments:** Final Story Due Today-Pkg 3

**Monday April 26: Last Day of Class**
**Assignments:** Web Portfolio Due
Present Web Portfolios

**ASSESSMENT AND OUTCOMES**

**Five Pillars in JOUR 4629/6629**

- **Critical Thinking:** Students work independently and as a team to develop story ideas and to target stories for publication. Students develop skills to give and receive criticism by their peers when stories are reviewed collectively in class. They also learn how to cultivate an audience with particular news-making decisions and strategies.

- **Media Literacy:** Students learn industry terms, trends and controversies.
• **Multimedia:** Students generate broadcast-caliber content that makes use of audio, video, graphics and the Internet.

• **Professionalism:** Students learn the professional skills and attitudes necessary to work in today’s broadcast news industry. They learn to contribute story ideas, write, report, shoot and edit video under deadline pressure.

• **Writing:** Students write stories for broadcast, edit, write leads and tags and compose copy for anchors reading a teleprompter.

**Professional Values and Competencies in JOUR 4629/6629**

• 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.

• 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**How professional values and competencies will be met**

*Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

• Gain familiarity with ethical issues in reporter neutrality and objectivity in coverage of controversial issues

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

• Relate stories to intended audience

• Think critically regarding story sources and information gathering

• Demonstrate an ability to prepare reports on controversial issues, feature stories, sports events, and meeting stories

• Acquire ability to conduct interviews, gather information in person, by phone, and digitally, as well as conceptualize a story

• Demonstrate basic video shooting and editing skills
How assessment of student learning will be met

**Awareness**
- Become aware of the professional protocol such as story meetings and reporter responsibilities
- Learn about the importance of audio mixing in video stories
- Recognize the various story types in television news

**Understanding**
- Understand the ethical and professional challenges facing a broadcast journalist today
- Appreciate the role of social media and the internet in today’s broadcast industry
- Recognize the qualities of what is newsworthy in local and national television news
- Realize the importance of following the news (local, national and international)
- Study the principles of effective story telling as it pertains to television news
- Understand the professional routine of local television news workers

**Application**
- Develop story ideas, setting up interviews, selecting appropriate sources for stories, determining best video to use, writing news stories in various formats, digital editing
- Take weekly news quizzes
- Meet professional television news workers
- Give and receive criticism by peers when stories are reviewed collectively in class
- Create an online portfolio to present resume reel, as well as other journalistic/multimedia skills

**JOURNALISM AND STRATEGIC MEDIA POLICIES**

**Portfolio requirement**
All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
• A personal profile
• Contact information/means of contact
• Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student’s portfolio should show a unique blend of work.

Email
Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance
Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor’s note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a “job” in the educational process and be on time just as they would elsewhere.

Course repetition
Majors and minors who fail to earn the minimum passing grade (“C-”) in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student’s online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity
In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in
substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (Office of Legal Counsel, October 11, 2018)

**Online SETEs**
Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

**Deadlines**
All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP Style and grammar**
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

**Disability and accommodations**
Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**Diversity and inclusivity**
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.
Weather policy
Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

Student support
Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing
All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health
Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations
If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (https://www.memphis.edu/drs/index.php)
Student Resources
Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.