

School of Media & Communication

(Fall 2024)

BCOM 481- Advanced Broadcast News

(Credit Hours: 3)

Class Meets: Web

Lab Meeting: Mondays at 1:30-2:30pm

Prerequisites: BCOM 365 and BCOM 368. Fall 2015 catalog year students, prerequisite: BCOM 365.

Instructor: Brad Pfranger

Office: 342

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Office Phone: 270-745-6497

Office Hours: Monday 9am-12pm or By

Appointment

Course Description:

The capstone course in writing, editing, announcing and producing radio and television news reports. Producing, anchoring and reporting for the student television newscast is required. Students also analyze the job market and produce a resume tape for employment. Lecture and lab. Course Fee

Course Overview:

This course is designed as the Capstone for the BCOM News sequence. All the skills learned in previous BCOM classes will be used here. This includes writing, producing, reporting, videography, editing, news anchoring and voicing of TV & Radio news stories. Individual student projects of this course will be video & audio material broadcast on TV or radio student newscasts and for a resume tape, resume and cover letter to send to prospective employers. The “lab” is the selected weekly TV or radio newscast.

Text:

There will not be a text for this semester.

Required Materials

You will need the following for this course:

- a. A flash drive or external hard drive to save your work

- b. SD card, at least Class 10

NOTE: You don't need to be enrolled in the one-credit news workshop (BCOM 467-001) if you're enrolled in BCOM 465. If you're enrolled in BCOM 465 AND any one-credit Newscast/sports workshop, you will be scheduled for other production assignments on other days in addition to those required for BCOM 465.

An entire list of the Tuesday newscasts will be handed out the first day of class. Everyone except those on the Executive Producer track **MUST** be in the studio by 4pm on the days they are working. This applies to anchors more than anyone else. Cold reading of scripts is not acceptable and will ultimately reflect on your final grade.

Grading:

Grading will be done by the instructor. The combination of grades from a minimum of 5 or 6 TV assignments, 7 for radio, will determine the final grade. The assignments will be broken down based on the student's preference in four sequence areas. There are 10 newscasts for each Friday for a total of 10 programs in all for the semester. Radio students will have weekly newscasts as their lab.

Students can select one of five paths below (Number of assignments subject to revision)

(NOTE: *When not assigned one of the three TV positions below, students will assist in other production positions for the newscast.*)

- a)**Exec. Producers:** produce 3 newscasts and 2- TV packages= minimum 5 assignments
- b)**WEB Producer:** producer 4 WEB days and 2 TV packages= minimum 6 assignments
- c)**Reporters:** produce 5 packages = minimum 5 assignments
- d)**Anchors:** produce 4 TV packages, 2 TV news anchoring assignments. = 6 assignments
- e)**Radio News:** produce 3 in-depth radio wraps; produce one "live" (ROSR) field report; produce 1 TV reporter package or 1 additional radio in-depth wrap; supply two complete recorded "live" radio newscasts in which you anchored including all scripts. (Music intro **MUST** be on the "live" recording). =7 assignments. Again, you will also be assigned one, two-hour weekly newscast shift.

******You will make the decision on which track you will be following on the first day of class (1/17).**

Make sure this is your final decision as you will not be able to change your path once you take it.

As we progress through the semester, additional assignments may be made and the grades for those assignments, (if better than a previous grade in the same category), can be substituted. However, only 5 (or 6) grades from the core categories of the path you select for reporters and producers, 6 for anchors and WEB producers and 7 for radio news will be used to calculate the final grade. You can only substitute a higher grade for another from the same assignment group (produce/report/anchor/wrap/ etc).

TV EXAMPLE: You choose the anchoring sequence. You don't do well on a reporter assignment, but do well on an extra anchoring assignment. You **CANNOT** substitute the extra anchoring assignment grade for the reporting assignment grade. You can only submit another reporting assignment for a chance at a better reporting grade.

RADIO EXAMPLE: You do a "wrap" that didn't have clean audio in a sound bite. Grade was "C". You do a substitute "wrap" before you're next deadline date and receive a higher grade for the substitute. Student reporters participating in the news cast may produce more packages than required in order to supplement their resume tape and improve upon the 5 core package scores (6 for TV anchor and WEB producer, 7 for radio).

NOTE: With only one Executive Producer or WEB producer spot for each newscast, those wanting to fulfill their producing assignments will have priority over others who seek additional producing assignments.

******All reporters packages MUST be from this semester (Spring 2023) and not from an internship or previous semester. ******

Package previewing:

Scripts for all reporter packages and radio wraps must be submitted by the student to the professor for reviewing no later than one day prior to airing. This is done so corrections can be made, not only to enhance the student grade, but also to make the newscast look or sound better content-wise. The only exception to this is if the event covered occurred within 24 hours of the assignment newscast. **NO TV package goes on air without a preview viewing by the professor.** It is advised that you have the work done at least one day prior to the scheduled airing so editing corrections can be made before the deadline. **All scripts for pre-voicing review will be typed, not hand-written.** In-depth radio "wraps" will be reviewed at any time upon request. Failure to meet your reporting, anchoring or producing assignment deadline (this means the date it's due) means no grade. **There will be NO excuses!** Broadcast news is a deadline-oriented business. Not meeting your reporter assignment responsibilities means the producer has to fill a 1:30- 2 minute hole in the newscast. We periodically have a solo anchor so we have to change camera shots or we have to recruit at the last minute a producer. This would be unacceptable in the commercial TV world. That criterion stands in this class, as well. With five or six graded assignments (depending on your chosen sequence), missing one is a big hit to the overall grade for this class.

Plan ahead! It is in your best interests to complete assignments as there will be no makeups.

The Sequences:

Reporting sequence: (must have passed BCOM 368 & know how to shoot video properly, edit on the AVID or Adobe system). Previous reporting experience through BCOM 365 or 467 workshop with package samples aired on News Channel 12.

Reporter package requirements include:

1) Notifying the newscast Executive Producer what the story topic is. There will be NO two packages on the same topic, unless this is a team report. In this case, BOTH reporters will brief the Executive Producer on their part of the team report to avoid content repetition in both. First submission by a reporter on a certain topic gets the “contract” to produce the package. If I’m told by the Executive producer that no story-topic contact has been made by the reporter 24 hours previous to the newscast, the package will not be accepted and no grade will be given.

2) A slug, scripted anchor intro, a complete script with proper CG’s entered into the rundown of the assigned news/sports cast, and an anchortag.

3) Co-ordinate with WEB producer the re-write to AP style your complete package story script.

4) Inform the producer if there is a “show-open” tease stand-up (don’t use the words “coming up” or any variety where the word “up” is used in any show open tease).

5) Strive for one of three stand-up styles in the package: demonstration, transition, end closing summary.

6) Package will be NO longer than 2 minutes, top-to-bottom (not including anchor intro and any tag).

7) Enter your script into the INEWS rundown by 8am the day it airs so the producer can factor newscast times.

8) A complete script copy supplied to me for grading, including anchor intro and tag.

9) At some point in the semester, you might have a one-week turn-around for producing packages.

TV Executive Producer sequence: Must have successfully passed BCOM 335 and 365, thorough knowledge of I-NEWS. Previous experience in BCOM 467 newscast/ sportscast workshop or producing internship

TV Executive Producer responsibilities

1) Contact your videographers & assign any VO’s/VO-SOT’S prior to the day of the newscast.

2) Place stories in the newscast based on priority, pace & flow.

3) Writing stories (grammar, spelling, sentence structure, punctuation).

4) Use of proper CG’s, anchor positioning, story numbering.

5) Contact your assigned reporters prior to the newscast to:

a) know and approve what the story topic is;

b) let them know if they’ll be needed on set.

c) Assign them to write story teases and put scripts into the computer.

6) Oversee and advise Producers and Ass’t. Producers from BCOM 335, 365, 467 and 481.

7) A complete copy of your scripts (newscast) and a final rundown for grading supplied to me for each newscast you produce.

WEB Producing sequence: Must have prior reporting experience and exposure to TV newscast producing and WEB producing, either through BCOM 365 or the BCOM 467 workshop, JOURN 495 or in an internship.

WEB Producing responsibilities:

- 1) Maintain Newschannel 12 Website for a 12 hour period on a Friday.
- 2) Load selected video from newscast rundown to the WEB site.
- 3) Re-write to AP style selected stories from local, regional, state and national sources. These will include news, sports and feature.
- 4) Re-write to AP style the script from a minimum of three selected packages which ran in the designated newscast.
- 5) Co-ordinate with package reporter the AP re-write of their script copy to AP style.

Anchor sequence: Must have prior reporting experience with packages on the student newscast, anchoring experience through the BCOM 467 News workshop, have anchored the student TV newscast and passed BCOM 326. Anchor responsibilities

- 1) Pre-read all copy prior to newscast.
- 2) Know pronunciations of all words, including proper names and places.
- 3) Re-write copy as needed. Remember, you are ultimately responsible for what you read.
- 4) Deliver news in proper speech form using good diction, pacing and inflection, proper camera turns.
- 5) Dress properly
- 6) Read stories based on content "mood"
- 7) Ad-lib and on-set interaction abilities.
- 8) Any reporter stories you produced while you're anchoring will require a complete script supplied to me for grading.
- 9) You might solo-anchor one newscast in the semester.
- 10) Have an IFB earpiece. (See me for a free kit). You will need a 3-piece IFB in the work place. Get one now. Cost will be around \$ 9.00, but it will include everything you need and it's made only for your use.

Radio News sequence: Must have successfully passed BCOM 365.

Radio News responsibilities:

- 1) Submit copies of newscast script(s) for grading to professor with time and date they ran.
- 2) All newscasts submitted for grading will be recorded "live" with studio music intro.
- 3) See professor for instructions on "in-depth" wraps.
- 4) Responsible for all writing, interviewing, production of wraps.
- 5) Responsible for determining where you will do a "live" report.
- 6) You will have first priority to select a 2-hour weekly radio shift.
- 7) Mentor BCOM 265 students who may be assigned to your weekly, 2-hour radio shift.
- 8) Know all technologies of producing a TV package.

*****If "package" is selected among your 7 requirements, submit script and file to professor for review before airing.*****

Dropping or changing to Credit or Audit:

As is provided by the WKU Spring 2024 academic calendar, the last day to drop a class with a W or last day to change a class from credit to audit is **October 28, 2024**.

WKU Policies:

From the Office for Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.3030 V/TTY] or email at sarc@wku.edu.

Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Information for faculty on Student Disability Accommodations / Section 504 and ADA Compliance is available at <http://www.wku.edu/policies/docs/72.pdf>.

From the 22th edition of the WKU Faculty Handbook, effective July 1, 2016.

<http://www.wku.edu/academicaffairs/documents/master-wku-faculty-handbook-22nd-edition.pdf>

Plagiarism - To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of students must be their own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism.

Here are additional statements on Cheating and Disposition of Offenses, p. 60 and 61.

Cheating - No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, laboratory report, problem assignment, or other project that is submitted for purposes of grade determination.

Disposition of Offenses - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

ACEJMC Professional Values and Competencies:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

Weekly synchronous sessions (News Meetings and Shows) with students,
 Weekly announcements and Story Ideas, and
 Timely and detailed feedback on assignments provided within one week of submission.

Student Affirmation:

After you have studied the syllabus and other course materials, please read, sign, and date the following statement. This gives you another prompt to ask questions about any unclear issues and will save us both time and your confusion about course requirements.

I have a copy of the BCOM 481 course syllabus and materials. I understand and accept their contents. I also understand that work in this course must be my work, and all required assignments, projects, and tests must be completed to receive a passing grade for this course.

Signature

Date

Discussing Grades

*You will be able to check your grades in an online grade book. You can ask me about grades via e-mail, but I am not allowed by law to reply in any detail using e-mail, unless I have your written signature. (This is to protect your privacy. E-mail is not a private form of communication). Read and initial EITHER A or B:

A. I give my consent to the instructor to discuss my course grades with me via e-mail. _____

OR

B. I prefer the following method for discussing course grades (e.g., phone call, wait for registrar's notice at end of term; Choice is subject to negotiation of a mutually acceptable method). _____ Method:

I will promptly notify the instructor in writing (via postal mail AND receipted e-mail of any change in my wishes).

Signature

Date

Your Name Printed