Fall Term 2012
Combined Syllabus

Radio and Television Storytelling
019:123:001
Tuesday-Thursday
9:30 a.m. – 11:20 a.m.
Room W236 Adler Journalism Building
Charles Munro, Instructor

Television News Production
019:134:001
Tuesday-Thursday
11:30 a.m. – 1:20 p.m.
W332 Adler Journalism Building
(Also Television Studio E151 Adler Journalism Building)
Angela Looney, Instructor

You need not have ever picked up a camera, spoken into a microphone, or produced a broadcast news story to succeed in these courses. They will, however, challenge you to invest significant time and effort to learn how to find, edit, write, and present stories on radio, television and across other visual media.

Instructors and contact information

Charles Munro, Instructor
- Phone: 319 862-1739. (As a student you may dial this number anytime day or night!)
- E-mail: charles-munro@uiowa.edu.
- Text: (in the event that can’t reach me by phone and email) text me at 319 389-1674
- Office hours: Tuesday/Thursday 3:00 – 4:30 pm in E328 AJB or by appointment.

Angela Looney, Instructor
- Phone: 319-361-8437 or leave a message on office phone 319 335-0583
- Email: angela-looney@uiowa.edu.
- Text: 319-361-8437 (but text only in the event that can’t reach me by phone and email).
- Office hours: Monday/Wednesday 2:00 - 3:30pm in 230 BCSB or by appointment.
Textbooks (available from the University Bookstore)


Note: Here are some alternatives to paying full price for these required texts: 1) use the SJMC Resource Center – both books are on reserve but be sure to check hours; 2) buy used copies- both books were used last term; 3) pair up with a classmate, each buy one and share; 4) take advantage of the publisher of *Television News*’ offer of a 20% discount off the list price of the e-book version of this text. With the discount the book will cost $35.60, which may be less than University Bookstore’s price. The e-book will be immediately downloadable to your PC or laptop. Visit [http://www.hh-pub.com](http://www.hh-pub.com), search for the book title or author name, and use the 20% discount code **FalleB20**.

Reference book (to keep with you as long as you practice journalism)


Supplies and costs:
You will be working in an advanced digital media environment and saving your work in digital formats. The following is a list of supplies you will need with costs for each:

- **Two memory cards** for your personal work with these specifications: 16 or 32GB SDHC Memory Card Class 10 Speed for Full HD (1080p) Rate speed 45MB/x max. approx. $42 per card available at the UI Bookstore.
- **Two mini-DV (digital) video tapes** sold (at cost) at equipment checkout for $3.30 each.
- **Two external hard drives.** Portable 250MB to 1TB external desktop hard drive. Make sure the drive speed is 5400rpm or 7200 rpm and can be supported by MAC OSx 10x available from consumer electronics stores and from the UI Bookstore starting at $55 each.
- **A reporter’s notebook** (available at all book/stationary stores).
- **A personal set of earphones or ear buds**.
- **Three manila folders** to hold your writing and viewing assignments.
- **A good alarm clock** to so you can make class at 9:30 a.m. sharp!

Note: The items marked with * may be available for checkout for the semester. Supplies are limited so you should sign up as soon as possible at the beginning of the term.

Required facilities and time
To complete viewing assignments you will need personal access to a television set that can receive all local and national newscasts. You will need to make arrangements to have control of that set when you are working on a newscast viewing assignment.

Course descriptions
Radio and Television Storytelling (123:001) and Television News Production (134:001) are complementary courses intended to be taken together, much as you would take a “lecture/lab” combination. In this syllabus we refer to the two classes simply as “Storytelling” and “Production.” They are basic courses. You need not have any experience in shooting or editing to derive value from taking these courses. Both courses include lectures, in-class exercises and outside viewing assignments that will require you to develop critical standards against which you will measure the
quality of work that you see and do. You will be required to watch and comment on television news programs, become familiar with the techniques used in them, and offer critical assessments of them in written assignments and also in class discussions.

**123:001 (Storytelling)** covers the fundamentals of finding, reporting and writing news stories for broadcast, online and social media. Emphasis is on writing that is *conversational*. You will contact sources, pitch ideas, and write stories from simple voiceovers to full news packages in class and live on campus radio station KRUI. You will be exposed to editorial and logistical decision making that a newscaster producer faces and make editorial judgments against deadlines.

**134:001 (Production)** affords you the opportunity 1) to learn the terms and the tools of the video journalist’s trade and 2) to apply those tools skillfully in the shooting and editing professional quality stories. At the beginning of the term you will learn how to set up and shoot a story and how to use non-linear editing techniques to produce stories from what you have shot. For the remainder of the term you will have the opportunity to get critical feedback from classmates in a workshop setting on stories you produce. You will post video on a course blog site that you develop and maintain throughout the course. Pieces that you submit in class are eligible to air on Daily Iowan TV (DITV) the nightly newscast produced by *The Daily Iowan* and broadcast on to cable TV households in Iowa as well as on the DailyIowan.Com.

Both courses rely both on individual and group participation. Each course makes use of writing lab and TV studio facilities in the Adler Building. In addition a significant amount of the course work must be done outside the classroom – outdoors, outside class hours, and in all kinds of weather!

**If you are successful you will have mastered these skills when you finish:**
1. Recognize critical content that best lends itself to a video news story across media
2. Know how to find sources and gather story information
3. Write conversationally
4. Weave writing with video to complement storytelling
5. Know how to "enterprise" and pitch hard and feature story ideas
6. Display your written and visual work on a professional blog site that you create
7. Conduct interviews and report in news conference, breaking news and live settings
8. Use the news camera and digital editing stations to their fullest advantage in storytelling
9. Edit footage into clear, creative, *airworthy* news pieces
10. Appear professional and perform confidently on camera
11. Learn the customs and standards practiced by professionals and display them
12. Make deadlines

These classes emphasize the importance of finding and communicating stories effectively. These two concepts are at the heart of the teaching philosophy of the School of Journalism and Mass Communication that we call “The Iowa Dozen.” [See “Iowa Dozen” list on page 11.]

**Planning your time**
University policy sets a weekly standard of two hours outside of class work for every classroom hour. That means you should allot up to 8 hours per week per class for outside work on course projects. Some of this time may include weekends. Plan to allocate time to watch *evening* newscasts since part of your grade will depend upon how actively you engage in workshop reviews and class discussions of current news issues. All assignments have deadlines.

*Advice:* Throughout the term you will be working with a number of partners and in larger teams. It is your responsibility to coordinate your shooting and editing time and equipment needs with your teammates so that you make deadlines. If because of conflicting schedules you and your partner find it difficult to get together for your project work, talk to your instructor right away. Better to change partners than miss deadlines!
Standards for submitting original work [Important!]

Any writing or video assignment that you submit must be your work; that means it must be free of outside influence. If you plan to work on a story for Daily Iowan TV or for a TV station or outside internship, use these guidelines to know whether your story is acceptable to submit as class work:

Acceptable:
- A story that you have developed, shot, and edited on your own or in collaboration with classmates or instructors.
- A story that you have pitched to the class before pitching it outside class and submitted for grading before it appears on any outside media.

Unacceptable:
- A story you develop from an idea given to you by someone outside the class.
- A story that you have partially researched, shot, or edited before pitching it to class.
- A story that is your own but that has previously appeared on a newscast or website.
- A story that has been proofed or edited in by someone not in the class.
- Submitting footage inside your story you did not shoot without crediting its source.

Advice: If you have questions about these guidelines, be sure to ask before you submit the assignment!

What will be graded:
There are no examinations. You will be graded on written and video assignments as well as on your participation. Your final course grade is based upon the following elements. Note percentages.

123:001 (Storytelling)
1. **Writing Folder** containing four graded writing assignments submitted in a manila folder or on the SJMC i-folio site (40% of your grade)
2. **Viewing Folder** containing four graded assignments that provide critical analyses of newscasts submitted in a manila folder (30% of your grade)
3. **Professional Portfolio** containing your best course work samples (10% of your grade)
4. **Exercises** determined by your successful completion of class exercises (10% of your grade)
5. **Participation** determined by your attendance and by your engagement in class discussions (10% of your grade)

[4 and 5 are explained in “Standards for grading participation” below.]

134:001 (Production)
1. **Four News Packages** – best of six completed (40% of your grade)
2. **Professional Blog Site** (40% of your grade) that contains your resume video [See “Resume Video Requirements on page 10.]
3. **Exercises** determined by your successful completion of class exercises (10% of your grade)
4. **Participation** determined by your attendance and by your engagement in class discussions (10% of your grade)

[3 and 4 are explained in “Standards for grading participation” on the next page.]

How you earn points for your written and video work:
You will be graded on how well your work achieves accepted professional standard as described below. Achieving these standards won’t be easy. The degree of effort you extend may be greater or lesser than your classmates. To be clear: you will be graded on performance not effort. An “A” student in this class must display work that worthy of airing on a television newscast or website.
123:001 (Written work)
✓ Storytelling – strong start, good context, and a narrative that flows clearly
✓ Editorial – stories reflect smart journalistic judgments and are factually sound
✓ Preparation – your reporting work displays effective background research
✓ Sourcing – your stories contain appropriate (on and off camera) sourcing
✓ Completeness – your stories answer all relevant questions.

134:001 Video work adds the following elements:
✓ Production – you structure your stories with visual/sound elements that advance storytelling in a creative manner and all are woven together seamlessly
✓ Presentation – your on-camera performance enhances your story and you present a professional appearance.

How you earn points for exercises
Several “hands on” class sessions will be set aside to give you a dose of what “real world” broadcast news professional face. Examples include an on-the-record news conference, covering breaking news as it happens, presenting a live shot on a short deadline, and writing, preparing, and presenting two radio newscasts live on the air. Just showing up isn’t enough. You must participate actively in all of these exercises to receive full points for both classes.

Standards for grading participation
Participation is a concept that is open to interpretation. For these courses we use two standards to determine how you earn participation points:

1. Attendance. Each class session is designed to provide valuable information, much of it through class discussions and workshops, the value of which you miss if you are not there or if you arrive late. Missing and/or repeatedly arriving late to class /leaving early from class will lower your grade. Signing the attendance roster at the beginning of each class is an important responsibility. Be sure you do so! If you encounter an emergency that would cause you to miss a class or a deadline, contact us in advance for reasonable accommodation. (See “Communicating with the instructors” on page 8.)

Advice. These courses move quickly - you don’t want to fall behind. It will always be to your advantage to notify us if you anticipate missing a class. You are responsible for the material covered in any class you miss for any reason! Take a moment to review “Cautions and Responsibilities” on page 7.

2. Engagement. Simply showing up and completing assignments will not earn you a high participation grade. We expect a student not to be spectators* but to be fully engaged in class discussions by working vigorously on exercises, by offering thoughtful critiques, and by being an active contributor to projects that require working with classmates. Anyone wishing to earn the full participation points in each course should develop these attributes:

123:001 (Storytelling)
• Understanding assignments but, when confused, asking for clarification.
• Engaging in class discussions and often pose additional questions that demonstrate an understanding of course concepts.
• Applying those concepts to personal experience and giving examples of how concepts might be applied to other contexts and situations.
• Keeping current with text and outside reading.
• Bringing in required material and also found items for discussion.
134:001 (Production)

- Meeting workshop deadlines and submitting completed projects on time.
- Offering frequent and constructive comments on classmates’ projects.
- Interacting with classmates on partnered and team assignments.
- Reading, understanding, and applying concepts within technical frameworks.
- Listening to constructive comments and using them to improve work.

* “Spectators” are students who do one or all of the following: 1) sit quietly in class and workshops while others offer constructive comment; 2) don’t bring in required class discussion material throughout the term; and/or 3) limit their participation in class to nodding in agreement with classmates. Spectators get lower participation grades.

Advice: Not sure about your participation grade? See us any time to discuss your participation points.

How you earn grades
You will receive 1-10 points instead of a letter grades on your assignments and also on your participation. There are 100 possible course points for you to score. Points correspond to letter grades as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Typical interpretation</th>
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<tbody>
<tr>
<td>10</td>
<td>A+</td>
<td>Extraordinary work - would draw attention in a professional setting!</td>
</tr>
<tr>
<td>9</td>
<td>A</td>
<td>High quality work - meets most criteria listed above to a high degree</td>
</tr>
<tr>
<td>8</td>
<td>A-</td>
<td>Strong and airworthy but of a slightly lower professional standard</td>
</tr>
<tr>
<td>7</td>
<td>B+</td>
<td>Good work - with editing will meet most of the above criteria and be airworthy</td>
</tr>
<tr>
<td>6</td>
<td>B</td>
<td>Strong - meets most criteria but needs special revision in others</td>
</tr>
<tr>
<td>5</td>
<td>B-</td>
<td>Potentially airworthy - needs revision to correct flaws</td>
</tr>
<tr>
<td>4</td>
<td>C+</td>
<td>Not airworthy - significantly flawed in several criteria</td>
</tr>
<tr>
<td>3</td>
<td>C</td>
<td>Substandard. Contains major problems in concept (see instructor)</td>
</tr>
<tr>
<td>2/1</td>
<td>C-</td>
<td>Grades below C- are reported at midterm</td>
</tr>
</tbody>
</table>

We will display your scores on both course ICON sites so you can see how you are doing. We will also set aside a class session early in the term for individual conferences to review your work.

Your letter grade at the end of the term
When you have added up all your points at semester’s end, check to see the equivalent letter grade

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100</td>
<td>96</td>
<td>A+</td>
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<td>48</td>
<td>39</td>
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<td>39</td>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>
Earning extra points (Graduate students are required select at least one.)

- Covering a real breaking news story and finishing it for broadcast the same day.

The following require instructor pre-approval:

- Covering an institutional meeting, such as a school board or city council.
- Working on a “signature package” such as an in-depth or investigative story.
- Producing a newscast at the end of the term for airing on UITV cable.
- Working on a news video story or stories designed for a news website.
- Directing a newscast from the control room (after taking special training).

Losing points

Missing deadlines is fatal in journalism! A pattern of late assignments without prior arrangement with can earn you a failing grade.

- **Late Packages.** One (1) point per class session will be assessed for each class session the package fails to meet the deadline.
- **Failing to turn an assignment entirely results zero points.** This will lower your overall grade as well as affect your participation points. Complete all assignments!
- **Errors in fact** as a result of sloppy reporting, misquoting, or poor proofing will result in a zero until the error is fixed correctly after which the score of the grade will reflect a lower score because of lateness and/or penalty.
- **Ignorance of accepted writing standards** that could subject a news organization to a lawsuit will result in a zero score. [Refer to the AP Stylebook and Libel Manual.]

Facilities and security

We are fortunate to have state-of-the-facilities in the Adler Building at class disposal. During posted lab hours you will have access to individual assistance from TA’s who can help you with writing and editing on Final Cut Pro software. The privilege of having these facilities carries with it certain responsibilities. As a registered member of the class you enjoy access to edit stations in the TV studio day and night. This access is granted only to you not to unregistered guests. Entrance to the building and each room is monitored by campus security and edit bay internet access is monitored by UI Information Technology Services. If you misuse your ID by, for example, loaning it to a friend or trying to enter unauthorized areas of the Adler Building after hours, campus security will notify the SJMC and suspend your access privileges for the term.

Cautions and responsibilities

Because camera equipment is shared with your classmates and editing facilities are shared with students from other classes, certain rules for camera check-out and the use of editing stations apply – as do fines and charges for violations of the rules. You must agree to abide by these rules. Equipment you sign out for class must be used, stored, and transported carefully, then must be returned without damage and on time. Be aware that not doing so has strict costs that can mount up if you are careless:

- Late fees (starting at $15.00/day) to students who fail to return equipment on time.
- Gear that is damaged, missing, or shows signs of abuse results in fees ranging from $7.00 for a lens cap, to $25.00 for a lens filter, to $180.00 for a microphone, and to several hundred dollars for camera parts.
- You may purchase digital video tape approved and sold by the CLAS Production Unit available at Equipment Checkout Store. Other tapes have been found to damage sensitive video systems. Fees apply for damage from using non-approved tape.
Fees are assessed directly to your U-Bill. Repeated or wanton abuse of equipment or an edit station or failure to pay fees promptly may result in your suspension from the course.

**Online checkout**
Class equipment sign out is done online from a special website at this link:  
http://research3.its.uiowa.edu/film

At prescribed times you may reserve equipment and then pick it up in person from the facilities manager in the Becker Communications Building. Familiarize yourself with this process early in the term. You have 24 hours to reserve your equipment online. The cut-off time each morning to reserve equipment for the next day is 8am. You may always call Equipment Checkout at 335-0587 to speak in person about specific reservations/equipment. You can checkout equipment on Monday, Wednesdays, and Friday with a reservation from 2pm until 4pm. If you do not have a reservation, you can drop by Mondays, Wednesdays, and Fridays after 4pm. During the semester you will receive the privilege of having an extended checkout of one-week at a time. You also will be assigned a certain camera and tripod to share amongst a small group. You will be allowed the opportunity to exchange gear during this week without having to return the item and/or checkout the items. However, you will be responsible for the item(s) as long as you have a signed contract reserving the equipment.

Questions about how to sign out video gear and assessment of fines should be directed to Mr. Lem Torrevillas, Facilities Manager at 335-0587 during posted hours or to lem-torrevillas@uiowa.edu. Discuss any exceptions or accommodations directly with Lem.

**Communicating with the instructors**
As your instructors, we both regard student communication as our highest priority. No student should ever feel constrained, intimidated, or in any way discouraged from using any of the following means to communicate with either of us.

- Remain after class. Never leave a course session with an unanswered question.
- Schedule an appointment or drop in during office hours to discuss course content, procedures, standards, your grade, or to discuss a matter of personal concern.
- Telephone the numbers on page 1. If necessary leave a voicemail. We always call back!

**Suggestion and complaint procedure**
If you have a complaint arising from the courses or simply a suggestion for ways to improve them, the procedure as prescribed by the College of Liberal Arts and Sciences is as follows:

1. Communicate your suggestion or complaint to personally through any of the means described above in the paragraph above.
2. Discuss your suggestion or complaint with the Director of the SJMC, Dr. David Perlmutter either by visiting him in room E305 AJB, by phone at 335-3486, or by sending him an email at david-perlmutter@uiowa.edu.
College of Liberal Arts and Sciences rules and policies:
You should take a few moments to read the important rules and policies that follow. They describe policies that apply to all of us who teach, learn, and administer in the College of Liberal Arts and Sciences. They also describe your rights to accommodation and the complaint procedure beyond that contained in the above paragraph.

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at [http://clas.uiowa.edu/students/handbook](http://clas.uiowa.edu/students/handbook).

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2, k.11](#)).

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See [www.uiowa.edu/~sds/](http://www.uiowa.edu/~sds/) for more information.

Academic Honesty
All CLAS students have, in essence, agreed to the College's [Code of Academic Honesty](#): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled ([CLAS Academic Policies Handbook](#)).

CLAS Final Examination Policies
The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. Final exams are offered only during the official final examination period. **No exams of any kind are allowed during the last week of classes.** All students should plan on being at the UI through the final examination period. Once the Registrar has announced the dates and times of each final exam, the complete schedule will be published on the Registrar's web site.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident ([CLAS Academic Policies Handbook](#)).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).
Final Resume Video
Requirements

As your final act, you will post your resume reel on your personal blog site, linked to the class site. Your final step is to test to make sure both video and audio play properly from the class blog site. This is important! Double check! Improperly uploaded videos could cost you your final course grade.

Opening slate --:10 seconds
• Display your name, address, phone number, and (permanent) mail generated on Final Cut Pro as a full screen graphic with white lettering on black background.
• Fade to black for 3 seconds.

Personal on-camera introduction --:30 seconds maximum
• Introduce yourself as a multimedia journalist and refer to the work you have done in and out of class. Be energetic and engaging. Sell yourself. A prospective employer may be watching!
• Spice your introduction with clips from exercises you have done (news conference, breaking news, live shot). Consider including clips of standups from your packages.
• Be sure you look and sound professional. This is the first image a potential employer will have of you as a multimedia journalist. Dress for the camera. Appearance counts!
• End the introduction by inviting the viewer to see examples of your work that will follow.
• Fade to black for 3 seconds.

Three news packages -- each 1:30 maximum
• Use your best three packages. Make appropriate revisions to them based upon workshop and grading comments you received. (This will be taken into account when grading.)
• Include a variety of story content to show your versatility as a reporter. Your first package should be your very best work, preferably a harder news story. The second should be a good enterprise piece. The third should be either another news story or a feature.
• Post scripts for your packages including the anchor lede and full verbatim (including all SOTs) clean and in proper script format.
• No slates in front of your package. Packages should be separated only by 3 seconds of black.
• At the end of the third package, fade to black for 3 seconds before going to the closing slate.

Closing slate --:10 seconds (use opening slate again)
• Fade up from black to the same slate you used in the opening.
• Erase any extraneous material after the closing slate for at least a minute.

Checklist
• Post everything by the scheduled due date and time. No exceptions!
• Ensure that the total video time is no more than six minutes, less is better.
• The only slates you should use are the open and closing slates. No others.
• Check to make sure both video and audio playback on the class blog site, no dropouts or bad frames.
• Check to be sure you have posted full transcripts of all video, including all “SOTs” (sound bites) word for word.
• Ensure your script is in proper format on the course site and has the total time for each story.
• Be sure your blog site looks professional and contains only UI class work - no random links.
Professional Portfolio Requirements
[Required for 123: Radio and Television Storytelling]

1. **Resume** - neat, complete, and up-to-date on one page.

2. **Annotated list of work samples.** Select five written items from your writing or viewing portfolio or other course work. Include a revised (if needed) version of all five with a sentence describing the purpose of the assignment and any learning that resulted from it. This work should be in clean form (no grades or correction markings) and be in a format that you could use to show a prospective employer.

3. **A 400 word self-analysis** in which you 1) enumerate what you believe were your most important course learnings, 2) describe how they relate – or do not relate - to your professional growth plans, 3) enumerate any personal strengths and/or weaknesses you discovered in the process of the course, and 4) explain as you might to an employer how the work samples you provided in #2 above support your career aspirations. Feel free to discuss dilemmas, difficulties, and disappointments that went into individual work samples and how you overcame or plan to overcome them.

Include these in a separate manila folder marked “Professional Portfolio” and your name. After grading you may pick it up in the Resource Center on the 3rd floor. It will be free of any additional marks or a grade so that you may use the samples in a job interview.

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**The Iowa Dozen**

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards. This course primarily addresses numbers 1-9.

**We learn...**

1. To write correctly and clearly
2. To conduct research and gather information responsibly
3. To edit and evaluate carefully
4. To use media technologies thoughtfully
5. To apply statistical concepts appropriately

**We value...**

6. First Amendment principles for all individuals and groups
7. A diverse global community
8. Creativity and independence
9. Truth, accuracy, fairness, and diversity

**We explore...**

10. Mass communication theories and concepts
11. Media institutions and practices
12. The role of media in shaping culture
### Fall 2012 Combined Courses Plan
(Subject to changes announced in class. Assignments are underlined.)

#### Weeks 1 – 4

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>123:001 Storytelling</th>
<th>134:001 Production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Room W236 (unless noted)</td>
<td>Room W332 (unless noted)</td>
</tr>
<tr>
<td>1</td>
<td>Tue 8/21</td>
<td>Tell Me a Story. Discussion of syllabus, course procedures. News value. Write a one minute biography to report on camera.</td>
<td>Technical check out. Walk through the equipment checkout process. Pair-up work on basic camera skills. Reserve camera and tripod for class Thursday.</td>
</tr>
<tr>
<td>3</td>
<td>Tue 9/4</td>
<td>Tell Me a Story. Writing great leads. Weaving words and pictures. The importance of the SOT. Writing/viewing in class.</td>
<td>View and workshop “Eat, Sleep, Study” exercise in class. <strong>Weaving words and pictures.</strong> Turning a VO into a VO/SOT. Post first video project on your blog site.</td>
</tr>
<tr>
<td></td>
<td>Thu 9/6</td>
<td>Preparing radio news summaries using the gather, edit, produce, and present technique. Viewing Folder Assignment #1 due. Read Tuggle Chapter 6.</td>
<td>The news package. Turn VO/SOT “Eat, Sleep, Study” into a package. Learn to shoot a standup. Use your footage and/or VO/SOT footage to turn into full package. Develop course story projects list.</td>
</tr>
<tr>
<td>4</td>
<td>Tue 9/11</td>
<td>The Story Pitch. Researching, sourcing, and preparing a story pitch. <strong>Guest speaker:</strong> Jennifer Wagner. First radio newscast. Start Viewing Folder #1.</td>
<td><strong>Shooting techniques:</strong> standups, shooting in a small space. Listen to first KRUI radio summary and write three-point review. Work on shooting, editing, writing Package 1.</td>
</tr>
<tr>
<td></td>
<td>Thu 9/13</td>
<td>Guest Speaker Dan Rouse “OnMedia” Production Manager. (Time to be announced.) <strong>Writing Folder Assignment #1 due.</strong></td>
<td>Package 1 (“Eat, Sleep, Study”) due. Bring Check Sheet. Must be approved on Final Cut Pro Basic concepts.</td>
</tr>
</tbody>
</table>
### Weeks 5 - 8

<table>
<thead>
<tr>
<th>WK</th>
<th>Date</th>
<th>123:001 <em>Storytelling</em></th>
<th>134:001 <em>Production</em></th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Room W236 (unless noted)</td>
<td>Room W 332 (unless noted)</td>
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<tr>
<td>5</td>
<td>Tue</td>
<td><strong>Covering the news</strong></td>
<td><strong>Production techniques I.</strong> Read Keller</td>
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<td></td>
<td>9/18</td>
<td>conference. Etiquette of</td>
<td>Chapters 8-10. Good practices in shooting and</td>
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<td></td>
<td></td>
<td>audio, using confined space. <strong>Start</strong></td>
<td>Select partners to work on Thursday's News</td>
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<td>Viewing Folder Assignment 2.**</td>
<td>Conference exercise.**</td>
</tr>
<tr>
<td>Thu</td>
<td>9/20</td>
<td><em>(Meet in AJB Rotunda.)</em>*</td>
<td><em>(Go to TV Studio edit stations)</em></td>
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<td></td>
<td></td>
<td><strong>News conference exercise</strong></td>
<td><strong>News conference exercise:</strong> Edit and submit</td>
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<td>Guest news maker to be</td>
<td>by 1:20 deadline. Choose new partner.</td>
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<td>announced. Cover and shoot in</td>
<td>Completed news conference VO/SOT exercise,</td>
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<td></td>
<td></td>
<td>pairs. <em>(No KRUI news summary)</em></td>
<td>written and voiced. Working in groups of 4.</td>
</tr>
<tr>
<td>6</td>
<td>Tue</td>
<td><strong>Research, write, and prepare</strong></td>
<td><strong>Production techniques II.</strong> Good practices in</td>
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<tr>
<td></td>
<td>9/25</td>
<td><strong>to present a live shot.</strong> Live</td>
<td>shooting and editing. Work on second package.</td>
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<tr>
<td></td>
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<td>camera technique, live shot studio</td>
<td>Workshop groups assigned and posted on</td>
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<td>practice. Discuss professional</td>
<td>ICON. Check Status of Package 2. You must</td>
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<td>attire for upcoming Live Shot</td>
<td>workshop your package before submitting to</td>
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<td>exercise. <strong>Read Tuggle Chapter 12.</strong></td>
<td>your blog for grading. How to use this</td>
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<td><strong>Viewing Assignment #2 due.</strong>**</td>
<td>particular exercise in your resume video.**</td>
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<tr>
<td>Thu</td>
<td>9/27</td>
<td><strong>Live Shot Exercise:</strong> Research,</td>
<td><em>(Meet in TV Studio E151)</em></td>
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<td>write, and prepare to present.</td>
<td><strong>Live Shot Exercise:</strong> present.</td>
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<td>Speak on camera with notes.</td>
<td><em>(No KRUI news summary)</em></td>
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<td>7</td>
<td>Tue</td>
<td><strong>Judging the package.</strong> Logging</td>
<td><strong>Videography.</strong> Assign competitive teams for</td>
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<tr>
<td></td>
<td>10/2</td>
<td>and writing the VO and VO/SOT.</td>
<td>breaking news exercise.</td>
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<td></td>
<td></td>
<td>Best practice examples. <strong>Shooting</strong></td>
<td><strong>Workshop procedures and etiquette.</strong> Pitch, produce, workshop, revise, submit.</td>
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<td>in a scrum. <strong>Start Writing</strong></td>
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<td><strong>Assignment #2.</strong>**</td>
<td></td>
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<tr>
<td>Thu</td>
<td>10/4</td>
<td><strong>Breaking News Exercise</strong></td>
<td><em>(TV Studio W151 and TV Studio edit stations)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>(No KRUI news summary)</em></td>
<td><strong>Breaking News Exercise</strong> Competition between teams. Due by deadline: 1:20 pm</td>
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<tr>
<td>8</td>
<td>Tue</td>
<td><strong>Advanced writing and</strong></td>
<td><strong>Award the “Silver Scoop.”</strong> Review breaking</td>
</tr>
<tr>
<td></td>
<td>10/9</td>
<td><strong>producing.</strong> Sign up for Individual</td>
<td>news exercise. Must be signed off on proper</td>
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<tr>
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<td>conferences. <strong>Writing Assignment</strong></td>
<td>procedures in uploading to blog, using</td>
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<td>#2 due.**</td>
<td>Compressor, basic Final Cut Pro knowledge, and</td>
</tr>
<tr>
<td>Thu</td>
<td>10/11</td>
<td><strong>Individual conferences.</strong></td>
<td><strong>Workshop package 2.</strong></td>
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<td><em>(See signup sheet.)</em></td>
<td><strong>Individual conferences.</strong> Bring package 2 for review. Lab open for</td>
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<td></td>
<td>working on packages. Last day to workshop</td>
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<td>Package 2. Last day to be checked off on</td>
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<td>Shooting &amp; Editing basic skills.**</td>
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</table>
## Weeks 9 – 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Tue 10/16</td>
<td><strong>Presenting on the air.</strong> Performance on camera. Guest Speaker to be announced.</td>
<td><strong>Group workshops.</strong> Package 2 due. (Must have been workshopped to be submitted.)</td>
</tr>
<tr>
<td></td>
<td>Thu 10/18</td>
<td><strong>Producing a newscast to deadline I.</strong> Start Writing Assignment #3</td>
<td><strong>Group workshops.</strong> Pitch Package 3 ideas. Workshop lighting techniques. How to light for interviews in small spaces, how to deal with windows, and using clip-on microphones.</td>
</tr>
<tr>
<td>10</td>
<td>Tue 10/23</td>
<td><strong>Producing a newscast to deadline II.</strong> Thinking like a producer, putting together a rundown, backtiming.</td>
<td><strong>Group workshops.</strong> (See schedule.) Pitch Package 3 ideas. Learn how to use the wireless microphones for a more creative story.</td>
</tr>
<tr>
<td></td>
<td>Thu 10/25</td>
<td><strong>Producing a newscast to deadline III.</strong> Finalizing a half-hour newscast rundown. Writing Folder Assignment #3 due.</td>
<td><strong>Group workshops.</strong> (See schedule.) Package 3 due. This package must have been workshopped in order to be graded. Pitch Package 4, 5 &amp; 6 stories to your workshop group. Work on editing shortcuts and using natural sound to enhance your storytelling skills.</td>
</tr>
<tr>
<td>11</td>
<td>Tue 10/30</td>
<td><strong>Field Trip to KCRG-TV</strong> Leave 9:45 am in van, studio tour.</td>
<td><strong>Field Trip to KCRG-TV</strong> Watch midday newscast, return 1:20 pm.</td>
</tr>
<tr>
<td></td>
<td>Thu 11/1</td>
<td><strong>Writing for three screens</strong> Differences in video stories for web and mobile phones. Start Viewing Folder Assignment 3.</td>
<td><strong>Group workshops.</strong> Pitch package 5 &amp; 6 ideas. Adding graphics to packages, what to use what not to do. Studio training with Bob Burns done in groups of six. (See schedule.)</td>
</tr>
<tr>
<td>12</td>
<td>Tue 11/6</td>
<td><strong>Covering elections! Read Tuggle Chapter 14.</strong> Viewing Folder Assignment #3 due. <strong>Visual storytelling across media I:</strong> writing search-friendly headlines</td>
<td><strong>Group workshops.</strong> Pkg 5 &amp; 6 in workshop Work on Studio training (Bob Burns) (See schedule.) Signature packages finalized. Package 4 due.</td>
</tr>
<tr>
<td></td>
<td>Thu 11/8</td>
<td><strong>Visual storytelling across media II.</strong> Writing and visualization techniques beyond broadcast.</td>
<td><strong>Group workshops.</strong> Continue on Studio training (Bob Burns) (See schedule.) How to use music to enhance your story. (If you are interested in directing a newscast or producing a newscast sign up for training.)</td>
</tr>
</tbody>
</table>
## Weeks 13 - 17

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Tue 11/13</td>
<td>Advanced writing and producing. Best practices – videotaped</td>
<td>Group workshops. (See schedule.) (Signature packages finalized.) Package 5 due. Everyone must be signed off to work independently in studio. Start shooting resume video introductions in studio. <strong>Blog review.</strong></td>
</tr>
<tr>
<td>14</td>
<td>Thu 11/15</td>
<td>Advanced writing and producing. Best practices – examples Start Writing Folder Assignment #4</td>
<td>Group workshops. (See schedule.) Introductions in studio continue. Last day to workshop Package 6. Continue resume video shoot in studio. <em>(If you are interested in directing or producing a newscast you <strong>must</strong> sign up for training.)</em></td>
</tr>
<tr>
<td>15</td>
<td>---</td>
<td>Thanksgiving Break</td>
<td>Thanksgiving Break</td>
</tr>
<tr>
<td>16</td>
<td>Tue 11/27</td>
<td>Working in television news Read Tuggle Chapter 15, Keller Chapter 12</td>
<td>Group workshops. (See schedule.) Package 6 due. Last day to shoot resume introductions in studio.</td>
</tr>
<tr>
<td></td>
<td>Thu 11/29</td>
<td>Polishing up. Begin working on Professional Portfolio. Writing Folder Assignment 4 due.</td>
<td>Final group workshop. All packages due. Work on resume video. If you are producing or directing a newscast, work on preparations.</td>
</tr>
<tr>
<td></td>
<td>Fri 11/30</td>
<td>[Optional class newscast]</td>
<td>[Optional class newscast]</td>
</tr>
<tr>
<td>17</td>
<td>Tue 12/4</td>
<td>Viewing your tapes. Show off your award-winning work in class.</td>
<td>Viewing your resume reel in class. Post your reel to your blog and we will meet in 332AJB at 12:15 to view.</td>
</tr>
<tr>
<td></td>
<td>Thu 12/6</td>
<td>Wrap up. Last class meeting. Folders and Portfolios due by 5 pm</td>
<td><strong>No class meeting.</strong> Lab open. Blog finished with resume video and scripts posted by 5 pm.</td>
</tr>
</tbody>
</table>
Quick Reference Guide
to information you may need during the semester

Contacts:
   Instructor’s telephone, email and office hours. ............ page 1
Equipment checkout telephone and email ............... page 8
Textbooks, cost, and where to buy them ............... page 2
Acceptable / unacceptable stories .................. page 4
What is graded and grading weights ............... page 4
Standards for grading your video and written work ...... page 5
Standards for grading course participation ............ page 5
How points translate to letter grades ............... page 6
Final point scoring .................................. page 6
Earning extra credit ................................. page 7
Complaint procedure ............................... page 8
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Portfolio requirements ........................... page 11

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   Weeks 5 - 8 ........................................ page 13
   Weeks 9-12 ........................................ page 14
   Weeks 13-17 ...................................... page 15