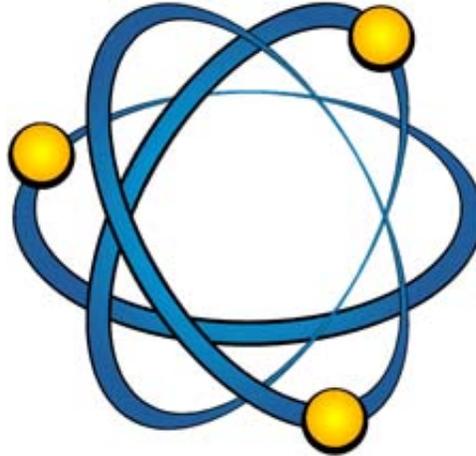


MCM 4361
TV News Producing and Reporting
Mr. Strait
3 hrs. Credit
Spring 2018
DRB 110/125
MW 3:30-4:50
Office: DRB 101
Office phone # 294-4731
Email: mls015@shsu.edu
Office Hours - see office door



Description: “Assumption of primary responsibility, under faculty supervision, for creating and producing a program series during one semester. Such a series will be designed for use over university facilities.”

Objectives: Produce materials for use within news or other programs presented on cable channel 7.

Methods: This class will require time outside of scheduled class meetings. You may also be expected to assist in providing story ideas and contacts. I expect that you can already shoot, edit and write scripts, as well as have experience producing stories for the news. If you have not successfully completed MCOM3361, you will be dropped from this class. You can NOT have concurrent enrollment with MCOM4361. You must learn “NewsKing” for scripting and teleprompter.

Text: Broadcast Journalism Stewart and Alexander, 7th Ed. You will receive handouts, many, many handouts.

Lecture progress: Materials from Handouts, experience and possibly guest speakers. Portions of some ‘casts may be played for review. Formal lecture for procedure and protocols will run for the 1st 3 weeks. We will discuss problems and errors to be corrected during part of the class. The remainder of the semester we will give some students an opportunity to produce a news program. In the past, we have assigned each person to a show. That may not be the case this semester. You will only be allowed to produce a program once you have shown the necessary skills to proceed.

Attendance Policy:

University policy dictates that students are allowed 3 hours of absence without damaging your grade. I expect you to be in class when we have it. Absence is defined as not in the classroom when I take roll at the beginning of class. There will be no excuses for work expected. Just like the working world. If you are part of a program (show), you had better be here. **NOTICE-**Grades will be lowered for absence! I don’t care about your excuses, do **NOT** bring doctor’s notes and don’t come in claiming you were never more than 3 or 4 minutes late. After about a month you may be working a show. If you miss your show without a replacement, you will lose a letter grade. I will hand out a specific list of grading criteria for the news programs. They will explain how you are graded. There will be several news shows. Each show will have at least 2 producers (BTB will have 3 producers). All of you will be expected to be at the actual show. One of you will sit at the producer’s station during the newscast, one will operate the teleprompter. You can miss 1 show without damage to your grade, if you find another producer to work in your place for that show.

I do not put material or notes on Blackboard and do not maintain a webpage. I strongly suggest you come to class and keep track of our activities.

Exams: There is a final exam in this class. It will be given in the class period just prior to the final exam time scheduled by the university. We will also have class at the scheduled time of our final to return work and perform a wrapup. The final exam will be based on handouts and your work experience.

Tests & Projects: You are basically producers. Your work will in essence, be the newscasts and perhaps some news stories. Most shows will be recorded as well as going “live” on cable 7. I will grade the finished product, and give you an evaluation sheet on 3 shows (each either pass or fail). Your specific duties will be outlined and defined by your job title on a separate sheet. Our focus is local news. We will produce most if not all of the content. As reporters, you will produce quality news stories for either a portion or in some cases, all of your grade. We will not take stories from sources outside our market. We have several production people at our disposal, I expect them to be used. Another class may supply some of our content. Each of you will be expected to provide some material (as a reporter) for our newscasts. Minimum requirements for a show include making sure the show gets on and meeting the minimum length. If you don’t meet the minimum, you will a failing eval. Newscasts must do at least one complete run-through prior to showtime. If you don’t do a run-through, you won’t go live. That will cost a letter grade.

This class will work with other crew staff to some extent. As producers, you must provide a selection of story ideas, including the readers & VOs. You will also need several “extras pieces” as some stories will not be usable. What counts the most, is the finished product. You have to fill time and sound interesting. Work on your time management (which is very important). We will also discuss specifics to improve your show. Content provided by the 3361 class will be evergreens.

If you don’t know NewsKing, you better start learning. It’s the basis for some of your activities. LeeAn will teach you the program and be available to answer your questions. Several students in Spanish News are also familiar with NewsKing.

Equipment use policy: I will not OK lower quality production to be submitted. See me if you have questions. I have a camera just for your use and an editing suite for use exclusively by the 4361/3361 people (Rooms 112 &113).

Evaluation for class: You are expected to organize and produce specific programs. Successful programs are those that have few (if any) noticeable mistakes, run on time and look “professional”. 3 shows will be evaluated. If it doesn’t meet “professional” standards, the show will receive a fail.

At this point let me just say that you have an “A” to lose. There are several ways to lose a letter grade.

More than 3 absences will cost you a letter grade.

Not getting your show on live (or recorded if it is a Live-To-Tape show) costs a grade.

You must submit at least 1 evergreen, usable VO or lose a letter grade.

Getting less than 80% on the final exam will cost you a letter.

A= No lost letters

B= 1 lost letter

C= 2 lost letters

D= 3 lost letters

We will have 1 - 5 minute English newscast Wednesday at 5pm and a 5 minute news wrapup (text) on Friday at noon. Spanish news will be 5 minutes on Thursday at 5pm. BTB will run Tuesday at 5pm.

You must speak fluent Spanish to produce Spanish news.

I will not answer questions relating to averages, absences or grades until after they are posted at the end of the semester. Keep track of your own points if you are worried about grade totals. Test answers must be neatly printed and spelled exactly as the answer appears in the answerbank. I will count it wrong if I cannot read it.

All electronic devices must be turned off or silenced before class begins service (your Bluetooth ear piece included). You are not authorized to leave class to answer calls (unless you are on a transplant list). If you feel you must answer calls during class, take your things and leave class for the day. I'll count you absent for the day. This includes text messaging and checking messages. It also includes use of computers. Notes must be taken by hand and transferred later. Failure to comply with this policy will result in your dismissal from this class. All phones must be silenced, off or otherwise not in use while any production is taking place. This is a zero tolerance requirement. This will be your only warning. Violation of this policy will merit an "absence".

Classes may require specific information that will be included in a handout at a later date.

Appropriate Classroom Dress: Pants that show underwear, or where underwear should be, are inappropriate. Hoods are not to be worn during class (ever), nor are bulky coats or head coverings. If special attire is required, contact me prior to attendance. Note - Special attire regulations apply to production shoots as well. No open-toed shoes in studio. I will ask you to leave if you violate these policies.

There are several great truths in life. Here are a few.

If you have something worth keeping, someone will try to take it away.

If it's possible to interpret remarks other than how you intended, someone will.

Just because people applaud, doesn't mean you're good.

(Note: The next four sections are covered on the SHSU webpage at: <https://www.shsu.edu/syllabus/> .)

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

If you're caught cheating on an exam, plagiarizing a research paper, or representing the work of others as your own, you will fail the course. This is non negotiable.

Americans with Disabilities Act

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential.

NOTE: no accommodation can be made until the student registers with the Counseling Center.

Religious Holidays

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

This policy is not intended to discourage the occasional visiting of classes by responsible persons. Obviously, however, the visiting of a particular class should be occasional and not regular, and it should in no way constitute interference with registered members of the class or the educational process.

Instructor Evaluations

Students will be asked to complete a course/instructor evaluation form toward the end of the semester.

Classroom Rules of Conduct

The Code of Student Conduct and Discipline is found at the following link:

<https://www.shsu.edu/students/guide/dean/codeofconduct.html>.

Section 5.2.22 defines classroom disturbances.

What you can expect in this class:

Work schedules are erratic and vary in length.

You must be assertive, operate independently and as a team member, and take responsibility.

You're often treated more as a worker rather than a student.

You will learn the skills necessary to go directly into the workforce ready to contribute.

If you slack, your grade will suffer. If you're assertive (& competent), your grade will be high.

No one cares about the excuses, only the results.

Everyone will notice mistakes.

In summation, Your final class grade is affected by several things:

Total absences in the lectures.

Any absences during a show

Show quality & meeting the schedule

Your news stories

The score on your final exam