Spring 2020

Multimedia News Production
JMC 3603:0001
Tuesday - Thursday
5:00 p.m. – 6:15 p.m.
W332 Adler Journalism Building
(Also Television Studio E151 Adler Journalism Building)
Angela Looney, Instructor

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: Wednesdays 4:30 - 7:30pm in 230 BCSB or by appointment.

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. Take advantage of a 20% e-book discount directly from the publisher purchased and downloaded from our website. E-books may be immediately downloadable. Visit http://www.hh-pub.com or the bookstore.

Technical equipment and costs:
You will be working in an advanced digital media environment and saving your work in digital formats. I strongly recommend two external hard drives (portable 250MB to 1TB external desktop). One to be used on day-to-day projects and the second one for a back-up.

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 a smartphone
- A personal set of ear buds

Required facilities and time
- In place of a textbook, 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. This course relies on individual and group participation. You will spend a significant amount of course work time shooting and editing in the studio facilities in the Adler Building as well as outside of the classroom – outdoors, outside class hours, and in all kinds of weather!
**Course descriptions**

- This course includes lectures, in-class exercises and outside events that will require you to develop critical analysis 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 assignments and discussions. You will be working hands-on to produce competent, airworthy news pieces.

| 3603:0001 | (Multimedia News 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 shooting, editing, and producing professional quality stories and 3) to demonstrate the ability to produce a day-turn package and 4) to demonstrate the ability to produce enterprise reporting pieces. 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 DITV, the morning newscast produced by The Daily Iowan and broadcast on to cable to TV households in Iowa, as well as on The Daily Iowan website DailyIowan.com. |

**Learning Objectives:**

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

This class has 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 6 hours per week 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: On several instances throughout the term you will be working with a single partner or in a group. It is possible, therefore, that the performance of classmates could influence your grade. 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 or if you have concerns about how group work could affect your grade, talk to your instructor.

Standards for submitting original work [Important!]
All video assignments that you submit must be your work from start to finish; that means it must be free of all outside influences. If you plan to work on a story for DITV, for the UI, for a TV station, or for an outside internship, use these guidelines about 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
Your grade will be based upon the points you earn from video projects including: workshop sessions and news packages, participation in class discussions, and class exercises. There are 100 points possible.

Your grade is based on your point scores in four categories:

1. Video Projects – Submit four news packages (40 %)
2. Professional Blog Site that contains your resume video (30 %) [See “Resume Video Requirements”]
3. Participation in class assignments: news conference, live shot, breaking news, class newscast (10 %) [See “Standards for grading participation” below.]
4. Engagement and attendance. (20%) The instructor will measure how actively engaged you are in class viewing discussions and workshop sessions, how careful you are about managing your time to complete in-class assignments and outside assignments, how forthcoming you are in group critiques, and how active you are in contributing to projects that require working with classmates as described below.

Grading standards
Achieving class grading standards won’t be easy. You will be graded on performance not effort. Indeed, you may have to put in greater time and effort to earn the same score as a classmate. Specific grading standards spelled out for each assignment. They will conform to the following general principles

News Packages

Editorial:
✓ 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 (at least two sources)
✓ Completeness – your stories answer all relevant questions

Production
✓ Stories structured with visual/sound/graphic elements that advance storytelling in a creative manner and all are woven together seamlessly
✓ Shot compositions fundamentally sound with variety of angles
✓ Editing advances in logical, creative way
✓ Presentation – your on-camera performance enhances your story and you present a professional appearance both visual/sound

Participation
1) Attendance. Each class session is designed to provide valuable information, much of it through class discussions and workshop sessions, the value of which you miss if you are not there or if you arrive late. You are responsible for signing the attendance roster for each class. Missing, repeatedly arriving late to class, and/or leaving early from class will lower your grade. If you encounter an emergency that would cause you to miss a class or a deadline, contact your instructor in advance for reasonable accommodation. [See “Communicating with the instructor” below.] We will also make accommodations for students who have religious obligations. [See also “Accommodations for Disabilities” below.]"
2) **Events.** Four simulated class events will give you a dose of what “real world” broadcast news professional face. 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 4) writing, preparing and presenting a class newscast.

**Engagement.**

Anyone wishing to earn the full engagement points in each course should develop these attributes:
- 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 local newscast broadcasts and outside reading.
- Participating in workshop sessions by bringing in material to share with your group.
- 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.

**Advice.** This course moves quickly - you don’t want to fall behind. It will always be to your advantage to notify me if you anticipate missing a class. You are responsible for the material covered in any class you miss for any reason!

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 the ICON course site.

**Point/letter grade equivalents**

You will receive 1-10 points instead of a letter grades on news packages. Points correspond to letter grades as follows:

*Note: Instructor may at their discretion add a bonus point for extraordinary work (A+)

**If you receive a point score of 6 points or below on any news package, 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.*
- 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*
- 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 workshop package: one (1) point off per workshop session
- Failure to complete four course news packages: 10 points penalty
- Failure to turn in 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>Points From</th>
<th>To</th>
</tr>
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<tbody>
<tr>
<td>100</td>
<td>98</td>
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<td>97</td>
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<td>59</td>
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Please note grades of A+ are given only in extraordinary situations. However, students should be encouraged to pick up extra-credit work when available such as shooting/editing video for live shot exercise.

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. You are encouraged 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. There is no individual assistance from TA’s in this classroom/lab space. 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.

Course Policies
Course attendance: Because this is a fast-moving course, the instructor strongly urges regular attendance. Although there are no quizzes or exams, in-class demonstrations, workshop sessions, and in-class exercises cannot be made up at another time. Communicating with the instructor ahead of time about missing classes and working on an alternative make-up plan will be necessary. "University regulations require that students be allowed to make up examinations which have been missed due to illness or other unavoidable circumstances. Students with mandatory religious obligations or UI authorized activities must discuss their absences with me as soon as possible. Religious obligations must be communicated within the first three weeks of classes.

• Participation in class discussions: Students will be required to submit critical construction of peers work online as part of workshop sessions and other class discussions throughout the semester. This is part of the participation grade.
• Timely completion of assignments: Any package not posted by the due date deadline will receive one point off for each class session late. In-class workshop session and demonstrations will need to be arranged by the instructor as soon as communicated.

Other Expectations of Student Performance
Some instructors include expectations for civil behavior and consequences for any disturbances of the class, especially for those involving technology which can distract those students sitting by the user. Students have the right to a distraction-free learning environment.
Resources for Students
Students will find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:
Writing Center: https://writingcenter.uiowa.edu/
Speaking Center: https://speakingcenter.uiowa.edu/
Tutor Iowa: https://tutor.uiowa.edu/

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

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 every day with a reservation from 2 p.m. until 4 p.m. If you do not have a reservation, you can drop by after 4 p.m. Remember you will be sharing gear with a partner so always communicate your production schedule.

Questions about how to sign out video gear and assessment of fines should be directed to Nicole Linderholm, Facilities Manager at 335-0587 during posted hours or cla-film-broadcasting@uiowa.edu. Discuss any exceptions or accommodations directly with Nicole.

Communicating with instructor and complaints
As your instructor, I regard student communication as my 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.
• Call the instructor’s phone (see on page 1). Leave voicemail.

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 AJB, 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.
Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).
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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.

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<thead>
<tr>
<th>Schedule</th>
<th>Class Objectives</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
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<td><strong>Tuesday</strong></td>
<td><strong>Date</strong></td>
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<td>1/21</td>
<td>Narrative: Get to know your camera partner! Interview, write, and shoot a 40-second biography on camera. Production: Walk through camera checkout process. Pair up with your partner and reserve camera/tripod to bring to class on Thursday. Assignment: Watch local news package and be prepared to show it in class on Thursday. Read Lecture Notes on Shooting News Video</td>
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<tr>
<td>Thursday</td>
<td>1/23</td>
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<td><strong>Week 2</strong></td>
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<tr>
<td><strong>Tuesday</strong></td>
<td>1/30</td>
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<tr>
<td><strong>Week 3</strong></td>
<td>2/4</td>
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<tr>
<td><strong>Tuesday</strong></td>
<td>2/6</td>
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<tr>
<td><strong>Week 4</strong></td>
<td>2/11</td>
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</tbody>
</table>
**Assignment:** Read Lecture Notes on Standups and How to Creatively Add to Your News Package

| Thursday | 2/13 | Workshop Package 1 must be completed  
**Final Upload after workshop to Wordpress due by Friday, February 14th 10 p.m.** |
|-----------------|------|-----------------------------------|
| **Week 5**<br> Tuesday | 2/18 | Covering Meetings and News Conference  
Select team (1 reporter/1 photog) and story angle  
**Assignment:** Read Lecture Notes on How to Cover A News Conference |
| Thursday | 2/20 | News Conference Event  
Edit and submit VO/SOT written and posted to your reporter’s blog by February 20th by 10 p.m. |
| **Week 6**<br> Tuesday | 2/25 | Recap News Conference  
Story Ideas  
Pitch Package 2 to Finalize |
| Thursday | 2/27 | Bring camera and tripod  
Angie will bring light kits to demo on how to use for sit-down interviews  
Shoot video interviews in class and bring files on Tuesday, March 3rd. |
| **Week 7**<br> Tuesday | 3/3 | Writing to video  
Shooting creative angles  
Editing and effects  
**Assignment:** Edit files shot from Thursday’s workshop session  
Possible trip to Des Moines Iowa Legislature Session outside of class on Wednesday…TBD. |
| Thursday | 3/5 | Workshop **Package 2 Due at start of class**  
**Final revisions due Friday, March 6th by 10 p.m.** |
| **Week 8**<br> Tuesday | 3/10 | Preparing for Live Shots  
Possible trip to Des Moines Iowa Legislature Session outside of class on Wednesday…TBD. |
| Thursday | 3/12 | Live Shot from northside of AJB make sure you checkout and bring to class the IFB ear piece systems from Equipment Checkout.  
Return to checkout Friday morning or by Monday morning.  
**Assignment:** All Package Progress Reports need to be revised and uploaded to ICON by Friday, March 13th 10 p.m. |
| Week 9 | Spring Break Week | |
| **Week 10**<br> Tuesday | 3/24 | What Makes a Good Video News Story  
Graphics: How to make graphics for TV  
**Assignment:** Lecture Notes on Graphics for News Packages  
Possible trip to Des Moines Iowa Legislature Session outside of class on Wednesday…TBD. |
| Thursday | 3/26 | Breaking News  
How to cover |
### What to shoot

**Interviews**

**Assignment:** Make sure you are watching for email updates on the breaking news scenario to be sent out to you Monday, March 30th.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Week 11&lt;br&gt;Tuesday</td>
<td>3/31</td>
<td><strong>BREAKING NEWS EVENT</strong> <em>(TV Studio E151 and TV Studio edit stations and W332AJB.)</em></td>
<td>Due by deadline: March 31st, 2019 by 10p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>4/2</td>
<td><strong>Award the “Silver Scoop.”</strong></td>
<td>Review breaking news event. Finish all revisions on Package 2-backup your external drives. Update progress report. Pitch package 3 &amp; 4 if you have not done so.</td>
</tr>
<tr>
<td>Week 12&lt;br&gt;Tuesday</td>
<td>4/7</td>
<td>Package 3-If you want to do a day turn you must be signed up by the end of class.</td>
<td>Sound Recording: Using wireless microphones bring camera and tripods to class, Angie will bring wireless microphones. Possible trip to Des Moines Iowa Legislature Session outside of class on Wednesday…TBD.</td>
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<td>Thursday</td>
<td>4/9</td>
<td>Workshop Session <strong>Package 3 Due at start of class, final revisions due by Friday, April 10th 10 p.m.</strong></td>
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<tr>
<td>Week 13&lt;br&gt;Tuesday</td>
<td>4/14</td>
<td>Rewriting Packages for VO/SOTs</td>
<td>Bring external drive with your Package 1, 2 and 3 files to share with workshop group <strong>Assignment:</strong> In-class deadline, rewriting and editing another reporter’s Package/VO/SOT for air.</td>
</tr>
<tr>
<td>Thursday</td>
<td>4/16</td>
<td>Field trip to KCRG-TV9 studio in Cedar Rapids. Package 4 If you want to do a day turn you must be signed up by the end of class.</td>
<td>Workshop Session <strong>Package 4 Due at start of class, final revisions due by Friday, April 17th 10 p.m.</strong> <strong>Assignment:</strong> Lecture Notes on Resume Reel-How to Shoot to Stand Out in a Crowd of Journalists</td>
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<tr>
<td>Week 14&lt;br&gt;Tuesday</td>
<td>4/21</td>
<td>TV Studio Production Positions <strong>How it Works</strong></td>
<td>Possible After-Effects Workshop Session <strong>Assignment:</strong> Watch full local newscast, write one-page summary include: headlines, lead story, over-all story count, live shots, VO/SOTs, weather, sports and kicker submit to ICON.</td>
</tr>
<tr>
<td>Thursday</td>
<td>4/23</td>
<td>TV Studio Production <strong>How it Works</strong></td>
<td>Preparing for In-Class Newscast Shooting Introductions to Put on Resume Reel</td>
</tr>
<tr>
<td>Week 15&lt;br&gt;Tuesday</td>
<td>4/28</td>
<td>TV Studio Production <strong>In-class newscast</strong></td>
<td>Graphic Elements</td>
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<tr>
<td>Date</td>
<td>Event Description</td>
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<tr>
<td>Thursday</td>
<td>TV Studio Production</td>
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<td><em>In-Class Newscast</em></td>
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<td>Graphic Elements</td>
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<td>Use Class Packages and Other Day Events</td>
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<td>Week 16</td>
<td><strong>Shoot Introductions</strong> for Resume Reel</td>
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<td>Tuesday</td>
<td>Workshop Final Resume Reel</td>
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<td>Thursday</td>
<td>Finalize Resume Reel</td>
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<td>Enjoy video provided.</td>
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<td><em>Course Ends.</em></td>
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**Final Resume Reel**

Required for JMC 3603:0001: Multimedia 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. Your scripts must be verbatim.

**Opening slate –:10 seconds**
- Display your name, phone number, email 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!