Fall 2014
Combined Syllabus

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

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

These courses will challenge you to learn how to find, edit, write, and present stories for radio, television and other visual media even if you have ever picked up a camera, spoken into a microphone, nor produced a broadcast news story.

Instructors and contact information

Charles Munro, Instructor
• Phone: 319 862-1739. (Open for students to call anytime day or night!)
• E-mail: charles-munro@uiowa.edu
• Office: E328 AJB
• Office hours: Monday 3:00 – 4:30 pm/Tuesday 2:00 – 3:30 pm 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: 230 BCSB
• Office hours: Tuesday/Thursday 2:00 - 3:30pm or by appointment.
**Textbooks (required)**

**JMC 3411:0001**

**JMC 3603:0001**

⇒ Advice: Want to save money? The SJMC Resource Center stocks copies of these books on reserve. You can take advantage of a 20% e-book discount directly from the publisher downloadable visit [http://www.hh-pub.com](http://www.hh-pub.com), search for the book title or author name, and use the discount code FallE20 to receive 20% off your order.

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

**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).

⇒ Advice: 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 term. 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 (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 so you can make class at 9:30 a.m. sharp!

**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 (JMC 3411) and Television News Production (JMC 3603) 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
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. In the production sessions you will be working hands-on to produce competent, airworthy news pieces.

**JMC 3411 (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.

**JMC 3603 (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 competencies at courses end:*

1. Recognize critical content that best lends itself to a video news story across media
2. Know how to gather facts and - out of them - develop a story narrative
3. Write conversationally
4. Integrate video and writing into storytelling
5. Know how to “enterprise” and pitch hard and feature story ideas
6. Create and display work on a professional blog site
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. Display the customs and standards practiced by broadcast professionals
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 12.]

*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. All assignments have deadlines.

⇒ Advice: 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
Any writing or video assignment that you submit must be your work from start to finish; that means it must be free of outside editorial influence and production. Class submissions for grading should reflect work you do in class. You may request approval to submit a story you do for Daily Iowan TV or for the UI to satisfy a class assignment under these guidelines:

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 been assigned 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.

We encourage taking advantage of internship opportunities and welcome showing that work in class. However, except for extraordinary circumstances (e.g., breaking news), stories done as part of an outside internship are not acceptable as class assignments.

How you will earn your grade for these two courses
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.

<table>
<thead>
<tr>
<th>Storytelling course grade is based on your point scores in four categories:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Writing Folder</strong> containing four graded writing assignments submitted in folder (40%)</td>
</tr>
<tr>
<td>2. <strong>Viewing Folder</strong> containing three graded assignments that provide critical analyses of newscasts submitted in a folder (30%)</td>
</tr>
<tr>
<td>3. <strong>Professional Portfolio</strong> containing your best course work samples (10%)</td>
</tr>
<tr>
<td>4. <strong>Participation</strong> determined in three ways: attendance, engagement in class discussions and completion of class exercises (20%) [See “Standards for grading participation” below.]</td>
</tr>
</tbody>
</table>
Production course 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.]

**How you earn points for your written and video work**

**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.

**Video work:**
- **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 professionals face. Examples include an on-the-record news conference, covering breaking news as it happens, presenting a live shot on a deadline, and writing, preparing, and presenting two radio newscasts live on the air. You must attend and 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 – attendance and engagement - 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. 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.

*“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**

On individual assignments you will receive 1-10 points instead of a letter grades. 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 grade of C or below on any assignment, you must meet with the appropriate instructor.

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**

All projects, written assignments, blog posts, and video resumes are due on the last day of class without exception. You should keep a running total of how you are doing or frequently check your point score on the course ICON site.

As the semester comes to an end, add up your points in all the categories that make up your grade in each course. Then look at the final grade chart below or follow in ICON “Grades” tab.
**Final grade chart**
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>
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<td>D+</td>
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<tr>
<td>48</td>
<td>39</td>
<td>D</td>
</tr>
<tr>
<td>38</td>
<td>0</td>
<td>F</td>
</tr>
</tbody>
</table>

* Add bonus points you earned (see below)

**Earning bonus points**  
(Graduate students are required select at one.)
- Covering a real breaking news story and finishing it for broadcast the same day.
- 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**
- Producing a newscast at the end of the term for airing on UITV cable**
- 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 instructor pre-approval

**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 complete all six packages – Ten (10) point penalty
- Failing to turn an assignment entirely - Zero points.
- Errors in fact - 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.*]


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 of the course syllabus.

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. Failing to do so 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.

Inventory all gear before you leave Equipment Checkout!

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. You are responsible for all item(s) checked out as long as you have a signed contract reserving the equipment.

⇒ Advice: 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
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, David Ryfe either by visiting him in room E305B A JB, by phone at 319-384-3383, or by email at david-ryfe@uiowa.edu

Items on the page that follows are excerpted from the College of Liberal Arts and Sciences student rules and policies guide. Please take a moment to read and become familiar with them.
**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](http://www.uiowa.edu/~sds/): "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](http://clas.uiowa.edu/students/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](http://clas.uiowa.edu/students/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](http://www.uiowa.edu/~sds/) 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](http://www.uiowa.edu/~sds/).
Final Resume Reel
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, 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 exercises 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.
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 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 2014 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>JMC 3011 Storytelling</th>
<th>JMC 3603 Production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Room W332 (unless noted)</td>
<td>Room W332 (unless noted)</td>
</tr>
<tr>
<td>2</td>
<td>Mon 9/1</td>
<td>[University Holiday]</td>
<td>[University Holiday]</td>
</tr>
<tr>
<td></td>
<td>Wed 9/3</td>
<td>Weaving words and pictures. Writing great leads. The importance of the SOT. Start Viewing Folder Assignment #1. Story Types and Treatments. Understanding the use of VOs, VO/SOT, and packages.</td>
<td>Bring camera and external drive to class. Editing I: Procedures and protocols Adobe Premiere Pro CS6. Begin edit on first video project Begin to build your own professional blog site.</td>
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<td>Wed 9/10</td>
<td>Preparing Radio News using the gather, edit, produce, and present technique. Read Tuggle Chapter 7. Start Writing Folder Assignment #1.</td>
<td>Weaving words and pictures. Bring camera, tripod &amp; light kit to class. Assign “Eat Sleep Study-VO and VO/SOT” due 9/15 Post VO &amp; VO/SOT to your blog site for class to view. No voice-over post script to your blog full verbatim.</td>
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<td></td>
<td>Wed 9/17</td>
<td>Individual Conferences</td>
<td>Individual Conferences</td>
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<td>Package 1 (“Eat, Sleep, Study”) due.</td>
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# Weeks 5 – 8

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<tr>
<th>Wk</th>
<th>Date</th>
<th>JMC 3011 Storytelling</th>
<th>JMC 3603 Production</th>
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<tbody>
<tr>
<td>5</td>
<td>Mon 9/22</td>
<td><strong>Meet at UI Athletic Department news conference room.</strong> Guest speaker: Fran McCaffrey, UI Head Basketball Coach</td>
<td><strong>Production techniques I.</strong> Read Keller Chapters 8-10. Good practices in shooting and editing. <strong>Package progress of package 2.</strong> Select partners to work on Wednesday’s News Conference exercise. <strong>Pitch package 2 ideas.</strong> Last day to finish Package 1 to avoid late penalty.</td>
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<td><strong>Covering the news conference.</strong> Etiquette of covering news conference, pool audio, using confined space. <strong>Viewing Folder Assignment 2 due.</strong></td>
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<td></td>
<td>Wed 9/24</td>
<td><strong>Meet at IC City Hall – Harvat Hall News conference exercise</strong> Guest news maker to be announced. Cover and shoot in pairs. (No KRUI news summary)</td>
<td>(Go to TV Studio edit stations E151 or classroom computers.) <strong>News conference exercise:</strong> Edit and submit by 1:20 deadline. Completed news conference VO/SOT exercise, written and voiced. Working in groups of 4.</td>
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<td>(Meet in TV Studio E151) <strong>Live Shot Exercise</strong></td>
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<td>6</td>
<td>Mon 9/29</td>
<td><strong>Research, write, and prepare to present a live shot.</strong> Live camera technique, live shot studio practice. Discuss professional attire for upcoming Live Shot exercise. Read Tuggle Chapter 12. <strong>Viewing Assignment #2 due.</strong></td>
<td>Meet at 11:45am in E151 AJB to listen to KRUI. <strong>Production techniques II.</strong> Bring package 2 for review. Lab open for working on packages. Work on second package. <strong>Pitch package 2 ideas.</strong> Workshop groups assigned and posted on ICON.</td>
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<td></td>
<td>Wed 10/1</td>
<td><strong>Live Shot Exercise:</strong> Research, write, and present on camera with notes. (No KRUI news summary)</td>
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<td>7</td>
<td>Mon 10/6</td>
<td><strong>Covering Breaking News.</strong> Logging and writing the VO and VO/SOT. Best practice examples. Shooting in a scrum.</td>
<td><strong>Videography.</strong> Assign competitive teams for breaking news exercise. <strong>Pitch package 3 ideas.</strong> Workshop procedures and etiquette. Pitch, produce, workshop, revise, submit.</td>
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<td></td>
<td>Wed 10/8</td>
<td><strong>Breaking News Exercise</strong> (No KRUI news summary)</td>
<td>(TV Studio W151 and TV Studio edit stations) <strong>Breaking News Exercise</strong> Competition between teams. Due by deadline: 1:20 pm.</td>
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<td>8</td>
<td>Mon 10/13</td>
<td><strong>Individual Conferences.</strong> (See schedule.) Writing Assignment #2 due.</td>
<td><strong>Award the “Silver Scoop.”</strong> Pitch package 2 ideas. <strong>Individual Conferences.</strong> (See schedule.)</td>
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## Weeks 9–12

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<tr>
<td>9</td>
<td>Mon 10/20</td>
<td>Producing a newscast to deadline I. Continue to work on producing rundown</td>
<td>Group workshops. You must workshop your package before submitting to your blog for grading. <strong>Package 2 due.</strong> <em>(Meet in 332AJB at 12:15pm to watch everyone’s Package 2.)</em></td>
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<td></td>
<td>Wed 10/22</td>
<td>Producing a newscast to deadline II. Finalize rundowns; include late breaking news. Writing Assignment #3 due.</td>
<td>Good practices in shooting and editing. How to use music to enhance your story. Workshop Package 3. Submit to Angie rough outline. Pitch package ideas for 3, 4, 5 and 6.</td>
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<td>10</td>
<td>Mon 10/27</td>
<td>Advanced writing and producing I Best practices –examples</td>
<td>Group workshops. Learn how to use the wireless microphones for a more creative story. Work on editing shortcuts and using natural sound to enhance your storytelling skills. Pitch package 4, 5 and 6 ideas. You should be workshopping PACKAGE 3.</td>
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<td></td>
<td>Wed 10/29</td>
<td>Advanced writing and producing II Best practices –examples</td>
<td>Group workshops. Bring camera, tripod, wireless microphone, lavaliere microphone, and light kit to class for in-class deadline project. You should have Package 3 almost done. Package 4 should be pitched. Update your progress report.</td>
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<tr>
<td>11</td>
<td>Mon 11/3</td>
<td>Advanced writing and producing III Best practices –examples</td>
<td>Group workshops. Discuss editing shortcuts and graphic elements to add to packages. Pitch package 4, 5, and 6 ideas. View selected packages in class. <strong>Package 3 due.</strong></td>
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</table>
|    | Wed 11/5  | Advanced writing and producing IV Best practices –examples | Group workshops. Studio training (Bob Burns) *(See schedule.)* Pitch package 5 and 6 ideas.  
**ALL PACKAGE PROGRESS REPORTS MUST BE FILLED-OUT AND SUBMITTED IN DROP BOX TO AVOID LOSING POINTS.** |
| 12 | Mon 11/10 | Visual storytelling across media I: writing search-friendly headlines. Start Viewing Folder Assignment #3. | Group workshops. Continue on Studio training (Bob Burns) *(See schedule.)* Using wireless microphones; learn how to light small areas, learn how to use effective transitions in your packages. Adding graphics to packages, what to use what not to do. **Package 4 due.** |
|    | Wed 11/12 | Field trip to KCRG. Leave 9:45 am in van for studio tour. *(No KRUI news summary.)* | Field trip to KCRG. Watch midday news, return 1:15. |
## Weeks 13–16

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<tr>
<td>13</td>
<td>Mon 11/17</td>
<td><strong>Visual Storytelling Across Media I:</strong> writing search-friendly headlines. <strong>Viewing Folder Assignment 3 due.</strong></td>
<td>Group workshops. Start shooting resume reel introductions in the studio. Must dress professionally and have script prepared. Submit to Angie rough draft of Package 5. Workshop Package 5.</td>
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<td>Wed 11/20</td>
<td><strong>Visual Storytelling Across Media I:</strong> Best practices –examples Start Writing Folder Assignment #4.</td>
<td>Group workshops. Start shooting resume reel introductions in the studio. Must dress professionally and have script prepared. (See schedule.) Sign up for optional newscast. Package 5 due. (Signature packages finalized.) Shoot Introductions in studio. Last day to workshop Package 6.</td>
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<td>14</td>
<td>[University Holiday]</td>
<td><strong>[University Holiday]</strong></td>
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<td>15</td>
<td>Mon 12/1</td>
<td><strong>Becoming a Professional.</strong> Discussion of working in TV/Radio news and related fields. Guest speaker TBA. Read Tuggle Chapter 15 and Keller Chapter 12.</td>
<td>Group workshops. (See schedule.) Package 6 due. Introductions in studio continue. Continue resume shoot in studio. <em>(If you are interested in directing or producing a newscast you must sign up for training.)</em> Submit Package 5 before class (9:30) to avoid late penalty.</td>
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<td>Wed 12/3</td>
<td>Professional Portfolio Begin working on Professional Portfolio. Writing Folder Assignment 4 due.</td>
<td>Producers work on your newscast. Finish your resume reels. Additional revisions to packages. Last day to shoot Introductions in the studio. Submit Package 6 before class (9:30) to avoid late penalty.</td>
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<td>Fri 12/5</td>
<td>[Optional class newscast] No class session.</td>
<td>[Optional class newscast] 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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<tr>
<td>16</td>
<td>Mon 12/8</td>
<td>Viewing your stories. Show off your award-winning work in class. Work on annotations and revisions for folder assignments.</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 or TBD. <strong>ALL PACKAGE PROGRESS REPORTS MUST BE FILLED-OUT AND SUBMITTED IN DROP BOX TO AVOID LOSING POINTS.</strong></td>
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<td></td>
<td>Wed 12/10</td>
<td>Polishing up. Finish Professional Portfolio. Writing Folder Assignment 4 due. All work due.</td>
<td>No workshop class. All packages due. And uploaded to your blog. Fill out surveys and return all equipment to Equipment Checkout. If you are producing or directing a newscast, work on preparations. All work due.</td>
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<tr>
<td></td>
<td>Fri 12/12</td>
<td>[Optional class newscast] No class session.</td>
<td>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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End of courses