

**Broadcast I**

**Professor: Pam Harris Hackett**  
**Cell 214-415-9057**

**CCJN 3385 Spring 2011 SMU**

**E-mail: [phackett@smu.edu](mailto:phackett@smu.edu)**  
**Home 972-960-1009**

**Office Hours: TBA**

I want to be available to help you at times when you need assistance. HOWEVER, there may be times when I am unavailable due to obligations with CBS 11 News. IF YOU MAKE AN APPOINTMENT with me, you will be given priority. I can meet with students outside of office hours for additional help.

**REQUIRED MATERIALS:**

Approximately 6 miniDV tapes / External Hard drive /Headphones/ IFB Earpiece / DVD-R/VHS tapes to archive your projects / Head Cleaner Tape / Professional attire

**OPTIONAL MATERIALS:**

On-air Make-up

**READING MATERIALS: NEWSPAPER/WEBSITES/TV NEWS/HAND OUTS**

**COURSE DESCRIPTION:**

This course will help students better their on-camera skills. We will focus on all aspects of on-air and voice delivery. You will be required to shoot video, be assigned to stories outside of class, work as reporters for the *Daily Update* and *Daily Mustang* and edit your projects. Your lab will coincide with the *Daily Update*, where you will be graded on attendance and skills. At some point during the semester, you will be working on your 'on-air' skills in a newsroom environment. You will also learn the importance of teamwork, organization and meeting deadlines. Upon successful completion of this course, you will have improved your on-air delivery, produced four video projects, one (1) audio project and several 'look-lives' and 'stand-ups'. The projects will require extensive work, much of it outside of class time, on your own.

In addition, you will be required to report to *The Daily Update* once (1) every week to participate in the daily news program, along with reporting (your story or breaking news) for the show.

\*\*\*You must sign up for each production job throughout the semester in order to get an A for your DU participation. (Producer/Director/Technical Director/Server/Floor Director/Audio Board/Still Store/CG) NOT JUST WRITER/CAMERA OPERATOR/ ANCHOR/TELEPROMPTER. If you show up without signing up for a position, you will not receive credit for the week and will be required to attend an additional DU for that particular week.\*\*\*

Your crew call at the studio is at 6a.m. sharp. If you do not show or are late, you will not receive credit for that day. This is in addition to you fronting your own story which will air on specific days. You will be pre-assigned by the instructor, on what day your story will air. If you submit your package/story without my consent on the *Daily Update*, you will be required to attend the DU an extra day for that week. If you would like to attend DU more than once a week, your attendance will become extra credit toward your lowest package grade, depending on the extent of what your responsibilities are at the DU. Do not expect to get extra credit for running teleprompter or just writing.

\*\*\* Do not promise that your story will not be published. Any story that is written/edited by a student in this class has the possibility of airing on *SMU-TV*, the SMU website, *The Daily Mustang*, and could also be shared with other media entities. (on or off campus/locally, nationally or internationally)\*\*\*

**LEARNING OBJECTIVES:**

1. On-Air Delivery in Studio/Production skills
2. Audio/Voice Coaching
3. Stand-up/Look-live Coaching
4. Non linear Editing
5. The importance of making balanced/fair media

**GRADING:**

Your final grade will be based on the following:

GRADES	1 <sup>ST</sup> & 2 <sup>ND</sup> PROJECTS	5% each	10%
	3 <sup>rd</sup> PROJECT	10%	10%
	4 <sup>th</sup> & 5 <sup>th</sup> PROJECTS	15% each	30%
	LOOK LIVES/QUIZZES		10%
	CLASS PARTICIPATION/ ATTENDANCE		10%
	DU Attendance/Skills		10%
	FINAL		20%

\*\*\*All stories for air... Students required to front each story\*\*\*

\*\*For credit towards your Journalism major you must make a C or above.\*\*

**Late assignments will not be accepted for credit. You will earn a 0 (zero) unless you submit official reason (family emergency, sickness, etc.) for why your project is not completed when it is due.**

Classes may not be tape-recorded or videotaped without permission of the instructor.

**The following policies have been adopted by the Division of Journalism. By enrolling in this class you are agreeing to the following terms and conditions:**

**Reporting standards for all media projects**

Your story will be graded on content: is it fair, is it newsworthy, is it well sourced? Is the story organized, are all questions answered, and is all relevant information properly attributed? Are direct quotes preceded by strong transitions in print stories? At least 5 points may be taken off for problems like these. For errors of fact, expect 10 or more points off. If your story is missing the required sources for each story, 10 points will be taken off for each required source who is missing in each story. If you cannot support your facts in a story, and discover your facts are wrong or made up – you will receive an 'F' on the story.

**Mechanical standards for broadcast and multimedia projects**

Points will be deducted for the following:

- \*Handing the mic to your interview subject
- \*Visible lav cables

- \*Improper field and post-production audio levels
  - \*Failure to white balance
  - \*Shaky shots
  - \*Improper shot framing
  - \*Silhouettes
  - \*Lack of natural sound and natural sound transitions
  - \*Muddy audio mixes
  - \*Clipped audio editing
  - \*Flash frames
  - \*Jump cuts
  - \*Inaccurate iNews formatting
  - \*Lack of CGs and hit times
  - \*Failure to include CGs with complete names, correct titles and accurate spelling
  - \*Including video the student did not shoot (without prior instructor approval)
  - \*Failure to check out and return gear on time
- (More detailed below)

BROADCAST PKG COMPONENTS:

GRADE POINTS DEDUCTED FOR VIDEO:

VOICE LACKING ENERGY	-2
NO 'NATURAL' SOUND	-5
LACKS CLOSE UPS/CUTAWAYS	-5 (EACH)
LACKS SOURCES	-10 (EACH)
MISSING ANCHOR INTRO/TAG	-5 (EACH)
NO WHITE BALANCE/BLUE VIDEO	-5 (EACH)
MICROPHONE CORD SHOWING	-10 (EACH)
SHAKY SHOT	-2 (EACH)
BAD AUDIO LEVELS	-2 (EACH)
PKG TRT OVER REQUIRED TIME	-1 FOR EACH SECOND OVER
SILHOUETTES/PROFILE SHOTS	-2 (EACH)
EYE LEVEL INTERVIEWS	-2 (EACH)
TOO MANY PANS/ZOOMS	-2 (EACH)
NO TIME FOR CG	-2 (EACH)
NO STANDUP CREATIVITY	-2
JUMP CUTS	-5 (EACH)
FLASH FRAMES	-5 (EACH)
AWKWARD SHOTS	-2 (EACH)
QUICK TURN FOR TIMELY AIR	+5

GRADE POINTS DEDUCTED FOR SCRIPT WRITING:

NO STRONG ANCHOR LEAD-IN	-5
ANGLE CLEAR AND CLEARLY EXPRESSED	-5
MISSING BEGINNING / MIDDLE / END	-2 (EACH)
MISSING STRONG VERBS/ACTIVE/PRESENT TENSE	-2 (EACH)
GRAMMAR MISTAKES	-5 (EACH)
AKWARD FLOW BETWEEN VOICEOVERS & SOTS	-2 (EACH)
WEAK TRANSITIONS	-2 (EACH)

AWKWARD SENTENCES	-2 (EACH)
CG PLACEMENT IN SCRIPT	-5 (EACH)
HIT TIME ACCURACY	-2 (EACH)
CG/CHYRONS W/OUT ACCURATE INFORMATION	-5
TIMECODE ACCURACY	-2 (EACH)
ACTIVE/PRESENT TENSE	-5
CLARITY	-5
TYPOS	-1 (EACH)
NO SCRIPT APPROVAL	-10
IMPROPER iNEWS SCRIPT FORMATTING	-5
WORDY	-2
DATED MATERIAL (TODAY/TONIGHT)	-2 (EACH)
BURIED LEAD	-10
LACK OF ACCURACY	-5
REDUNDANCY	-5 (EACH)
NO PROOF OF FACTUALITY	AUTOMATIC F
LACK OF SOURCE/INTERVIEWS	-10 (EACH)
IN VOSOT – NO SOUND FROM THE KEY PERSON	-10

### **How to earn an "F" on any media project**

Miss a deadline. Misquote or misrepresent someone. Rewrite or submit a story or package that was produced for another class or media outlet. Submit a story without factual information.

### **Plagiarism and Fabrication**

Plagiarism is stealing someone's words or ideas and passing them off as your own. Fabrication is making stuff up. Both strike at the heart of the journalistic process, where proper attribution and fact checking are paramount. We will deal with plagiarism and fabrication in the harshest manner possible, including referral to the honors council.

### **Attendance**

Roll will be taken every day. Any student who misses the first day of class may be dropped. **More than three unexcused absences and you could be dropped from the course or receive an "F."**

You are responsible for contacting your teacher within 24 hours of an absence. An absence will be considered unexcused unless you are able to provide a doctor's note or some other good reason why you were not in class.

Please note that the SMU Health Center has changed its policy on giving forms for excused absences. The Health Center's new policy is found at <http://smu.edu/healthcenter/policy/absenceclass.asp>. Please note that there is a PDF file in this information that you can download and submit to me for consideration of an excused absence. This form must be filled out fully for me to consider your absence as excused. As in the past, if you consult a physician for an illness and receive specific certification for a recovery time, absences will be excused if I am given a form from the physician's office.

Tardiness will not be tolerated. Stroll in late? You will receive an unexcused absence unless you can provide a compelling reason (AFTER CLASS) why you were tardy. You must also turn off cell phones and pagers before you come to class. All course work is, of course, governed by the SMU honor code.

### **Excused absences for extracurricular activities**

If you are participating in an officially sanctioned, scheduled university extracurricular activity, you will be given the opportunity to make up class assignments. It is your responsibility to make arrangements with your teacher prior to any missed assignment. (See University Undergraduate Catalogue.)

### **Religious accommodations**

If you are a religiously observant students who will be absent on holidays, you must notify your teacher in writing at the beginning of the semester. You should also discuss in advance acceptable ways of making up any missed worked. (See University Policy No. 1.9.)

### **Disability accommodations**

If you need academic accommodations for a disability, you must first contact the coordinator for Services for Students with Disabilities at (214) 768-4557 to verify the disability and establish eligibility for accommodations. You should also schedule an appointment with your teacher to make any necessary arrangements. A verification letter from an official is required. (See University Policy No. 2.4.)

### **Additional grading information**

1. "A"s are rare. They are awarded only for truly excellent work. Very good work receives a "B"; average work a "C"; below average a "D." This is in accordance with university regulations.

2. All work will be judged rigorously. Letter grades are based on a 10-point scale.

For example:

A 93-100%	B+ 87-89%	C+ 77-79%	D+ 67-69%
A- 90-92%	B 83-86%	C 73-76%	D 63-66%
	B- 80-82%	C- 70-72%	D- 60-62%

59% and below – fail

3. Your instructor will be happy to discuss the content of your stories. If you wish to protest a grade, a formal process is available.

### **Use of computers/email/materials needed for class in addition to books:**

1. You must have an e-mail address and keep it updated in Blackboard.

(<http://courses.smu.edu>)

2. I'll make class announcements, speaker announcements, room changes, etc., via e-mail. Therefore, I suggest you check email every morning prior to class/lab for any last minute announcements or changes. I will respond to emails/calls within a 24 hour period of when I receive them. Do not expect me to respond immediately to your email or phone calls, even if it is a crisis situation.

3. It will be necessary to purchase materials to complete your Video Projects. You will purchase videotapes, etc. Details will be given when assignments are handed out. You will also need an external hard-drive, since you will be editing on several different computers during the semester. If you have financial concerns on

purchasing this equipment, please see me. You must also purchase a tape cleaner for the camera.

4. You will be required to check out equipment from the SMU Lab in order to create your Video Projects and Look-lives. You will not be allowed to make last minute requests. In the real world, you cannot run out and grab a camera or book an edit system at the last minute, unless you are working in news at a television station. Even then, it is first come first serve. You will treat the equipment and the Engineering staff with respect. Any complaints received from the staff will result in grade point deductions for each project.

5. Turning in equipment late results in a grade letter reduction for that project. (The amount of days – will be multiplied by 10 which goes toward your grade for that project) Your inability to meet your deadline caused another student to not receive gear. (The exception is a family emergency, or some other type of serious situation.) If there is continual problems with turning in equipment on time to either Robert or Mike throughout the semester, you will not be allowed to check out equipment from either place, meaning you will not be able to finish projects using SMU equipment.

6. Lost or stolen equipment will be reimbursed at the student's expense. Student's will be required to reimburse the University/Journalism department the retail value of the equipment. (Approximately \$5000) It is YOUR responsibility to make sure all the equipment you need is in the kit when you check it out from Mike or Robert. If you check out a camera from Robert and you do not return it within a 24 hour period from when it is due, you will no longer be able to check out another camera from Robert for the remainder of the semester.

#### **Other Items:**

- Respect me and other students; mute your cell phone/blackberry and put it away. Talking on cell phones, blackberries, sending text messages, using pagers, web surfing, email, instant messaging in class are not permitted. If you are caught using your personal electronic equipment during class, I will point it out in class and the electronic device will be taken up and given back to the student at the end of class.
- If you are caught more than once using technical devices for personal use during class time, you will be asked to leave the class and will receive an unexcused absence for that day. All course work is governed by the SMU honor code.

Regarding emails and phone calls, I will be emailing your SMU email account to communicate – not a personal email account. That SMU account is to be used for all course work and correspondence. I will also use Blackboard to contact students. I will respond to emails/phone calls/texts within a 24 hour period from the original date/time. Don't expect me to respond immediately even if it is a 'crisis' situation.

•

**I look forward to working with each of you – teaching you how to tell a story visually, and help you further your scholastic career, shaping you into a professional Broadcast Journalist!**