I. Course Description

Designed to introduce students to planning, assembling, producing and performing the elements of a newscast. Students will be exposed to the roles of key members of a newscast team, including producers, assistant producers, reporters, writers, anchors and video photographers and editors. There will be emphasis on developing decision-making and on-air skills, as students complete mini-newscasts and segments for broadcast. Students will be expected to meet strict deadlines and manage critical air time. Newscast segments will be showcased on JRN Web sites.

II. Intended Outcomes:

The five or six key outcomes on which student progress will be measured:

1. Ability to generate high-quality news content suitable for air
2. Handling deadline pressure
3. Recognizing right mix of stories that make up a good newscast
4. Working as part of a team, being able to lead and to follow someone else’s lead
5. Responding to breaking news and working it into a newscast

III. Required Texts and Materials

One 2GB (minimum) Jump Drive
Two Mini DV Tapes
Reporter’s Notebooks
Journal or Notebook

IV. Course Requirements

Prerequisites: JRN310, JRN370

Students must have a solid grasp of the elements that comprise a television news story. They must be familiar with the process of gathering and editing television news pieces and be reasonably proficient with television news equipment including cameras, lighting, tripods,
microphones and non-linear editing. They should have an understanding of the different types of news stories – spot news, profiles, features, etc.

Students will be required to keep up with events on campus, as well as national and international news.

**Students are required to watch a daily newscast – local or national**

Every student is required to read The New York Times daily – this is crucial because it is the closest thing to a “newspaper of record” for the country, with a worldwide staff of correspondents engaged in original reporting that sets much of the news agenda. Serious journalists, politician, foreign leaders and editors begin their days by reading the Times and so do your competitors for jobs and promotions. Students can sign up for a weekday subscription or read the print-display version online. Students who live in residence halls must arrange for a subscription at the bookstore and take delivery of the Times at the bookstore daily. The subscription covers all days school is in session, Monday through Friday. Off-campus residents should subscribe online at [www.nytimes.com/student](http://www.nytimes.com/student) for home delivery or call 888-NYT-COLL. Students (on or off-campus) can receive the print edition for $2 a week for M-F delivery. The electronic print-display edition is free for anyone who subscribes to the print edition. Otherwise, a subscription for the Mon-Fri. electronic edition costs $9.99 a month, with the first week free. Got to [https://www.nytimessee.com/offer.php?id=15&MediaCode=Internal&CampaignName=nytimes](https://www.nytimessee.com/offer.php?id=15&MediaCode=Internal&CampaignName=nytimes).

Students are also strongly encouraged to read the Saturday Wall Street Journal, particularly the review section for story ideas as well as the Long Island reporting in Newsday.

Students are also required to keep a journal or notebook. You can do this electronically or on paper...whatever form you find appropriate. Students will share their diary or notebook with Professor Sanders at the end of each month Sept, October, Nov. and Dec with details kept completely confidential – the journal will be part of your grade and must be given to the professors in a timely manner. It will contain your thoughts, musings and your ruthlessly critical evaluations of the reporting, producing, editing and performing that you will be engaged in this semester (yours and your classmates). You will also jot down your observations about one reporter or newsreader whose work you will follow closely this semester: thus if you want to be a field reporter concentrating on urban rebellions you might make NBC’s Richard Engel your focus or for general news reporting WABC’s N.J. Burkett or WCBS’s Jay Dow; those interested in anchoring might concentrate on Scott Pelley, Katy Kay, Diane Sawyer or a News 12 Long Island anchor. Some weeks, as instructed, you will keep careful notes on techniques, say the use of cut-aways; terrific transitional sentences, great VO’s (and ineffective voice overs) or dissolves, natural sound pops, bad lighting or a memorable close. To get you into the spirit of journal writing please read, Joan Didion, “On Keeping a Notebook” in *We Tell Ourselves Stories in Order to Live; Collected Non-Fiction* (New York: Everyman’s Library, 2006) pp. 101-109 (originally published in *Slouching Towards Bethlehem*) Copies to be distributed.

Students should without failure attend the SOJ's "My Life As" events
We strongly encourage all students to acquire their own make up, at a minimum face powder that matches your skin's tone. If you have sensitive skin Professor Sanders, who is allergic has had good experiences with Clinque brand and their sales help is usually wonderful in assisting clueless males.

The same ethical standards that apply in a real newsroom will be applied in this course. (See Plagiarism below)

Students should expect to work at least 4-5 hours a week outside of class. Students will be required to produce six packages during the semester.

Attendance: If circumstances prevent your attending class, the instructor must be informed by phone or email on or before the day of class or within 24 hours afterward. The policy of the School of Journalism is as follows: For classes that meet more than once a week, more than two unexcused absences will result in a 1/3-grade drop per absence. Five can result in an F. Consistent tardiness will result in a reduced final grade.

Food and drink: Food and drink are banned in the Newsroom and any computer classroom.

Blackboard: There is a Blackboard account for this course. Check daily for announcements. Failure to check e-mail will not be accepted as an excuse for missing announcements or assignment changes. If you have not done so already, you must set up a Blackboard account. Please verify your email address on Blackboard. For help, call 631-632-9602.

E-mail: All university email communications use your primary campus address (firstname.lastname@stonybrook.edu). If you are not using that address, you will not receive any university email, including Blackboard. Verify and make available your e-mail address on Blackboard (in the “Personal Information” section under “Tools” on the “Welcome” page) and check daily.

Academic Integrity: Any form of fabrication, plagiarism, cheating or other ethical offense will be reported to the Academic Judiciary Committee and can result in a failing grade for the course, dismissal from the journalism program or expulsion from the university.

Here is the University’s statement on academic dishonesty:

“Plagiarism is the use of others’ words and/or ideas without clearly acknowledging their source. As students, you are learning about other people's ideas in your course texts, your instructors’ lectures, in-class discussions, and when doing your own research. When you incorporate those words and ideas into your own work, it is of the utmost importance that you give credit where it is due. Plagiarism, intentional or unintentional, is considered academic dishonesty and all instances will be reported to the Academic Judiciary. To avoid plagiarism, you must give the original author credit whenever you use another person’s ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally quotations of another person’s actual spoken or written words; or a close paraphrasing of another person’s spoken or written words must also be referenced. Accurately citing all
sources and putting direct quotations – of even a few key words – in quotation marks are required.”

For further information on academic integrity and the policies regarding academic dishonesty, go to Academic Judiciary at www.stonybrook.edu/uaa/academicjudiciary

Examples of cheating include:
Using sources for stories or assignments that are known to the student. Journalism students must not use friends, family members, roommates, classmates or business associates – anyone they know – as subjects. If you believe an exemption is warranted, you must receive prior approval from your instructor.
  - Multiple submissions of the same work.
  - Cheating in any form on an exam or assignment.
  - Unpermitted collaboration on work.
  - Falsifying any document, including excuse notes.
  - Making up sources, quotes, facts or references.

Sources: Students will provide contact information for all sources in a story, no matter what the platform. This list includes names, telephone numbers and email addresses. Instructors will make random checks to verify sources and information. An assignment without a full list of sources will not be accepted.

Copyright: Copyright is the exclusive legal right of a creator or owner to reproduce, publish, adapt, sell or distribute his or her original work of authorship. It covers literary, dramatic, musical, artistic and other intellectual works. The published or broadcast work of student journalists, just like any other author, is protected by copyright. The School of Journalism diligently protects its own copyrighted materials and respects the copyrights of others. The SOJ expects students to abide by all SUNY, Stony Brook University and SOJ copyright policies. When in doubt about the use of any materials created by a third party, always consult with your instructor.

Press Pass: All majors and minors in reporting courses will be issued an SOJ Press Pass. These cards are intended to identify student reporters to sources and authorities and to facilitate their movements around campus. Students will sign for the cards, on forms to be provided, agreeing to comply with the rules or forfeit the card. They will be worn or carried and displayed at all SOJ assignments.

Identifying Yourself: When reporting, students are obligated to make clear to sources that they are working on stories that may be published or broadcast. Students should not tell a source: “Don’t worry, this is just for a class.” A reporter’s sources must understand that information and quotes provided can appear in print or online or be broadcast.

“My Life As . . .” Each semester, the School of Journalism hosts the “My Life As…” speaker series. Some classes will require that students complete an assignment that is tied to attending the event, which are hosted in the evening. In case a student cannot attend an event, a video of the event is posted online. The videos are available at the Center for News Literacy’s Channel on YouTube at http://www.youtube.com/newsliteracy
Library resources online: The Stony Brook University Libraries provide access to a variety of subscription resources, including newspapers (the New York Times, the Wall Street Journal, etc.), journals (Columbia Journalism Review, Journalism Practice, etc.), and books (the AP Stylebook Online). More detailed information on the libraries' resources and services is available at http://guides.library.stonybrook.edu/journalism.

Assessment record: As part of the ongoing internal assessment of the School of Journalism, and in keeping with accreditation requirements, examples of student work are retained for review as a measure of course-by-course progress. These are archived electronically and are for reference only.

Americans with Disabilities Act: If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Disability Support Services, ECC (Educational Communications Center) Building, Room 128, (631) 632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential. https://web.stonybrook.edu/newfaculty/StudentResources/Pages/DisabilitySupportServices.aspx.

Disruptive Behavior: “Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty members are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn.”

Special Consideration: If you have a physical, psychological, medical or learning disability that may affect your coursework, please contact Disability Support, 2-6748. They will work with you in confidence to determine the necessary accommodations. Students requiring emergency evacuation should discuss this need with their professors and DSS. For procedures and information, please visit: http://www.ehs.sunysb.edu/fire/disabilities/asp.

Team work and group behavior: Students will be required to work in teams for much of the term. Their packages will be viewed and critiqued in class. Supportive behavior and positive peer relations are essential and will affect the final grade.

Quizzes: Students may be given unannounced spot quizzes on campus, national and international news. But they should consider that every piece and every performance on the broadcast is itself a test.

Grades: Students will be graded on their ability to apply concepts learned in class to the newscasts they produce. All assignments will be graded on a point system.

Producer of show: 400
Writing assignments: 250
Ability to work as a team: 150
Other positions: 150
Journal: 50

A = 930-1000 points
A- = 900-929 points
B+ = 870-899 points
B = 830-869 points
B- = 800-829 points
C+ = 770-799 points
C = 730-769 points
C- = 700-729 points
D+ = 670-669 points
D = 630-669 points
D- = 600-629 points
F = Below 600 points

**DEADLINES:** This is a business that is dependent on meeting deadlines – if you miss the deadline to get a package script into the Producer and Assignment Editor by Friday – your grade for that assignment will automatically drop by 50%

All written assignments, including scripts will be graded for grammar, spelling, punctuation, use of language and following appropriate broadcast and AP style.

**Important:** Only semester grades of C or above count for credit toward the journalism major or minor. Any student earning a below a C who intends to continue in the journalism program must retake the class and will not be able to continue in other journalism skills classes.

**IV: Job Descriptions**

**BROADCAST PRODUCER:** The architect of the broadcast and the ultimate decision-maker when it comes to content of the show. The broadcast producer decides on the stories that will go into the broadcast – which packages will be assigned to what reporters. Works with reporters during the week on the direction of their packages. Works with graphics producer to design graphics for the broadcast. Works with anchors on scripts. Keeps in contact with professors about the progress of the show and reacts to any necessary changes in content of the show. Sends Professor McLaughlin a rundown (list of stories in the show and the order) as well as the scripts by Saturday night. Oversees the show from the control room.

**ASSIGNMENT EDITOR/GRAPHICS:** The second-in-command of the broadcast – responsible for working closely with reporters on setting up and constructing their packages. The assignment editor should work in tandem with the Producer to oversee the broadcast. Works with reporters in helping to set up interviews, provide feedback on direction of package. Gets daily updates from the reporters on the status of their packages, compiles those updates into one daily email for the Producer and Professors. Must ok final script for reporter before they start to edit and must ok the final product before it goes on air. As Graphics Editor you are the Designer of look of show The Graphics Producer works with the Broadcast Producer to design and create Over The Shoulder graphics to accompany each story of the broadcast. The challenge is to create a visually interesting image that captures the essence of the story.
ANCHORS: The voice of the broadcast. Anchors should write scripts for the show under the direction of the Producer. Must read over all scripts prior to the taping of the show, making any necessary changes. Expected to look like a professional anchor – for example of what this means, look to your local newscasts and think of what you would wear on a job interview – men should think coat and tie, woman should think professional-looking outfit.

GENERAL ASSIGNMENT REPORTER: The content providers for the broadcast. Reporters are required to generate story ideas for the broadcast and to ultimately accept and pursue the stories that the Producer decides on – shooting and editing an air-worthy package. Must work with the assignment editor to create a direction for the package, keeping in contact with them throughout the week by sending a daily email on the progress of their story. Will write a package script that must be approved by the Assignment Editor, Producer and Professor Sanders before editing begins. Will be assigned a studio role on the day of broadcast.

SPECIAL PROJECTS TEAM: Producing high-quality content for broadcasts. The Special Project team will be 4 or 5 students who will work as a team – given 2 to 3 weeks to work on a more in-depth package for a broadcast. It could be an investigative piece, a profile – but should utilize extensive research and the final project should have high production value.

Class schedule:

Week 1 – Monday, August 28th

Course introduction: Discuss course requirements.
Discuss procedures for use of shared equipment.
Discuss components of a broadcast: pieces, interviews, VOs and SOTs, Graphics, Headlines, Interviews, Teases, Bumpers, Music.
Discuss the importance of teamwork in putting together a broadcast.
Assignment of roles for first broadcast: Broadcast producer, Assignment Editor/Graphics Producer, Anchors (2), Sports Anchor (1), General Assignment Reporters/Field Producers (5/6), Special Projects Team (4)

Wednesday, August 30th

“Phil’s Boot Camp” – in-depth look at the procedures and technical requirements in putting together a newscast.

Week 2 – Monday, September 4th

***LABOR DAY – NO CLASS***

Wednesday, September 6th
Discuss pieces for first broadcast
Week 3 – Mon, September 11th
Produce Broadcast #1
Pieces for Broadcast #1 are due.
Assignments made for broadcast #2

Wednesday, September 13th
Review and Critique

Week 4 – Mon, September 18th
Produce Broadcast #2
Pieces for Broadcast #2 are due.
Assignments made for broadcast #3

Wednesday, September 20th
Review and Critique

Week 5 – Mon, September 25th
Produce Broadcast #3
Pieces for Broadcast #3 are due.
Assignments made for Broadcast #4

Wednesday, September 27th
Review and Critique

Week 6 – Mon, October 2nd
Produce Broadcast #4
Pieces for Broadcast #4 are due.
Assignments made for Broadcast #5

Wednesday, October 4th
Review and Critique

Week 7 – Mon, October 9th
Produce Broadcast #5
Pieces for Broadcast #5 are due.
Assignments made for Broadcast #6

Wednesday, October 11th
Review and Critique

Week 8 – Mon, October 16th
Produce Broadcast #6
Pieces for Broadcast #6 are due.
Assignments made for Broadcast #7
Wednesday, October 18th
Review and Critique

Week 9 – Mon, October 23rd
Produce Broadcast #7
Pieces for Broadcast #7 are due.
Assignments made for Broadcast #8

Wednesday, October 25th
Review and Critique

Week 10 – Mon, October 30th
Produce Broadcast #8
Pieces for Broadcast #8 are due.
Assignments made for Broadcast #9

Wednesday, November 1st
Review and Critique

Week 11 – November 6th
Produce Broadcast #9
Pieces for Broadcast #9 are due.
Assignments made for Broadcast #10

Wednesday, November 8th
Review and Critique

Week 12 – Mon, November 13th
Produce Broadcast #10
Pieces for Broadcast #10 are due
Assignments made for Broadcast #11

Wednesday, November 15th
Review and Critique

Week 13 – Mon, November 20th
Produce Broadcast #11
Pieces for Broadcast #11 are due
Assignments made for Broadcast #12

Wednesday, November 22nd
***THANKSGIVING BREAK – NO CLASS***

Week 14 – Mon, November 27th
***REVIEW CLASS***
Wednesday, November 29th
Review and Critique

Week 15 – Mon, December 4th
Produce Broadcast #12/***FINAL BROADCAST***
Pieces for Broadcast #12 are due

Wednesday, December 6th
Review and Critique

Additional assignment due on Week 15

Students will craft a *samo-kritika*, a self-critique. Each student will write thoughtfully and philosophically an evaluation of their contribution to the collective experience of 371 across the semester. Students will reflect on their own growth as a newscaster, broadcaster, and a human being involved in a cooperative enterprise. Students will critique their own strengths and weaknesses in this course as as participants in a dozen broadcasts, lessons learned. Students will reflect on lessons learned, large and small, and what skills and problems they need to work on in the future to develop talents as newscasters and citizens