Spring 2016
Combined Syllabi

Radio and Television Storytelling
JMC 3411:0001
Tuesday - Thursday
9:30 a.m. – 11:20 a.m.
Room W332 Adler Journalism Building
Charles Munro, Instructor

Television News Production
JMC 3603:0001
Tuesday - Thursday
11:30 a.m. – 1:20 p.m.
W332 Adler Journalism Building
(Also Television Studio E151 Adler Journalism Building)
Angela Looney, Instructor

Instructors and contact information
Charles Munro, Instructor
- Phone: 319 862-1739. (Available 24/7; leave message if I am not in!)
- E-mail: charles-munro@uiowa.edu.
- Office hours: Tuesday/Wednesday 2:30 – 4:00 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 (Equipment/Edit Problems)
- Office hours: Mon/Wed 2:00 – 3:30 pm in 230 BCSB or by appointment.

Textbooks (required and available at the UI Bookstore)

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

Note: The SJMC Resource Center stocks copies of these books on reserve. Check hours. You can take advantage of a 20% e-book discount directly from the publisher purchased and downloaded from our website. E-books may be immediately downloadable to your PC, laptop, or tablet. Visit http://www.hh-pub.com or the UI Bookstore for details.
Technical equipment and costs
You will be working in an advanced digital media environment and saving your work in digital formats. You will need two external hard drives (portable 250MB to 1TB external desktop).

Note: Make sure the drive speed is 7200 rpm and can be supported by MAC OSX 10x available from consumer electronics stores and from the UI Bookstore starting at $55 each. You have access to check out external hard-drives from equipment checkout. Supplies are limited so you should sign up as soon as possible at the beginning of the semester. Recommendation: check one out and purchase one to keep archival footage/resume stories. You will have to return any external drives checked out on the last week of the semester or assume their full cost, which will be invoiced directly to your U-bill.

Other supplies you will need
- A reporter’s notebook (or fast thumbs on your smartphone)
- A personal set of 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!

Required facilities and time
To complete viewing assignments you will need to watch local and national TV newscasts either on a TV set or by video streaming. If you use a shared TV set you will need to make arrangements to have control of that set when you are working on a viewing assignment. 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 course work must be done outside the classroom – outdoors, outside class hours, and in all kinds of weather!

Course descriptions
Radio and Television Storytelling (3411:0001) and Television News Production (3603:0001) 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” Both courses include lectures, in-class exercises and outside events that will require you to develop critical standards. 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. In the production sessions you will be working hands-on to produce competent, airworthy news pieces.

3411:0001 (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 newscast producer faces and make editorial judgments against deadlines.

3603:0001 (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.
Learning outcomes:
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment we have identified particular learning outcomes that every student should obtain by the time they earn an SJMC degree. You can find more information about these learning outcomes at the following link: [http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment](http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment).

We regularly assess the curriculum to determine whether students are achieving these outcomes. These courses contribute to these learning outcomes by helping you achieve proficiency in understanding of **writing and storytelling** by demonstrating your ability to:

- gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences
- access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
- apply above concepts in a manner that is sensitive to audiences across all media

The courses will reinforce your understanding of **law and ethics** as demonstrated by your:

- knowledge of the history of the First Amendment and awareness of the rights protected by the First Amendment in different media contexts.
- knowledge of the main areas of media law, including libel, invasion of privacy, obscenity, commercial speech, intellectual property, and the freedom of the press.
- ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.
- ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people

These courses also reinforce your understanding of **multiculturalism** and your ability to:

- produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.
- understand the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.
- work with members of diverse groups to engage publicly over issues of community interest

These classes have other specific outcomes in which you will display how well you can:

1. Write conversationally
2. Understand audiences and make editorial decisions that are sensitive to them
3. Integrate video and writing seamlessly into clear, creative, airworthy news pieces
4. Understand the concept of “enterprise” stories and how to pitch them effectively
5. Create and display work on a professional blog site
6. Conduct interviews and report in news conference, breaking news and live settings
7. Display the customs and standards practiced by broadcast professionals
8. Make deadlines

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 strict deadlines!
Note: Throughout the term you will be working with a number of partners and in larger teams. You must, therefore, work well with your classmates, regardless of their skill level. You must also be willing to coordinate your shooting and editing time and equipment needs with your teammates so everyone makes 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 from start to finish; that means it must be free of outside influence. If you plan to work on a story for Daily Iowan TV, for the UI, for a TV station, or for an outside internship, use these guidelines to know whether your story is or is not 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.
✓ A story that you 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 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 before submission.
○ Submitting footage inside your story you did not shoot without crediting its source.

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

How you will earn your grades
There are no tests, quizzes, midterms, or other examinations! You will be graded on written and video assignments as well as on your participation. Your final course grades come from assignments you receive in the categories listed below. Read these carefully. They will help you understand what you will be working on. Note percentages.

Your 3411 (Storytelling) grade is based on your point scores in five categories:

1. **Writing Folder** containing four graded writing assignments submitted in folder (30%)
2. **Viewing Folder** containing three graded assignments that provide critical analyses of newscasts submitted in a folder (30%)
3. **Professional Portfolio** containing your best course work samples (10%)
4. **Events** determined by your successful completion of five class events (10%)
5. **Participation** determined by your attendance and by your engagement in class discussions and exercises (20%) [See “Standards for grading participation” below.]

Your 3603 (Production) grade is based on your point scores in three categories:

1. **News Packages** – Submit six packages, dropping lowest two scores. (40%)
2. **Professional Blog Site** that contains your resume video (40%) [See “Resume Video Requirements on page 10.”]
3. **Participation** in workshop sessions in class discussions, and in working collectively with classmates determines this grade. (20%) [See “Standards for grading participation” below.]
Grading standards for 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. You will be graded on performance not effort.
The degree of effort you extend may be greater or lesser than your classmates. An “A” student in
this class must display work that worthy of airing on a television newscast or news website.

3411:0001 (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.

3603:0001 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.

Earning points for events
Five “hands on” class events will give you a dose of what “real world” broadcast news
professional face. Each is worth two (2) course points. Events include 1) an on-the-record news
conference, 2) covering breaking news as it happens, 3) presenting a live shot on a short
deadline, and writing, preparing, and 4) presenting two radio newscasts live on the air. You
must attend and participate in all of these events to receive full events points.

Standards for grading participation
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, the value of which you miss if you are not there or if you arrive
late. Missing, repeatedly arriving late to class, and/or 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” below.)

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!

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 all activities, 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:
3411:0001 (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.

3603:0001 (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.

**Keeping track of your grades throughout the semester**
You should keep a running total of how you are doing by frequently checking your point score on each course ICON site. Pay particular attention to your participation points on ICON, which may move up or down during the semester based upon the standards described above.

**Point/letter grade equivalents**
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>
</tr>
</thead>
<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*</td>
</tr>
<tr>
<td>2*</td>
<td>C-</td>
<td>Grades below C- are reported at midterm*</td>
</tr>
<tr>
<td>1*</td>
<td>D</td>
<td>Lowest standard or the result of habitually missing deadlines*</td>
</tr>
<tr>
<td>0*</td>
<td>F</td>
<td>Failure*</td>
</tr>
</tbody>
</table>

*If you receive a point score of 3 (C) or below on any assignment, you must meet with the instructor.*
Earning optional bonus points

- Covering a spot news story as it breaks
- Doing a “day turn” – a story assigned, reported, and completed in 8 hours or less.*
- Revising certain assignments in the final two weeks of the semester.
- 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*
- Volunteering to work on the staff of a class-produced newscast at semester’s end*
- Working on a long-form video story or a story designed for online exposure*
- Directing a newscast from the control room (after taking special training)*
  
  *Requires pre-approval by instructor

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/assignments: one (1) point off per class session.
- Failure to complete six course news packages: 10 points penalty
- Failure to turn an assignment entirely: loss of 10 points.
- Errors in fact as a result of sloppy reporting, misquoting, or poor proofing: a course grade of zero until the error is corrected after which a late penalty applies
- 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.]

Your final course letter grade

Each course letter grade will be equivalent to the point total on this chart:

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>96</td>
<td>A+</td>
</tr>
<tr>
<td>95</td>
<td>89</td>
<td>A</td>
</tr>
<tr>
<td>88</td>
<td>84</td>
<td>A-</td>
</tr>
<tr>
<td>83</td>
<td>79</td>
<td>B+</td>
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<tr>
<td>78</td>
<td>74</td>
<td>B</td>
</tr>
<tr>
<td>73</td>
<td>69</td>
<td>B-</td>
</tr>
<tr>
<td>68</td>
<td>64</td>
<td>C+</td>
</tr>
<tr>
<td>63</td>
<td>59</td>
<td>C</td>
</tr>
<tr>
<td>58</td>
<td>54</td>
<td>C-</td>
</tr>
<tr>
<td>53</td>
<td>49</td>
<td>D+</td>
</tr>
<tr>
<td>48</td>
<td>39</td>
<td>D</td>
</tr>
<tr>
<td>38</td>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>
Collaborating on Group Projects
In order to provide the best access possible to camera gear, you will be assigned at various times during the semester to a work in small groups of 2-4. In these groups you will share equipment, exchange story ideas and offer each other constructive criticism. We encourage you to collaborate in determining shooting schedules and story content. In some cases you will work on the same story with another member of your group. In such a case you must ensure that any work you submit must be entirely your own, that it is independently developed, and that it conforms to “Standards for Submitting Original Work” as outlined on page 4.

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 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. 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. Be aware also that edit bay internet access is monitored by UI Information Technology Services to guard against improper or illegal downloading.

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. Inventory all gear before you leave Equipment Checkout! Failing to inventory your gear before leaving equipment or returning damaged gear has strict costs that can mount up if you are careless. Fees are assessed directly to your U-bill.

• 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. Repeated or wanton abuse of equipment or an edit station 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. You also will be assigned a certain camera and tripod to share amongst a small group.
Questions about how to sign out video gear and assessment of fines should be directed to Mr. Tim Looney, Facilities Manager at 335-0587 during posted hours or to timothy-looney@uiowa.edu. Discuss any exceptions or accommodations directly with Tim.

Communicating with the instructors and complaints
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. Leave voicemail. We always call back!

If you have a complaint arising from the courses 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, David Ryfe either by visiting him in room E305 A JB, by phone at 319-335-3486, or by sending an email to david-ryfe@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.

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/ 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
As specified on the preceding page, 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 Reel
[Required for JMC 3603:0001: TV News Production]

On the final day of class you will post your resume reel on your personal blog site, linked to the class site. You must make sure both video and audio play properly from the class blog site. This is important! Double check! Improperly uploaded videos will lower your final course grade.

**Opening slate** – :10 seconds
- Display your name, address (optional), phone number, email and (permanent) mail generated 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 events you have done (news conference, breaking news, live shot). Consider including clips of standups from your packages. Be creative.
- 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 lead 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**
- 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 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.

> AFTER UPLOADING DOUBLE CHECK TO SEE VIDEO AND SOUND PLAYS!
**Professional Portfolio Requirements**

[Required for JMC 3411:0001: 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 so that you may use the samples in a job interview.

**Combined Course Plan**

The following pages provide a detailed, week-by-week plan for both courses for the spring 2016 semester. Please note that individual sessions and subject matter are subject to change on short notice. You are responsible for knowing them and making appropriate adjustments.

Changes are first announced and posted in class at the beginning of each session.

You should also make it a point to stay current on upcoming subjects, important, and speakers. Those are posted on the both courses’ ICON sites under the “News” tab and class calendar.
<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Storytelling</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tue 1/19</td>
<td><strong>Tell Me a Story.</strong> Discussion of syllabus, course procedures. News value. Write a one minute biography to report on camera. View newscasts.</td>
<td><strong>Technical check out.</strong> Walk through the equipment checkout process. Pair-up work on basic camera skills. Reserve camera and tripod for class Thursday. Read Keller Chapter 8 &amp; 9.</td>
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<td>Thu 1/21</td>
<td><strong>Words and Narrative.</strong> Terminology and techniques, finding the narrative, developing critical standards. AP Style, broadcast laws and regulations. Read Tuggle Chapters 1-2. Critical viewing.</td>
<td><strong>Shooting News Video.</strong> Bring reserved camera and tripod to class. Learn camera operations, tripods, microphones, how/what to shoot. Shoot first video: VO. Read Keller Chapters 8-10. Good practices in shooting and editing.</td>
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<td>2</td>
<td>Tue 1/26</td>
<td><strong>Anatomy of a Newscast I.</strong> News value, story treatments, best practices. Competing newscasts. Start Viewing Folder Assignment #1. <strong>Guest speaker:</strong> Anna Hiatt, video documentarian.</td>
<td><strong>Editing I:</strong> Bring Camera and External Drive to class. Procedures and protocols for Adobe Premiere Pro. Begin edit on first video project. Sign up for wordpress.com blog site. Begin to build your own professional blog site.</td>
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<td>Thu 1/28</td>
<td><strong>Anatomy of a Newscast II.</strong> Weaving words, pictures, and sound. Making VOs, VO/SOT, and packages. The elements of a good lead, avoiding mistakes. Read Tuggle Chapters 3-4.</td>
<td>Bring External Drive to class. <strong>Editing II:</strong> Editing in Adobe Premiere Pro CC. Continue edit on first video project. Begin to build your own professional blog site.</td>
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<td>3</td>
<td>Tue 2/2</td>
<td><strong>Where Stories Come From.</strong> Enterprise stories. Go outside for “Old Capitol” story exercise. Viewing Folder Assignment #1 due. <strong>Story Pitch.</strong> Researching, sourcing, and preparing a story pitch. Listen to a radio newscast.</td>
<td><strong>Demo lights kits and shooting SOTs.</strong> Bring camera &amp; tripod to class. “Eat Sleep Study” VO/SOT due end of day. Post script to your blog full verbatim but you will not “voice-over” the audio we will read in class. Shooting SOTs. Read Keller Chapter 10.</td>
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<td>Thu 2/4</td>
<td><strong>Interviewing</strong> for an actuality and SOT. Read Tuggle Chapter 5. <strong>Writing a Radio Newscast I.</strong> In-class radio news writing exercise using “gather, edit, produce, and present” technique. Read Tuggle Chapter 6. Start Writing Folder Assignment #1. <strong>Guest speaker:</strong> KRUI news director.</td>
<td><strong>Weaving words and pictures.</strong> Bring r. tripod &amp; light kit to class. Post script to your blog full verbatim but you will not “voice-over” the audio we will read in class. Shooting SOTs. Read Keller Chapter 10. <strong>Adding SOT to your VO and shooting standups.</strong> Start pitching your enterprise stories.</td>
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<td>4</td>
<td>Tue 2/9</td>
<td><strong>Writing a Radio Newscast II.</strong> Write a 4-minute radio news summary. Read KRUI anchor schedule (ICON). Writing Folder Assignment #1 due. <strong>TV Story Forms.</strong> Read Tuggle Chapter 7-9.</td>
<td>“Eat Sleep Study” VO/SOT due and posted to your blog end of day. Listen to first KRUI radio summary and write three-point critique. Work on shooting, editing, writing Package 1. Develop progress report on packages. Start your VO/SOT into Package 1. Pitch stories package 2 in class. Fill out Package Progress Report due by 5 p.m.</td>
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<td>Thu 2/11</td>
<td><strong>Visual Storytelling Techniques I.</strong> Best practices in story packaging. Start Viewing Folder Assignment 2.</td>
<td><strong>Individual Progress Reports.</strong> Bring filled-out Package Progress Report for review. <strong>Package 1 (“Eat, Sleep, Study”) due Friday, February 12th by 5 p.m.</strong></td>
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<td>Date</td>
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<td>5 Tue</td>
<td>2/16</td>
<td><strong>Covering Meetings and the News Conference.</strong> Etiquette of covering news conference, pool audio, using confined space. Prep questions. Viewing Folder Assignment 2 due.</td>
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<td><strong>Production Techniques I.</strong> Using proper microphones. Bring camera and tripod to class to demo microphones. Select pairs to work on news conference event. Best practices in preparing for news conference. Pitch package 2 deadline.</td>
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<td>Thu</td>
<td>2/18</td>
<td><strong>NEWS CONFERENCE EVENT</strong> → Work in pairs. Travel to City Hall to cover real news conference with I.C. Mayor Pro Tem Kingsley Botchway. (No KRUI newscast.)</td>
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<td><strong>NEWS CONFERENCE EVENT</strong> Edit and submit by 1:20 deadline. Completed news conference VO/SOT event, written and voiced. <em>Edit in either E151 (TV studio) edit stations or W332 computers.</em></td>
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<td>6 Tue</td>
<td>2/23</td>
<td><strong>Visual Storytelling Techniques II.</strong> Logging and writing the VO and VO/SOT. Best practice in visualization. <strong>Guest speaker:</strong> working professional multimedia reporter videographer TBA. Review Tuggle Appendix A for next class.</td>
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<td>Workshop Package 2 Meet in E151AJB to listen to KRUI. <strong>Production techniques II.</strong> Setting up lights and microphones for sit-down interviews, and using wireless microphone for standups. Bring package 2 for review. Pitch package 3.</td>
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<td>Thu</td>
<td>2/25</td>
<td><strong>Midterm Review.</strong> Work individually and in groups on a series of in-class writing exercises covering all material to date. You must achieve a minimum passing score.</td>
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<td><strong>Videography.</strong> Pitch package 3 ideas. How to edit your video using natural sound. <strong>Last day to workshop Package 2 before submitting for a grade.</strong> Must be done to show your group.</td>
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<td>7 Tue</td>
<td>3/1</td>
<td><strong>Producing a Newscast I.</strong> Introduction to producing a half-hour newscast. Read Tuggle Chapter 11. Begin Writing Folder Assignment 2. <strong>Covering Spot and Breaking News.</strong> Best practices and etiquette of covering news as it happens. Shooting in a scrum. The Silver Scoop Award.</td>
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<td><strong>Videography.</strong> Assign competitive teams for breaking news exercise. Pitch package 3 ideas. Workshop procedures and etiquette. Pitch, produce, workshop, revise, submit. Package 2 DUE by start of class posted to your blog. You will show your workshop group and make revisions due by Friday, March 4th 5 p.m. Workshop procedures and etiquette.</td>
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<td>Thu</td>
<td>3/3</td>
<td><strong>BREAKING NEWS EVENT</strong> → (No KRUI newscast.)</td>
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<td><strong>BREAKING NEWS EVENT</strong> (<em>TV Studio E151 and TV Studio edit stations and W332AJB.</em>) Due by deadline: 1:20 pm</td>
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<td>8 Tue</td>
<td>3/8</td>
<td><strong>Producing a Newscast II.</strong> Techniques, skills, and opportunities for news producers. Learn Inception software. <strong>Guest speaker:</strong> working professional producer TBA. Continue working on Writing Folder Assignment 2.</td>
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<td>Award the “Silver Scoop.” Review breaking news event. Must be signed off on proper procedures in uploading to blog, using compressor, basic Adobe Premiere knowledge, and shooting basics. <strong>Workshop Package 3.</strong> Finish all revisions on Package 2-backup your external drives. Update progress report. Pitch package 3 &amp; 4 if you have not done so. Discuss editing shortcuts and graphic elements to add to packages. Pitch package 5 and 6 ideas.</td>
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<td>Thu</td>
<td>3/10</td>
<td><strong>Producing a Newscast III.</strong> Finish 30-minute newscast in class. “Floating” breaking news. Writing Folder Assignment 2 due at 5 pm.</td>
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<td><strong>Group workshops.</strong> You must workshop your package before submitting to your blog for grading. Last day to workshop Package 3 must be done in order to show your group before you can submit for a grade.</td>
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<td>Spring Break</td>
<td>No classes</td>
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<td>10</td>
<td>Tue 3/22</td>
<td>Production Techniques: Ethics and Multiculturalism. View and discuss different news formats and styles. Apply ethical standards.</td>
<td>Editing Shortcuts and Natural Sound to enhance your storytelling skills. Progress Report filled out. Last chance to pitch packages 4, 5 and 6.</td>
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<td>Thu 3/24</td>
<td>Field trip to Iowa State Legislature, Des Moines (Followed by optional tour of Des Moines TV newsroom.)</td>
<td>Field trip to Iowa State Legislature, Des Moines (Followed by option station tours.) Package 3 due Friday, March 25th by 10 p.m.</td>
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<td>11</td>
<td>Tue 3/29</td>
<td>Live Reporting I. Research, write, and present a live shot. Live camera technique. Bring topic to for a live shot practice session in class.</td>
<td>Group workshops. Package 4 Day Turn-If you want to do a day turn you must be signed up by the end of class. Run thru in the studio of what it is like to do a live shot. Everyone will have a chance. Bring your own ear piece. Package 4 due Friday, April 1st by 5 pm.</td>
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<td>Thu 3/31</td>
<td>LIVE REPORTING EVENT → Research, write, and present on camera with notes. (No KRUI news summary)</td>
<td>LIVE REPORTING EVENT Research, write, and present on camera with notes. (No KRUI news summary)</td>
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<td>12</td>
<td>Tue 4/5</td>
<td>Storytelling Across Media I: The TV story, the web story and viewing across platforms. Start Viewing Folder Assignment #3.</td>
<td>Studio training (See schedule.) 5 and 6 should be pitched and working on. ALL PACKAGE PROGRESS REPORTS FILLED-OUT AND SUBMITTED IN DROPBOX TO AVOID LOSING POINTS.</td>
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<td>Thu 4/7</td>
<td>Field trip to KCRG. Leave 9:45 am in van for studio tour. (No KRUI news summary.)</td>
<td>Field trip to KCRG. Watch midday news, return 1:15.</td>
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<td>13</td>
<td>Tue 4/12</td>
<td>Visual storytelling across media II: writing search-friendly headlines. Viewing Folder Assignment 3 due.</td>
<td>Continue on Studio training (See schedule.) Learn how to put your videos in your resume reel. Must have clips ready to use and bring to class.</td>
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<td>Thu 4/14</td>
<td>Advanced Writing and Storytelling Techniques I. Taking good writing up to great writing. Long-form news stories. Begin Writing Folder Assignment #3.</td>
<td>Group workshops Package 5 due start of class. Show your workshop group to make revisions to your package. Start shooting resume reel introductions in the studio. Dress professionally and have script prepared. (See schedule.) (If you are interested in directing or producing a newscast, sign up for training.) Signature packages finalized. Shoot introductions in studio. Package 5 due Friday, April 15th 10 p.m.</td>
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<td>Activity Description</td>
<td>Notes</td>
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<td>14</td>
<td>Tue</td>
<td><strong>Advanced Writing and Storytelling Techniques II.</strong> Making the complicated clear.</td>
<td><strong>Group Workshops.</strong> Start shooting resume reel introductions in the studio. Must dress professionally and have script prepared. (See schedule.) If you are interested in directing a newscast or producing a newscast, sign up for training. (Signature packages finalized.) Shoot Introductions in studio. Professional attire required.</td>
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<td>Finding a compelling narrative.</td>
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<td><strong>Continue work on Writing Folder Assignment 3.</strong></td>
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<td>Thu</td>
<td><strong>Advanced Writing and Storytelling Techniques III.</strong> Your opportunity to make this</td>
<td><strong>Resume Video Shoot. Workshop Package 6 Continue resume video shoot in studio and/or on location. (If you are interested in directing or producing a newscast you must sign up for training.)</strong></td>
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<td>your best writing of the semester!</td>
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<td><strong>Writing Folder Assignment 3 due.</strong></td>
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<td>15</td>
<td>Tue</td>
<td><strong>Becoming a Professional.</strong> Discussion of working in TV/Radio news and related fields.</td>
<td><strong>Resume Video Shoot.</strong> Continue resume video shoot in studio. Final sign up for training for those interested in directing or producing a newscast.</td>
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<td>Guest speaker TBA. <strong>Read Tuggle Chapter 15 and Keller Chapter 12.</strong></td>
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<td>Thu</td>
<td><strong>Professional Portfolio</strong> Begin working on Professional Portfolio. <strong>Read Tuggle Chapter 15.</strong> Work on optional revisions to folder assignments.</td>
<td><strong>Group Workshops.</strong> Show workshop group and make revisions. Finish your resume reels. Last session for resume shoots in studio. Producers work on your newscast.</td>
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<td>Fri</td>
<td>[<strong>Optional class newscast</strong>] → No class session.</td>
<td>[<strong>Optional class newscast</strong>] No class session. Option to earn bonus points by helping out either anchoring or tech-crew a student-produced newscast. TBD.</td>
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<td><strong>Package 6 due Friday, April 29th by 10 p.m.</strong></td>
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<td>16</td>
<td>Tue</td>
<td><strong>Viewing Your Stories.</strong> Show off your award-winning work in class. Work on annotations and revisions for folder assignments.</td>
<td><strong>Final Workshops.</strong> ALL PACKAGE PROGRESS REPORTS MUST BE FILLED-OUT AND SUBMITTED IN DROP BOX TO AVOID LOSING POINTS. Final workshop class session.</td>
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<td>Thu</td>
<td><strong>Final Session, Review, and Evaluation.</strong> Submit Professional Portfolio. Submit</td>
<td><strong>Open Workshop.</strong> No class session. All packages due. And uploaded to your blog by 5pm. Return all equipment to Equipment Checkout. If you are producing or directing a newscast, work on preparations. <strong>Course ends.</strong></td>
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<td>optional revisions.</td>
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<td><strong>Course ends.</strong></td>
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<td>Fri</td>
<td>[<strong>Optional class newscast</strong>] → No class session.</td>
<td>[<strong>Optional class newscast</strong>] No class session. Option to earn bonus points by helping out either anchoring or tech-crew a student-produced newscast. TBD.</td>
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