

COMM 118 BROADCAST JOURNALISM

Westchester Community College

Starts: Jan 17, 2006 **Ends:** May 6, 2006

Meets: Wed 13:00-15:40 **Location:** AAB 0304

Section: 5803 **Semester:** Spring 2006

Professor: Carol Smith Passariello

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Texts: C.A. Tuggle, Forrest Carr, Suzanne Huffman,
The Broadcast News Handbook. 2nd ed. McGraw-Hill, 2004.

Course Description

The course introduces the beginning journalist to the basic tools, techniques and vocabulary of broadcast journalism. The focus is on broadcast news history, criticism, writing, research, and reporting. Ethical issues will also be reviewed and analyzed. Students will examine, analyze and critique the development of broadcast news productions including documentary length projects and segments produced for distribution across convergent technologies.

Course Objectives

In this course students will:

- study the history and major developments of broadcast journalism
- examine and evaluate the relationship between broadcast journalism, consumerism and democracy.
- learn how to conduct broadcast news research.

- explore the processes through which news is gathered and prepared for reporting for broadcast.
- become familiar with the news broadcasting process and technical production.
- participate in thoughtful analysis of broadcast journalism in order to evaluate their own citizenship and the broadcast journalist's role within humanity.

Assessments

- Six exams will count 50 percent
Lowest test score dropped. No make up exams.
- One formal project will count 15 percent
- Final exam will count 15 percent
- Participation will count 10 percent. Missing more than two classes (three late entrances will equal one absence) will cost the full ten percent or one letter grade from your final average.
- Media journal counts 10 percent pass/fail for one full letter grade

Requirements: All students must listen to one radio newscast each morning and three television newscasts each week keeping a journal in which you identify the date, time, station, a list of leading stories and a summary the day's news with critical viewing/listening notes.

Meeting the deadline means submitting assignments at the start of the class on the due date. In the event of not being in class on the day the paper is due, you can meet the deadline by Emailing the paper to me in rich text format or as a word document before the start of class that same day; otherwise it will be considered past deadline. Emails with corrupted files, incorrect addresses, forgotten attachments, late delivery or any other problem will not excuse the paper from late penalties.

Up to one day (including weekends and holidays) late –one letter grade

Up to two days late –two letter grades

More than two days late –F

Acceptable form for all written projects:

1. Papers must be typed on standard 8.5 x 11, white paper.

2. Standard manuscript form must be used: standard margins, double spacing, page numbering beginning with page two.
3. No cover page.
4. Near the top, left corner, in this order, include the following information:
 - Your name
 - Course & Section #
 - Date
 - Deadline
 - Word Count
5. Your first page will include a title that gives a specific indication of the paper's purpose and assignment (centered).
6. Papers must be stapled in the upper left hand corner. *Do not submit papers in envelopes, folders, plastic binders, etc.*

Papers will be returned as unacceptable if:

- a. they do not comply with above;
- b. sources are not properly documented;
- c. they do not comply with the assignment;
- d. errors and style problems obscure the content.
- e. they are more than two days late.

Plagiarism:

In the event that I suspect a paper has been plagiarized, I will ask the writer to meet with me. If my suspicions are confirmed, the paper receives an F. Refer to the college catalogue for a definition of plagiarism.

Course Units

The Elements of Broadcast Journalism

History of Broadcast Journalism

Broadcast Journalism Analysis & Criticism

Characteristics of Broadcast News Writing

Selecting Stories and Starting to Write

Writing Great Leads and Other Helpful Tips

Deadly Copy Sins and How to Avoid Them

Interviewing: Getting the Facts and the Feelings

Writing Radio News

Television News Story Forms—The VO

Television Story Forms—The VO/SOT

Producing TV News

Broadcast Journalism Resources

ONLINE RESOURCES

Al's Morning Meeting (Poynter Online) <http://poynter.org/column.asp?id=2> Story ideas and links for journalists.

American Radio News Audience Survey <http://www.rtnda.org/radio/foreword.htm> Radio and Television News Directors Foundation, 2000.

BEA: The Broadcast Education Association <http://www.beaweb.org/> BEA is a professional development organization for academics and professionals involved in electronic media.

Current Online <http://www.current.org/> This web service reports on public TV and public radio.

Ethics Guide for Public Radio Journalism (CPB) <http://www.cpb.org/stations/radioethicsguide/>

FCC: Federal Communications Commission <http://www.fcc.gov/> This website includes news and announcements from the FCC.

Historical Periods in Television Technology (FCC) <http://www.fcc.gov/omd/history/tv/>

Investigative Reporters and Editors <http://www.ire.org/>

Library of American Broadcasting <http://www.lib.umd.edu/UMCP/LAB/> The library is located on the campus of the University of Maryland, College Park.

Lost Remote <http://www.lostremote.com/> Broadcast journalism Weblog founded by Cory Bergman.

Mervinblock.com <http://www.mervinblock.com/tips.html> Writing Tips from Mervin Block.

Museum of Broadcast Communications <http://www.museum.tv/> "The MBC examines popular culture and contemporary American history through the sights and sounds of television and radio."

Museum of Television and Radio <http://www.mtr.org/> The MT&R collects and preserves television and radio programs and makes these programs available to the public.

NAB: National Association of Broadcasters <http://www.nab.org> For more than 75 years the NAB has represented the radio and television industries in Washington.

NAB Information Resource Center <http://www.nab.org/irc/>

National Association for Multi-Ethnicity in Communications <http://www.namic.com/> NAMIC welcomes existing and aspiring cable professionals.

NPPA Code of Ethics http://www.nppa.org/news_and_events/

NewsLab <http://www.NewsLab.org> NewsLab is a non-profit resource center for television and radio newsrooms, focused on training and research.

Poynter Online's Broadcast Resources <http://www.poynteronline.org/subject.asp?id=8> Materials from the Poynter website.

Poynter Online's "The Chaser" <http://poynteronline.org/column.asp?id=56> Guide to industry issues related to media consumption, changing audiences, cross-ownership developments & convergence experiments.

Poynter Online's "Leading Lines" column <http://poynteronline.org/column.asp?id=34> Coaching and management advice from Poynter's leadership faculty.

Poynter Online's TV / Radio Tip Sheets

http://poynteronline.org/content/content_view.asp?id=31904 Journalism tips you can use.

Radio Pioneers & Core Technologies (FCC) <http://www.fcc.gov/omd/history/radio/>

RTNDA: Radio-Television News Directors Association <http://www.rtna.org/> RTNDA represents local and network news executives in broadcast, cable and other electronic media.

Shoptalk <http://www.tvspy.com/shoptalk.cfm> Shoptalk is a daily newsletter about the television industry.

Television History - The First 75 Years <http://www.tvhistory.tv>

Television and Radio News Research <http://www.missouri.edu/~jourvs/index.html> A systematic look at television and radio by Vernon Stone, who was a Professor at the Missouri School of Journalism.

BOOKS

Alan, Jeff and James Martin Lane. *Anchoring America: The Changing Face of Network News*. Chicago: Bonus Books, 2003.

Attkisson, Sharyl and Don Rodney Vaughan. *Writing Right for Broadcast and Internet News*. Boston, MA: Allyn and Bacon, 2003.

Barnouw, Erik. *A Tower in Babel: the History of Broadcasting in the United States to 1933*. New

York: Oxford University Press, 1966.

----. *The Golden Web: The History of Broadcasting in the United States 1933-1953*. New York: Oxford University Press, 1970.

----. *The Image Empire: the History of Broadcasting in the United States from 1953*. New York: Oxford University Press, 1970.

Beaman, Jim. *Interviewing for Radio*. New York: Routledge, 2000.

Brinkley, Joel. *Defining Vision: The Battle for the Future of Television*. New York: Harcourt Brace and Company, 1997.

Cloud, Stanley and Lynne Olson. *The Murrow Boys: Pioneers on the Front Lines of Broadcast Journalism*. Boston: Houghton Mifflin, 1996.

Douglas, Susan J. *Inventing American Broadcasting, 1899-1922*. Baltimore: Johns Hopkins, 1987.

Duncan, Jacci, ed. *Making Waves: the 50 Greatest Women in Radio and Television as Selected by American Women in Radio and Television*. Kansas City, MO: Andrews McMeel, 2001.

Edwards, Bob. *Edward R. Murrow and the Birth of Broadcast Journalism*. Hoboken, NJ: Willey, 2004.

Foote, Joe S., ed. *Live From the Trenches: The Changing Role of the Television News Correspondent*. Carbondale, IL: Southern Illinois University Press, 1998.

Frank, Reuven. *Out of Thin Air: The Brief Wonderful Life of Network News*. New York: Simon & Schuster, 1991.

Freedman, Wayne. *It Takes More Than Good Looks To Succeed at TV News Reporting*. Chicago: Bonus Books, 2002.

Kalbfeld, Brad. *The Associated Press Broadcast News Handbook*. New York: McGraw-Hill, 2000.

Kerbel, Natthwe. *If it Bleeds, It Leads: An Anatomy of Television News*. Boulder, CO: Westview Press, 2000.

Marlane, Judith. *Women in Television News Revisited*. Austin, TX: The University of Texas Press, 1999.

Persico, Joseph E. *Edward R. Murrow: An American Original*. New York: McGraw-Hill, 1989.

Postman, Neil and Steve Powers. *How to Watch TV News*. New York: Penguin Books, 1992.

Sterling, Christopher H. and John Michael Kittross. *Stay Tuned: A Concise History of American Broadcasting*. Mahwah, NJ: Lawrence Erlbaum Associates, 2002.

Tompkins, Al. *Write for the Ear...Shoot for the Eye...Aim for the Heart*. Chicago: Bonus Books, 2002.

Utterback, Ann S. *Broadcaster's Survival Guide*. Chicago: Bonus Books, 1997.