**Journalism 321**

Introduction to Broadcast Writing

(Section 01 and 02)

Fall 2015

Tuesday and Thursday, 8:00 a.m. – 9:50 a.m.

LA4 – Room 102

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| **Professor John Shrader**  Email: [John.Shrader@csulb.edu](mailto:John.Shrader@csulb.edu)  Office: LA4 – 201D  Phone: 562-985-1730 | Office Hours:  Monday 11:30 a.m. – 1:00 p.m.  Tuesday 10:30 a.m. – 11:30 a.m.  Or, by appointment |

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| ***Student Media at CSULB***  We encourage all students to become active in student media on campus. Take the skills you learn in these journalism classes and apply them in the student media of your choice:  Daily 49er Newspaper Daily 49er Radio Daily 49er TV  K-Beach Radio College Beat |

**CSULB CATALOG DESCRIPTION**

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| **321. Introduction to Broadcast Writing (3)**  Prerequisite: JOUR 311 with a grade of "C" or better.  Techniques for information gathering, scripting, selecting video and choosing sound bites for news and feature stories. Letter grade only (A-F). (Lecture two hours, Laboratory 2 hours) |

***Overview:***

Journalism 321 is designed to introduce you to news writing techniques with an emphasis on developing stories for the ear and the eye. The “legacy” definition of broadcast is radio and television. The new world of journalism demands we understand how to tell audio and visual stories not only over the air and cable, also for the web, phone apps, tablets and more.

You’ll learn about the field of electronic journalism by doing the skills real radio and television news writers, producers and reporters do every day. Assigned readings, lectures, class discussions and assignments are intended as a starting point for an understanding of news writing principles, practices and protocols. Students are expected to be active participants. There will be deadline-driven news writing exercises, homework assignments, lectures, class media materials, quizzes and examinations. News judgment, social responsibility, diversity, and ethical exercises will be incorporated into the course through the semester.

***Student Learning Outcomes:***

When you complete this course you will have gained skills in the following areas:

* Understand differences between broadcast, print and online news media
* Identify differences between feature, hard news, and profile stories
* Enhance news judgment and story development skills
* Understand basic broadcast newsroom language and customs
* Write a variety of leads for different broadcast news media outlets and audiences
* Write a variety of fair and accurate radio stories
* Write a variety of fair and accurate stories in proper TV script format
* Perform writing tasks under strict deadline pressures
* Report, record, write and edit short radio news segments
* Produce, shoot, write and edit short television news segments
* Critically analyze newsroom ethics, convergence, and diversity issues
* Discuss ratings analysis and how ratings data are used in broadcast news
* Meet professional industry standards in work, motivation, attendance, courtesy and consideration

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**Required Reading**

***Air Words: Writing Broadcast News in the Internet Age, 4th Edition***

*John Hewitt*

*Oxford Publishing*

*ISBN 978-0-19-976003-9*

***Dispatches from the Edge***

*Anderson Cooper*

*HarperCollins*

*ISBN 978-06-113668-9*

***SOCIAL MEDIA***

**@Twitter:** Every student in this class will be using Twitter.

Professor Shrader has two Twitter handles you’ll be interested in following:

**@johnshrader** - comments on a variety of interests, professional and personal

**@ShraderCSULB** -used for school, journalism, and class issues and interests

**#J321LB** This is the common hash tag that will be used for all the Twitter dispatches we make on behalf of the class and reporting [It will be impossible to monitor each other’s commentary, ideas, and interests in this class without the use of the hash tag]

**Attendance Matters:**

**“Half the path to *SUCCESS* is *SHOWING UP”***

* You are expected to attend this class.
* ***Attendance will be taken every class period. 15 minutes late is equal to an absence.***
* You will be allowed **one free pass and one documented absence. (e.g. car trouble, job interview)**
* After a second absence, **25 points will be taken off your semester total points** for each missed class.
* Check the School Handbook (csulb.edu) for the official policies related to medical and personal absences.
* If you have an unexcused absence you are not allowed to make up the in-class assignment. NO EXCEPTIONS
* COMMUNICATION (Email) WITH PROFESSOR SHRADER IS HIGHLY RECOMMENDED. IF YOU KNOW AHEAD OF TIME YOU WILL MISS A CLASS, CONTACT HIM. *Simply emailing does not guarantee acceptance as excused absence.*

**We expect good journalism to be practiced here:**

* + The first factual error found in a story turned in costs you a 50% penalty, the second factual error is another 50%.
  + Get the facts right, the names spelled correctly, the grammar, spelling and punctuation in order.
  + Keep your AP Stylebook handy

***COURSE ELEMENTS, REQUIREMENTS, GRADING:***

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| ***GRADED COURSE COMPONENTS*** | ***POINTS*** |
| 1 **In Class Exercises & Assignments:**  Including Diversity, Ethics, History, Quizzes and Writing  [Expect something most weeks; not all of them are of equal value] | 250 |
| 2 **Book Review:**  “Dispatches from the Edge” by Anderson Cooper | 100 |
| 3 **Radio Report:**  Report, Produce & Record Audio News Report | 100 |
| 4 **Podcast:**  Prepare & Record Podcast | 75 |
| 5 **VO/SOT/VO:**  Develop, Shoot & Edit Visual News Story | 75 |
| 6 **News / Feature Package**  Develop, Shoot & Edit Visual News Story | 100 |
| 6 **Exam 1:**  Covers first half of semester | 150 |
| 7 **Exam 2:**  Covers second half of semester | 150 |
|  | **1,000 POINTS TOTAL** |

**Grades will be computed as follows**:

A – (90-99 points) Superior work – accurate, clear, well written, well delivered, you have fully adopted the fundamentals and principles instructed in class

B – (80-89 points) Good to very good work – may be missing one or two of the previous thresholds

C – (70-79 points) Satisfactory – needs improvement in writing, editing; may have more than a few errors of commission or omission relative to the principles and fundamentals

D – (60-69 points) Unsatisfactory – needs work in every area, possible deadlines missed, technical, editorial errors

F – (Below 60 points) Failure to meet minimum course requirements - needs major overhaul in all areas; did not turn in major assignment on time

**Class Schedule / Fall 2015**

***Subject to Change***

***GUEST SPEAKERS***

***We may have occasional guests visit class – either on Skype or in person. An exercise will be associated with that visit. If you are not in class for the speaker, you are excluded from the exercise, even if it appears online.***

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| **Week 1**  **August 25/27** | Opening Day  Syllabus  Who we are and what we’re doing here  History Matters  History of Broadcast News, Part 1 |
| **Week 2**  **Sept 1/3** | History of Broadcast News, Part 2  Visit K-Beach Radio / College Beat Productions  Chapter 1 (Understanding What Your Audience Needs)  **Assignment:**  **Book Review –**  **Review and Discussion: September 17**  **“Dispatches from the Edge” – Anderson Cooper**  **Tutorial – Adobe Audition & Adobe Premiere** |
| **Week 3**  **Sept 8/10** | Chapter 2 (Making Some Major Changes)  Chapter 3 (A Closer Look at Grammar and Word)  **Template for Radio News Scripts** |
| **Week 4**  **Sept 15/17**  **Due Sept 17 Review and Class Discussion**  **“Dispatches from the Edge” – Anderson Cooper (100 Points)** | Chapter 4 (Writing Lead Sentences)  Class Discussion on the Cooper book |
| **Week 5**  **Sept 22/24** | Chapter 5 (Completing the Story Essentials)  Chapter 6 (The Actuality: Gathering Useful Sound Bites)  **Finding good audio news stories**  **Conducting Interviews**  **Creating Good radio news**  **Assignment:**  **Due October 6**  **Radio News Report** |
| **Week 6**  **Sept 29/Oct 1** | Chapter 7 (Using Sound Bites / Actualities from Those Interviews)  Chapter 8 (Building Packages with Bites and Tracks) |
| **Week 7**  **Oct 6/8**  **Due October 6:**  **Radio News Report**  **(100 Points)** | Chapter 18 (Broadcast Journalism Ethics)  **Social Media and Broadcast – Mobile delivery – How to complement your radio presentation online** |
| **Week 8**  **Oct 13/15** | SO YOU WANT TO BE A PODCASTER?  PRACTICE PODCASTING –  **Assignment:**  **Due October 29:**  **Podcast**  **Start talking Television –**  **TERMINOLOGY OF TELEVISION – THE LANGUAGE OF TV**  **PLANTING THE SEED**  **& Start talking Podcasts –**  REVIEW FOR TEST 1 |
| **Week 9**  **Oct 20/22**  **October 20**  **Exam 1**  **FIRST HALF OF THE SEMESTER**  **(150 Points)** | Chapter 9 (Writing to Stills and CGs)  **Looking ahead at Visual Storytelling**  **Examples of TV news stories** |
| **Week 10**  **Oct 27/29**  **Assignment Due**  **October 29:**  **PODCAST**  **(75 points)** | Chapter 10 (Understanding Video Sequences)  Chapter 11 (Writing the VO story to accompany video)  **Writing TV news scripts**  **TEMPLATES FOR TV SCRIPTS**  **Adobe Premiere Tutorial Review**  **Assignment:**  **Due Nov 12:**  **VO/SOT/VO** |
| **Week 11**  **Nov 3/5** | Chapter 12 (Writing the VO/SOUND)  **WORKSHOPING VIDEO & EDITING** |
| **Week 12**  **Nov 10/12**  **Assignment Due:**  **Nov 12:**  **VO/SOT/VO**  **(75 points)** | Chapter 13 (Breaking News and Feature Video Packages)  **Writing TV news scripts**  **Assignment:**  **Due December 3:**  **Feature/News Package**  **(100 Points)** |
| **Week 13**  **Nov 17/19** | **WORKSHOP EDITING VIDEO AND AUDIO**  **WILL WORK ON THIS IN CLASS** |
| **WEEK 14**  **NOVEMBER 23-27 FALL BREAK AND THANKSGIVING BREAK**  **CAMPUS OPEN Mon-Tues-Wed**  **CAMPUS CLOSED Thurs-Fri** |  |
| **Week 15**  **Dec 1/3**  **Due December 3:**  **Feature / News Package (100)** | **LOOK AHEAD TO GETTING THE PACKAGE DONE**  Chapter 15 (Producers Develop Individual Stories) |
| **Week 16**  **Dec 8**  **No class on Dec 10** | Chapter 16 (Producing Effective Newscasts) |
| **FINALS WEEK**  **December 10-16** | EXAM 2  ON Thursday December 10  8-10 a.m.   |  | | --- | | **Exam 2 (150 points)**  **Covers the final 8 weeks (Weeks 9-16)** | |
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***Department Information***

**Advising**: If you are a Journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming ([Jennifer.Fleming@csulb.edu](mailto:Jennifer.Fleming@csulb.edu)) and Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

**Internships**: The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department’s BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

**Student Media**: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

**Bateman Case Study Competition**: Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships\_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

**Student Organizations**: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) for **NAHJ**, Professor Holly Ferris ([Holly@Ferriscomm.com](mailto:Holly@Ferriscomm.com)) for **PRSSA**, and Professor Chris Karadjov ([Chris.Karadjov@csulb.edu](mailto:Chris.Karadjov@csulb.edu)) for **SPJ**.

**Social Media**: Be sure to get connected to the department’s Facebook page (https://www.facebook.com/CSULBJournalism) and website (http://www.cla.csulb.edu/departments/journalism/) for photos and information about department happenings.

**Office Hours**: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

**Accreditation**: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communication*s (ACEJMC, https://www2.ku.edu/~acejmc/). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

* understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
* 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;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* 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 basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work

**CSULB Syllabus Addendum:**

**Withdrawal from Class:** Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of importance that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered serious or compelling reasons beyond the student’s control for purposes of withdrawing.

During the final three weeks of instruction, you may NOT withdraw from classes except in cases of accidents or serious illness. During the final three weeks withdrawal forms have to be signed by the instructor and authorized by both the department chair and college dean.

**Absences from Class:** Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p.75]. *These and any other requests for an excused absence must be documented*.

**CSULB Cheating/Plagiarism/Fabrication Policy:** CSULB takes issues of academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. Making something up constitutes fabrication. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor. Instances of cheating, plagiarism and/or fabrication may result in your immediate removal from class with a failing grade, removal from the College of Liberal Arts and expulsion from the university.

**Responses, Penalties and Student Rights:** Students should consult the appropriate sections of the Catalog for examples of cheating, fabrication and plagiarism, and instructor and/or CSULB response options in such circumstances. The Catalog also outlines student rights. Any instance of academic dishonesty can result in a student’s immediate expulsion from the class with a grade of “F” and may lead to the students being dropped from the Department of Journalism and/or other sanctions as the instructor deems appropriate.

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**Addendum to Course Syllabus: Department of Journalism**

**Policies on Grading, Conduct of Classes, Drops, Absences and Cheating**

**Grading:** The grading policies and practices in this class are explained elsewhere in the syllabus. It is the student’s responsibility to read them and to seek clarification if necessary. The student should be fully aware of what is required for success in the course, such as group participation, writing, speaking, completing assigned readings, etc.

**Seat in Class:** An enrolled student may lose his/her seat in class if he/she misses the first class meeting without notifying the instructor. At the instructor’s discretion, a student who attends the first class but not subsequent classes may also be dropped from the course.

**Withdrawal from Class:** Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

**Absences from Class:** Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p. 75]. *These and any other requests for an excused absence must be documented.*

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**Academic Honesty**: You should be familiar with University reg­u­la­tions regarding aca­demic honesty. Violations of academic honesty will not be tol­erated. A student guilty of vio­lations will receive an automatic grade of “F” for the class and will be subject to other penalties, including suspension from the University.

***SOME ADVICE AS YOU PURSUE YOUR JOURNALISM CAREER:***

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| **EUGENE PATTERSON** - Editor of the Atlanta Journal-Constitution, Managing Editor of the Washington Post, defender of the First Amendment, and courageous enough to take on white power in the South in the 1960s.  These are his Rules of the Journalism game:  Be truthful; if it hurts, just say ow.  Be fair; let all speak.  Be ethical; if it feels wrong, it is.  Be careful; get facts right.  Be skeptical; ask, what’s missing here?  Be above conflict; if in doubt, don’t.  Be beyond price; fear no threatener, favor no pal.  Be an example of integrity; people know it when you show it.  Be vigilant; to defend the First Amendment, deliver on its purpose: question authority; watch the empowered; right wrongs.  And be easy in the going; clasp the comical, and dance it around the floor. |

**CAMPUS MEDIA at Cal State University, Long Beach**

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| YOU HAVE A NUMBER OF AVENUES FOR PRACTICAL APPLICATION OF MEDIA ON CAMPUS, AND YOU ARE ENCOURAGED TO PARTICIPATE.  **Daily 49er TV**  TV and Visual storytelling service, produced by students as part of Daily 49er.  **Daily 49er Radio**  Audio and Podcast storytelling service, produced by students as part of Daily 49er.  **K-Beach Radio**  Live over-the-air and Internet radio produced by students, presented through ASI.  **College Beat**  Visual storytelling service, presented through ASI.  I work closely with both Beach News and Daily 49er Radio and I am the faculty advisor for both K-Beach Radio and College Beat.  – JOHN SHRADER |

**More on Plagiarism:**

**Don’t Do It!**

**In the simplest definition, plagiarism is taking someone else’s work or ideas and passing them off as your own.**

**In our business, there are a lot of temptations – AND OPPORTUNITIES – to take other people’s work, and there are a lot of things that can happen that constitute plagiarism, such as using someone else’s words without attribution, either in direct quotes or used indirectly. This may simply be sloppiness on your part but it’s still plagiarism and it’s still unacceptable.**

**We will spend a lot of time in class discussing transparency and ethics. If you’re not sure about how to use someone else’s words or their ideas, either do not use them or ASK SOMEONE FOR HELP.**

**I have a simple saying for this: “If you don’t know, don’t go.”**

**Late Papers and Missed Assignments:**

Journalists meet deadlines every day. It is an essential part of the business. No credit will be given for assignments that are late without a valid reason: a written medical excuse, documentation of a family emergency or a death in the family. NO EXCEPTIONS.

**Your instructor’s CELL PHONE policy:**

If your phone rings – or you attempt to use your phone in class – for either voice call or texting you will be asked to leave the classroom.

(IF YOU ARE EXPECTING AN IMPORTANT CALL OR TEXT, PLEASE ADVISE THE INSTRUCTOR BEFORE CLASS, THEN EXCUSE YOURSELF TO TAKE THE CALL.)

If you attempt you use your phone during a test you will be asked to leave the classroom and you will receive NO CREDIT (0 POINTS) for the test. NO EXCEPTIONS.

If is disrespectful to your classmates if you’re on the phone during class and it’s disruptive to the activities in class.

**Diversity:**

We encourage you to celebrate the cultural diversity of this campus, both in your approach to the work and in your search for good news stories.

**ACCOMODATION OF STUDENTS WITH DISABILITIES:**

Students needing support services or accommodations for course work should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting Disabled Student Services (DSS) Office (Brotman Hall, room 270) (562) 985-5401. They will be required to provide verification of their disability from a medical professional along with a description of the student’s functional limitations. Disabled Student Services will evaluate their requests. Typical accommodations available are extended time for tests, test proctoring, private test rooms, note taking, Braille transcription, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the Director of Disabled Student Services.

If these efforts are not successful, concerns may be directed to the Office of Equity & Diversity (University Student Union, room 301) (562) 985-8256. Responsibility for oversight and implementation of the Americans with Disabilities Act and the Rehabilitation Act have been delegated to the campus director for disability support and accommodation.