CCJN 4300 – BROADCAST SEMINAR

SYLLABUS & SCHEDULE /SPRING SEMESTER 2009

Southern Methodist University Meadows School of The Arts Division of Journalism

INSTRUCTOR: Lucy L. Scott

OFFICE: 279 Umphrey Lee Center

OFFICE HOURS: M/W 9 a.m. – noon T/Th. 8 – 9:30 a.m. and by appointment

CONTACT: 214-768-3540, llscott@smu.edu, cell 214-392-2960

CLASS MEETS: T/Th 9:30 a.m. - 10:50 a.m. UL Room 285. You'll have advance notice when we occasionally meet in the conference room or on location.

REQUIRED TEXT: "On The Road With Charles Kuralt" plus one national and one local media source daily, online, on air or in print.

Check Blackboard frequently for announcements, podcasts, assignments and grades.

REQUIRED SUPPLIES: External hard drive, mini-DV

tapes, -R DVD's with completed assignments, a plastic folder with clasp for handing in DVD's and scripts and a reporter's notebook.

LEARNING OUTCOMES:

Students will learn to creatively and accurately recognize and report news on deadline. Students will discuss case studies on news ethics and learn to write and report within ethical guidelines. Assignments, discussions and lectures will teach students to observe, question, source and write news and feature stories. Students will cover breaking events and enterprise stories on and off campus. When students complete this course, they will demonstrate that they know how to write and report news and feature material with clarity, originality and simplicity.

CLASSROOM CIVICS:

Respect me and other students. Mute and put away your phone. Taking calls, text messaging and web surfing during class are not permitted unless part of a designated class assignment. If I have to speak to you about this more than once, I will ask you to leave class with an unexcused absence.

COURSE WORK:

Broadcast Seminar consists of lectures, class

discussions, guest lecturers, on location production assignments, in-studio lab work and a final exam. I will give pop quizzes if I think you're not paying attention.

Scripted assignments must be filed in the iNews "Broadcast Seminar" course folder, e-mailed as a Word Doc to llscott@smu.edu , printed and brought to class.

Hand in video assignments on DVD-R's. Shoot as usual on mini-DV. Capture and output to tape as usual. Edit using Final Cut Pro. Export the finished product as a Quicktime movie. Burn it to DVD using iDVD.

Label the DVD with your name, due date, runtime, story slug. I will deduct 10% of your grade for failing to meet these scripting and video requirements.

Assignments are due at the beginning of class.

Where appropriate, your work will air on The Daily Update and the Daily Mustang.

All video assignments must be in the Broadcast Seminar iNews folder and the "Raid Data" folder of the server by 6:15 a.m. the date they're due. Your script should include hit times for CG's, timed from first audio and indicating the length of the soundbite in the clear beside the CG copy in the left column of your

iNews script.

The video package must begin with :10 of color bars and tone, followed by a slate with the reporter's name, story slug, due date and run time.

Check the DU electronic sign up and e-mail the broadcast producer a synopsis of your piece so they can include it in the rundown. Instruct them to look for the script in the iNews "Broadcast Seminar" folder and the video in the "Raid Data" server folder. Copy me on this e-mail.

Failure to do this will result in points off your package grade.

The work for this class will be demanding but reasonable.

I will stick to the syllabus, but I reserve the right to change gears to respond to and analyze breaking news, including events in and around campus and change in class lectures to respond to your needs as I see fit. (If you're struggling with something, we'll send more time on it than the syllabus indicates. If you grasp something earlier than I have planned, we'll move on.)

I will ask you to work off campus within reason.

COURSE GRADE:

In class participation	25%
Packages (three)	60%
Daily Update attendance	15%

JOURNALISM GRADING POLICY

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.

Mechanical standards for writing

*Associated Press style and grammar errors: 2 or more points
*Punctuation errors: 2 or more points

*Spelling: 10 or more points for misspelled names or other proper nouns; 2 or more points for all other spelling errors
*Awkward or unclear phrasing: 2 or more points

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
*Accidental 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

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.

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.

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.

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.

DU attendance may be made up in the week following the absence only.

During short weeks, students are still expected to attend twice to receive a 100% DU credit.

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 Rebecca Marin, Coordinator, 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 Ms. Marin or another 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, the “B” range is as follows: 80-82 B-; 83-86 B; 87-89 B+. The same spread applies to all letter grades (except there is no A+).

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