**California State University, Long Beach**

***JOURNALISM 482***

**Television News Production**

(Sections 01 and 02)

***Spring 2015***

Mondays: Noon – 3:50 p.m.

**Instructor:** Professor John Shrader

**Contact:** 562.985.1730

john.shrader@csulb.edu

@johnshrader

@ShraderCSULB

#WatchTheMedia

http://Storify.com/johnshrader

jshrader.wordpress.com

**Office:** LA4 #201D

**Hours:** Tuesday 12:30 – 1:30 p.m.

Wednesday 10:15: - 11:45 a.m.

And by Appointment

**Class**

**Meeting**: Mondays Noon – 3:50 p.m.

LA4 207

UTC 127 – University Television Center

[After week 4 we meet here for two hours on Mondays to do studio work)

**Technical**

**Advisor**: Ed Price

[e.price@csulb.edu](mailto:e.price@csulb.edu)010

**Student**

**Assistant**: Moris Montoya

[montoyamoris@gmail.com](mailto:montoyamoris@gmail.com)

**Purpose of this course:**

This course introduces you to the basic techniques of television news, including studio production, field reporting, field photography, editing, on-camera presentation, show producing and packaging of news.

Other elements of this course: multimedia, social responsibility, ethics and diversity.

The first part of the semester you will learn, through workshops and trial and error, the basics of television news production. We will then focus on producing AT LEAST three half-hour programs called “**Campus Connection,”** which airs on the local cable television systems.

The content for the program will come from our community, our audience: CSULB, Long Beach and surrounding areas, our cultural communities, demographics and interest groups; essentially we’ll serve our audience.

We also have a partnership with **“Daily 49er News”** which is a service of the Daily 49er newspaper. Students in this class will work side-by-side with students from

**The Daily 49er** to produce online newscasts and news reports.

The number of programs produced and jobs assigned on a weekly basis are contingent upon the number of students in the class.

***CSULB CATALOGUE COURSE DESCRIPTION***

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| 482. Television News Production (3) Prerequisite: JOUR 311 with a grade of "C" or better, JOUR 321.  Scripting, voicing, shooting and editing news and feature stories for cablecast student program. Special emphasis on videography and editing.  Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours) |

***Student Learning Outcomes***

***Spring 2015***

Upon completion of the course students to be able to:

* Demonstrate an ability to think critically, creatively and independently.
* Demonstrate how to use the tools of television and visual storytelling, including cameras, and editing software.
* Write correctly and clearly in broadcast style.
* Create news products, including short and long form programs, Readers, Packages, VOs and VO/SOTs.
* Demonstrate how to work in a collaborative medium, with a commitment to fulfilling each of the jobs assigned
* Demonstrate a commitment to making the best student media productions for the California State University, Long Beach community.
* Demonstrate knowledge of the diversity of groups in the newsroom, in the pool of potential news sources, and in the audience being served

***REQUIRED TEXTBOOK:***

***Documentary Filmmaking: A contemporary field guide***

*John Hewitt, Gustavo Vazquez*

*Oxford (Publisher)*

*ISBN: 978-0-19-930086-0*

Strongly Recommended Resources:

***Broadcast News and Writing Stylebook, 5th edition***

*Robert A. Papper*

*Pearson (Publisher)*

*ISBN: 978-0-20-503227-3*

CNN.com; FoxNews.com; MSNBC.com; NYTimes.com;

Suggested Reading:

***Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing***

*Authors: Teresa Keller and Steve Hawkins*

*Holcomb Hathaway, Publishers*

*ISBN: 978-1-890871-96-3*

***Handouts and other media will be assigned. You are responsible for the content upon distribution of these materials.***

Supplies: **Headphones** (MANDATORY) – you may share but you are responsible for broadcast quality audio, and the only way to ensure it is to hear it when it is being recorded and edited

***THERE IS NO ACCEPTABLE EXCUSE FOR POOR AUDIO QUALITY IN YOUR WORK.***

**Stopwatch**

**Two (minimum) SDHC cards**, at least 4GB. These will be used for shooting video. (Two cards of at least 8GB each would be better.)

**HARD DRIVE – recommended 200 to 300 GB or more. You will store and transport your work on a hard drive.**

***You will not be allowed to keep your work on the computer desktops in our computer labs.***

* + - **THE COMPUTERS HAVE ADOBE PREMIERE video software and ADOBE AUDITION audio software.**
    - **YOU ARE WELCOME TO EDIT YOUR ASSIGNMENTS ON YOUR OWN COMPUTERS, OR ON OTHER COMPUTERS ON CAMPUS.**
    - **BE AWARE THAT IT WILL NEED TO BE IN A QUICKTIME FILE TO BE USED IN OUR NEWS PROGRAMS.**
    - **AND, YOU WILL BE REQUIRED TO USE THE STANDARD GRAPHICS ON YOUR NEWS REPORTS.**

**Prerequisite**:

JOUR 311 with a grade of "C" or better, JOUR 321.

**Roles and Job Descriptions:**

Early in the semester we will have an assignment form, which clarifies all the jobs and the dates on which those jobs are to be performed throughout the semester.

Among the jobs with which you will become familiar:

**Anchor**

**Producer**

**Photographer (AKA Videographer)**

**Reporter**

**Editor**

The number of tasks, and the specifics depend on the number of students in the class, and the final number of programs to be produced.

**What I expect from you in this class:**

Attendance

Teamwork

Curiosity

Effort

Adaptability

Perseverance

Integrity

Transparency

**Prerequisites:**

Students entering this course must have completed Journalism 311 and Journalism 321 with a grade of “C” or better.

**Beachboard:**

Most of the assignments and correspondence will be conducted on Beachboard. We will minimize the use of paper as much as possible in this class.

**Google Drive:**

We will use GOOGLE DRIVE to move around assignments, including documents and video. You will need to have a Google email address.

**CLASS SCHEDULE for Spring 2015**

***Subject to Change***

*There may be assignments from the textbook or other material assigned that are not listed in this schedule.*

*You are responsible for all material covered in class, including media played in class (films, music, powerpoints, etc.)*

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| Week 1  January 19  **NO CLASS JANUARY 19**  **MLK Holiday** |  |
| Week 2  January 26 | Why TV News  TV News in 21st Century  The Language of TV News  Writing for the Ear  Job descriptions  “Campus Connection” and “Daily 49er News”  Camera Equipment  Formatting and scripts  Telling the story  Preparing to write  Writing the story  Broadcast style  **TOUR OF THE TV STUDIO**  **1 pm**  The Jobs Grid (Subject to Change) |
| Week 3  February 2 | What is Photojournalism  Shooting in the field  Shooting interviews  The standup  Lighting  Capturing good audio  Sequences  Preparing for VO, SOT, PKG  Shooting Documentary Film – |
| Week 4  February 9 | Elements of editing  Audio track  Working with audio and video  Editor’s responsibilities  Producer’s mission  Format  Resources  Shaping the Show  **WRITE AND REPORT A PACKAGE** |
| Week 5  February 16  Produce and deliver news segments, AS IF WE’RE DOING IT FOR REAL | **PRACTICE SHOW** |
| Week 6  February 23 | **SHOW 1** |
| Week 7  March 2 | **SHOW 2** |
| Week 8  March 9 | **SHOW 3** |
| Week 9  March 16 | **SHOW 4**  **CAMPUS CONNECTION** |
| Week 10  March 23 | **SHOW 5** |
| **Week of March 30**  **SPRING BREAK**  **NO CLASS THIS WEEK** | **NO CLASS THIS WEEK** |
| Week 11  April 6  Brief overview of the Final Project assignment | **SHOW 6** |
| Week 12  April 13  Final Project topic due | **SHOW 7**  **CAMPUS CONNECTION** |
| Week 13  April 20 | **SHOW 8** |
| Week 14  April 27 | **SHOW 9** |
| Week 15  May 4 | **SHOW 10**  **CAMPUS CONNECTION** |
| Week 16  May 11  **FINALS WEEK** | **FINAL PROJECT DUE:**  **DUE:**  **Friday, May 15 by 2:30 pm**  **FINAL PROJECT –**  **10-minute mini-documentary, co-produced with a classmate** |

***COURSE ELEMENTS, REQUIREMENTS AND GRADING***

*In this class you are making a commitment to your classmates – your teammates in the enterprise – and you will be marked down if you don’t fulfill it.*

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| **10 SHOWS**  Worth 65 Points each  Evaluated on reporting, writing, performance of assigned task, teamwork, effort, creativity | = **650 points** |
| **FIRST FOUR WEEKS**  Workshop Assignments, Practice Show, Weekly assignments (Of Variable Values) | = **100 points** |
| **FINAL PROJECT**  Short documentary produced with a partner – can be narrated by one of the partners or self-narrated (in which the sound bites, visuals and natural sound tell the story, without a narrator)  This is designed as a semester-long project  Length: 10:00 | = **250 points** |
| TOTAL | 1000 points |

**GET YOUR WORK DONE ON TIME:**

***THIS IS A DEADLINE BUSINESS. WHEN YOUR ASSIGNMENTS ARE DUE, YOU ARE EXPECTED TO TURN THEM IN.***

***IF YOU MISS YOUR DEADLINE YOU WILL RECEIVE A ZERO FOR THAT WEEK’S ASSIGNMENT. PERIOD. NO EXCEPTIONS.***

***GENERALLY, OUR NEWS STORY ASSIGNMENTS ARE DUE ON MONDAYS WHEN WE RECORD OUR PROGRAMS.***

***SAME RULE APPLIES TO THE FINAL PROJECT.***

***IF YOU MISS AN ASSIGNMENT FOR THE MONDAY NEWS SHOWS YOU WILL RECEIVE A ZERO FOR THAT SHOW.***

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| **University policy regarding excuses absences**:  Excused absences include, but are not limited to:           1. Illness or injury to the student           2. Death, injury, or serious illness of an immediate family member or the like           3. Religious reasons (California Education Code section 89320)           4. Jury duty or government obligation           5. University sanctioned or approved activities (examples include: artistic performances, forensics presentations, participation in research conferences, intercollegiate athletic activities, student government, required class field trips, etc.) |

**Grades will be computed as follows**:

A – (90-99 points) Superior work – accurate, clear, well written, well delivered, you have 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

**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.*

**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. 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.

**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 may result in your immediate expulsion from the class with a grade of “F” and/or other sanctions, as the instructor deems appropriate.

**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 Communications (ACEJMC).**

ACEJMC has established educational requirements and standards and provides a process of voluntary program review by professionals and educators, awarding accredited status to programs that meet its standards. Through this process, the Council assures students, parents, journalism and mass communications professionals, and the public that accredited programs meet rigorous standards for professional education.

Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communications. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and 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. Therefore, our graduates who major 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, for the country in which the institution that invites ACEJMC is located, 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 communications;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications 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.

**Accommodations of students with disabilities in journalism courses – to be included in Journalism Department course outlines and syllabi beginning SPRING2007**

Students with disabilities who need assistance or accommodation to participate in or benefit from university programs, services, and/or activities should inform the instructor and then contact Disabled Student Services. Students needing support services or accommodations should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting the Disabled Student Services Office (Brotman Hall 270) at 562-985-5401.

Students are to provide to the instructor verification of their disability from Disabled Student Services. Typical accommodations available from Disabled Student Services, working with the journalism instructor, includes extended time for tests, test proctoring, private test rooms, note taking, Braille transcriptions, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the instructor and the director of Disabled Student Services. If these efforts are unsuccessful, students have the option of directing their concerns to the Office of Equity and Diversity (University Student Union 301) at 562-985-8256. Responsibility for oversight and implantation of the Americans and Disabilities Act and the Rehabilitation Act has been delegated to the campus director for disability support and accommodation.

**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 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. (THIS APPLIES TO LECTURES, WORKSHOPS – ANY OTHER SITUATIONS THAT REQUIRE FULL ATTENTION.)

We will be in laboratory conditions for a considerable amount of class time; under these circumstances normal cell phone etiquette applies. You will need to use your phones to work stories, and that is full acceptable.

(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.

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***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.  **Beach News**  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 |