

**TELEVISION JOURNALISM 319**  
**BROADCAST NEWS WRITING**  
**Spring 2014, CRN 16030, Section 002**  
**West Virginia University**  
**Perley Isaac Reed School of Journalism**  
**Professor: Emily Corio**

**Contact Info:** Office – 204A Martin Hall, (304) 293-7007  
Email: [emily.corio@mail.wvu.edu](mailto:emily.corio@mail.wvu.edu) *(please use this email only.)*

**Office Hours:**

Mon/Wed: 10 a.m. to 1 p.m.

Tues. and Thurs.: 10:30 a.m. to 11:30 a.m.

*(Please note: office hours are subject to change.)*

**Class Time and Location:** Tues/Th: 11:30 – 12:45, Room 201, Martin Hall

**TVJ Graduate Assistant and contact info:**

**Whitney Godwin** (Office-203 Martin Hall) (Office #) 304-293-6765

(Cell) 304-644-6119 email: [whitneylynngodwin@gmail.com](mailto:whitneylynngodwin@gmail.com)

**COURSE DESCRIPTION:**

The primary goal of this course is to teach you how to gather and report news in audio and video formats. You will build upon the basic reporting and writing skills learned in Journalism 215: determining what is a news story, researching and developing story ideas, cultivating and interviewing sources and using analytical and critical thinking skills to weave all of this information into relevant and engaging stories that accurately reflect the diversity of ideas and people in society. Additionally, in this course you will learn how to write news stories in a conversational style, how to incorporate audio into your storytelling, and how to write to visual story elements. Your focus in this course will be improving your reporting and storytelling skills while developing new software skills. Because this is a skills-based course, you will mostly learn by doing and by having your work critiqued. You will also learn by observing professional models (watching, listening to and analyzing professional news stories). This course will enable you, as a developing journalist, to acquire the necessary critical thinking skills to best convey stories to your audience.

**LEARNING OUTCOMES:**

1. You will demonstrate clear, concise and conversational writing skills that complement audio and video story elements.
2. You will demonstrate the ability to gather, report and write news for audio and video.
3. You will develop necessary analytical skills to determine what is newsworthy.
4. You will understand how to incorporate diversity into your stories.
5. You will demonstrate the ability to research and develop story ideas.

6. You will demonstrate the ability to cultivate and interview sources.
7. You will understand how to use video and audio in your storytelling.
8. You will demonstrate how to write, produce and edit an audio story.
9. You will understand and demonstrate journalism ethics in all aspects of your reporting and storytelling.
10. You will demonstrate how to publish your stories on the web and promote them through the professional use of social media.

### **REQUIRED TEXT AND NEWS MATERIALS:**

- Papper, Robert. Broadcast News & Writing Stylebook. 5<sup>th</sup> Edition.
- National and local media outlets (TV, radio, newspapers and online)

### **COURSE REQUIREMENTS:**

#### **Materials and Equipment Information:**

- You are encouraged to purchase an **external hard drive** this semester to use for saving your story assignments. You must have one for TVJ 386. The drive should have the following:
  - USB 3.0
  - Powered by the USB (no external power required)
  - Minimum 500 GB in size
  - Small and light weight
- Students will receive, on loan for part of this semester, a digital voice recorder kit, which includes a digital recorder, microphone and cable, USB adapter, headphones and batteries. **NOTE: Digital recorders and microphones are very expensive. Please treat the equipment with care. When you check out a kit, you are responsible for it. If the equipment is lost or damaged, please let me know right away, because the equipment will need to be evaluated to see if it can be repaired or needs to be replaced. Students who damage equipment are responsible for paying for repairs or replacement. A student's final grade will be withheld (Incomplete status) until all equipment checked out in their name is returned, in proper working order, to the TVJ Department.** In order to use a digital recorder, you will have to sign a contract agreeing to ALL the specified terms and regulations.
- After you turn your equipment back in, the TVJ GA, Whitney Godwin, will call/e-mail you to notify you of anything missing and/or broken. Outstanding bills for equipment repairs and/or replacement will have to be paid by: Thursday, April 24, 2014. A check for repair or replacement costs should be made out to WVU and turned into me. If payment of outstanding bill is not made by deadline, the student will receive an "I" or Incomplete until payment is made in full.
- You must return the equipment on the specified date in your syllabus (the kit with all accessories accounted for at the time of checkout). **A \$20.00 PER DAY late fee will be charged to students who do not turn in their equipment on the date specified in the syllabus.**
- You **MUST** share the equipment with your partner to complete the assignments. Failure to do so will result in your equipment privileges being revoked.
- When you check in ALL equipment, it must be clean and everything, including cords, must be put away neatly.

**GRADE BREAKDOWN:**

Current Events/Lesson Review Quizzes (10 at 20 points each).....	200
Audio Assignments (2 at 100 points each).....	200
Podcast Assignment.....	300
Video Writing Assignments (2 at 150 points each).....	300
Total Possible Points.....	1000

*No more than 50 points can be earned from extra credit opportunities during the semester.*

**Grading Scale:**

A = 900 to 1,000 points (90 – 100%)

B = 800 to 899 points (80 – 89%)

C = 700 to 799 points (70 – 79%)

D = 600 to 699 points (60 – 69%) (If a student earns a D, they will have to repeat the class.)

F = Below 600 points (59% and below)

**GRADE STANDARDS:**

Your grade for the course will be based on the overall quality of your work and upon your improvement. I expect your skills to increase and improve as you become more familiar with the material.

**NOTES ON ASSIGNMENTS:**

- For this course, students must also create a free SoundCloud account at [soundcloud.com](http://soundcloud.com). You will upload your final radio stories to your SoundCloud account and email me links to your stories.
- All scripts must be typed in the appropriate broadcast style, 14-point font size, Times New Roman and double spaced. All soundbites must be transcribed fully because they contain information crucial to the content of your story. Failure to transcribe bites will result in a lower grade. The story "slug," your name, and the date will go on the top left side of your first page. Your name, the slug, and page number will go on the top left of additional pages. Contact information for all your sources will be turned in with your stories, as I sometimes contact sources quoted in stories.
- Assignments turned in late will not be accepted. Being able to meet deadlines is a critical element of a journalist’s job, so students must develop this habit now.
- Each grammar, spelling error or format mistake will result in a point reduction on graded assignments.
- Being able to accept criticism and to learn from it is absolutely essential to improving and growing as a journalist. Students will receive constructive critiques from me and from their peers. This classroom will be a forum to help students learn from mistakes and from successes.

### **DIVERSITY WORKSHOP:**

During the course of the semester, a diversity workshop will be conducted. It will include discussion on diversity in reporting and diversity within media outlets. Students will also complete exercises to increase their awareness of diversity, or a lack of it, in media news coverage. Following this workshop, students will be graded on their ability to incorporate diversity into their remaining radio story assignments.

### **NEWS QUIZZES:**

Quizzes will include questions about current news events. This is to ensure that students are diligent news consumers. Quizzes may also include questions on topics covered in class. These quizzes will be given at the beginning of class. Students who are tardy or absent will not be able to make up quizzes missed in class.

### **CLASSROOM POLICIES:**

Students are expected to conduct themselves in a professional manner during class time. Arrive on time. Turn off cell phone ringers and pay attention. Class time is not time to check email, Facebook, Twitter, ESPN.com, or generally surf the Internet, unless it's part of an in-class assignment. You cannot learn effectively when you ask your brain to do two mental tasks at once (listen to the class discussion and check your Facebook news feed, for example). In addition, our class Twitter feed (@TVJ319), SoundCloud account and any other electronic work submitted for this class is part of our virtual classroom; therefore, the same expectations for professional conduct exists in these online spaces.

Students are allowed one absence, excused or otherwise for this course. Each absence beyond one will result in a final letter grade reduction. If a student misses class, they are still responsible for meeting assignment deadlines. Do your best to notify me immediately if a situation arises that is beyond your control.

### **BELOW ARE SOJ AND WVU POLICIES THAT STUDENTS MUST FOLLOW IN THIS COURSE:**

#### **Academic Integrity**

As journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. Violations of the Academic Integrity and Responsible Conduct Policy will be handled by the instructor, the Student Code Administrator, and the Student Conduct Board, as appropriate pursuant to West Virginia University Board of Governors Policy 31. Please see the WVU Conduct Code at

[http://studentlife.wvu.edu/office\\_of\\_student\\_conduct/student\\_conduct\\_code](http://studentlife.wvu.edu/office_of_student_conduct/student_conduct_code)

**School of Journalism Policy on Plagiarism & Fabrication.** As future journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. If you are caught cheating, or engaging in plagiarism or fabrication\*, you could receive an "F" for the course, or an "F" for the assignment. You could also receive an "Unforgivable F" on your academic transcript.

- The School of Journalism defines “fabrication” as the invention of any fact, quote or source in a work of journalism.

**Academic Integrity/Misconduct.** Students caught violating this policy will be subject to the full authoritative action by the West Virginia Academic Review Board and/or the WVU Code of Students Rights and Responsibilities. Students found in violation could receive a “F” for the assignment, and “F” in the course, an “unforgivable F” that always will remain on the student academic record and/or dismissal from the University.

**Plagiarism.** The University defines plagiarism in terms of proscribed acts. Students are expected to understand that such practices constitute academic dishonesty regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed. Plagiarism includes, but is not limited to, the following:

1. Submitting as one’s own work the product of someone else’s research, writing, artistic conception, theme, thesis, dissertation, commercially prepared paper, musical piece or other written, visual, oral or electronic/computerized material that has been copied in whole or in part from the work of others, whether such source is published or unpublished.
2. Incorporating in one’s submission, without appropriate acknowledgment and attribution, portions of the works of others; that is, failing to use the conventional marks and symbols to acknowledge the use of verbatim and near-verbatim passages of someone else’s work or failing to name the source of words, pictures, graphs, etc., other than one’s own, that are incorporated into any work submitted as one’s own.

**Cheating.** The University defines cheating and dishonest practices in connection with examinations, papers, and projects as including, but not limited to:

1. Obtaining help from another student during examinations.
2. Knowingly giving help to another student during examinations, taking an examination or doing academic work for another student, or providing one’s own work for another student to copy and submit as his own.
3. The unauthorized use of notes, books, or other sources of information during examinations.
4. Obtaining without authorization an examination or any part thereof.

The School of Journalism includes fabrication of quotes as a form of cheating. Any student who presents work that knowingly, and without instructor approval, fabricates quotes of sources can be found guilty of cheating.

### **SOJ Diversity Policy**

The Perley Isaac Reed School of Journalism is actively committed to presenting diversity of viewpoints to a general audience. It is vigorously engaged in seeking, nurturing and

maintaining ties to a base of multicultural sources. In public relations and advertising, the school equates excellence in campaigns to representing and communicating with diverse clients and audiences. In news storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences.

**Days of Special Concern**

WVU recognizes the diversity of its students and the needs of those who wish to be absent from class to participate in Days of Special Concern, which are listed on WVU’s Web site. Students should notify their instructor by the end of the second week of classes or prior to the first Day of Special Concern, whichever is earlier, regarding such absences. Your professor will make reasonable accommodations for assignments that a student misses as a result of observing a Day of Special Concern, providing the absence/s are discussed with the professor in advance.

**Inclusivity Statement:**

“The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the Office of Disability Services (293-6700). For more information on West Virginia University's Diversity, Equity, and Inclusion initiatives, please see <http://diversity.wvu.edu>.”

West Virginia University is committed to providing students, faculty, staff, and employment applicants with a work and educational environment free from all forms of sexual harassment. Therefore, sexual harassment, in any manner or form, is expressly prohibited.

**SOJ PRINTING POLICY:**

School of Journalism majors receive a \$35 printing stipend each semester, which comes from their tuition technology fees. This money is allocated to their Student Mountaineer I.D. card and accessed via the School's swipe card printing system. (Non-major students' Mounty Bounty accounts are charged for printing in School labs.) Please be aware that printing is tracked, and that color prints cost more than black and white ones. Once a student's printing stipend is depleted to a zero sum, students' Mounty Bounty accounts will then be assessed for printing payment.

**CLASS SCHEDULE:**

**NOTE: The class schedule is subject to change. Changes may be announced in class or via email. CHECK YOUR MIX EMAIL DAILY.**

Date	Agenda	Reading	Homework
Jan. 9	<i>Introduction to the course. Finding stories that matter to your audience.</i>	Chs. 1 & 2, 19 & 20	Bring a story idea to our next class. It should be about a WVU or local issue
Jan. 14	<i>Researching story ideas.</i>	Chs. 10	

Jan. 16	<i>Quiz 1 The Art of Interviewing.</i>	Chs. 3-9 & 11	
Jan. 21	<i>The style of broadcast news stories. Why natural sound matters in your stories.</i>	Ch. 22	
Jan. 23	<i>Quiz 2 Journalism ethics and diversity in broadcast reporting.</i>		
Jan. 28	<i>Check out digital recorders and go over how they work. Discuss first audio assignment.</i>		Gather sound for your first assignment and bring this sound and recorder kits to class <b>Feb. 4.</b>
Jan. 30	<i>Quiz 3 Delivery: your broadcast voice. Review story transcript format.</i>		Bring sound and script for first story assignment to next class.
Feb. 4	<i>Audacity Introduction: Upload your sound and practice editing. First audio assignment due at the end of class. Receive second story assignment.</i>		Work on second audio assignment, to be completed on your own. Due in one week!
Feb. 6	<i>Quiz 4 Practice writing audio packages in class.</i>		Second audio assignment due at the beginning of next class.
Feb. 11	<i>Listen to stories. Divide into teams and receive podcast assignment.</i>		Come to class with your team's pitch assignment.
Feb. 13	<i>Discuss and turn in podcast pitches. Podcast topics assigned.</i>		Work on first draft of podcast.
Feb. 18	<i>No class: work on podcast.</i>		
Feb. 20	<i>Quiz 5 Discuss role of social media in reporting today.</i>		First draft of podcast due next class.
Feb. 25	<i>Listen to first drafts of podcasts. Give feedback.</i>		Continue work on podcasts.
Feb. 27	<i>Quiz 6 Discuss posting podcasts.</i>		Podcasts due at next class.
Mar. 4	<i>Turn in final podcast assign. Listen to podcasts. <b>Return digital recorders.</b></i>		Complete podcast Twitter assignment. Tweet!

Mar. 6	<i>Quiz 7 Discuss web analytics. Review podcast results (extra credit opportunity). Complete podcast evaluations.</i>	Chs. 12, 13, 17 & 18	<b><i>Spring Break Next Week- No Classes 3/26 &amp; 3/28</i></b>
Mar. 18	<i>Quiz 8 Introduction to video storytelling.</i>	Chs. 21 & 23	
Mar. 20	<i>Short-form video stories for TV news.</i>		
Mar. 25	<i>Quiz 9 Writing exercises: reader, VO and VOSOT. Review Script formats.</i>		
Mar. 27	<i>In-class graded assignment: writing a reader, VO and VOSOT</i>		
April 1	<i>Quiz 10 Students present readers, VOs and VOSOTs</i>		
April 3	<i>(Relatively) Longer video stories for TV news. Review script format.</i>		
April 8	<i>In-class graded video story assignment.</i>		
April 10	<i>Finish in-class graded video story assignment.</i>		
April 15	<i>Students present stories.</i>		
April 17	<i>Students present stories.</i>		
April 22	<i>Student Evaluations (Even) Longer video storytelling</i>	Chs 14-16	
April 24	<i>The evolving media industry</i>		No final exam. Enjoy your summer!