

## COM 337 Electronic News I: Producing

### Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

### Catalog Description:

Prerequisite. SPC 205, COM 210, COM 215

Newswriting and producing for electronic media in studio setting; theory, form and techniques of writing and presenting news for radio and television; practice in reporting, writing and presentation under deadline pressure.

### Reasons for Revision:

(2007) This course was last revised in 2003. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| <b>Student Learning Outcomes:</b>   | <b>Course Content References:</b> | <b>Assessment:</b>                        |
|---|-----------------------------------|---|
| On completion of this course, students will be able to:<br><br>1. Demonstrate an understanding of what constitutes effective news reporting | I, II, IV                         | 1. Exams, applied projects, presentations |
| 2. Demonstrate an ability to effectively gather pertinent information for a field news report   | I, II                             | 2. Exams, applied projects, presentations |
| 3. Effectively prepare studio-based news stories according to professional journalistic standards   | II, III, VI                       | 3. Exams, applied projects, presentations |
| 4. Discuss radio and television news, using terminology and concepts employed by journalistic professionals                                 | IV, V, VII                        | 4. Exams, applied projects, presentations |
| 5. Analyze ethical content of radio and television news packages  | I, VII                            | 5. Exams, applied projects, presentations |

## **Course Content:**

### **I. News Criteria**

- A. Timeliness
- B. Proximity
- C. Impact
- D. Prominence
- E. Human interest
- F. Sound and/or visuals
- G. Accuracy
- H. Balance

### **II. Writing for Electronic News**

- A. Interviewing
- B. Writing conventions
- C. Reporting standards
- D. Stylistic conventions
- E. Common mistakes

### **III. Leads**

- A. Hard news
- B. Umbrella
- C. Feature
- D. Follow-up
- E. Reaction
- F. Segue

### **IV. Types of Electronic News Stories**

- A. Reader
- B. Voice-over
- C. Voice-over/Sound-on-tape
- D. Package

### **V. Newsroom Operations**

- A. Positions
- B. Equipment
- C. Environment
- D. Newswriting software

### **VI. On-Air Presentation Skills**

- A. Grooming and appearance
- B. Demeanor
- C. Voice delivery
- D. Live/remote protocols
- E. Teases, tosses and bulleting

### **VII. Newscast Production**

- A. News hole
- B. Story selection
- C. Story flow
- D. Scripts
- E. Timing

## **Resources:**

### Classic Scholarship in the Field

- Bliss, E. & Hoyt, J. L. (1994). *Writing news for broadcast*. New York: Columbia.
- Block, M. (1994). *Broadcast newswriting: The RTNDA reference guide*. Los Angeles: Bonus.
- Kalbfeld, B. (2000). *Associated Press broadcast news handbook*. Columbus OH: McGraw Hill.

### Current Scholarship in the Field

- Atkisson, S., & Vaughan, D.R. (2003). *Writing right for broadcast & internet news*. Boston: Allyn & Bacon.
- Dobbs, G. (2005). *Better broadcast writing, better broadcast news*. Boston: Allyn & Bacon.
- Freedman, W. (2003). *It takes more than good looks: To succeed at TV news reporting*. Los Angeles: Bonus.
- Macdonald, R.H. (2002). *A broadcast manual of style* (2<sup>nd</sup> ed.). New York: Longman.
- Papper, R.A. (2006). *Broadcast news and writing stylebook*. Boston: Allyn & Bacon.
- Raiteri, C. (2005). *Writing for broadcast news: A storytelling approach to crafting TV and radio news reports*. Lanham MD: Rowman & Littlefield.
- Redmond, J., Shook, F., Lattimore, D., & Lattimore-Volkman, L. (2005). *The broadcast news process* (7<sup>th</sup> ed). Englewood CO: Morton.
- Reese, D., Beadle, M., & Stephenson, A. (2000). *Broadcast announcing worktext: Performing for radio, television, and cable*. Boston: Focal.
- Rowe, L. (2005). *Broadcast news writing for professionals*. Oak Park IL: Marion Street Press.
- Schultz, B. (2004). *Broadcast news producing*. Thousand Oaks CA: Sage.
- Shook, F. (2004). *Television field production and reporting* (4<sup>th</sup> ed). Boston: Allyn & Bacon.
- Stephens, M., & Olson, B. (2004). *Broadcast news* (4<sup>th</sup> ed). Belmont CA: Wadsworth.
- Tompkins, A. (2002). *Aim for the heart*. Los Angeles: Bonus.
- Tuggle, C.A. (2003). *Broadcast news handbook: Writing, reporting and producing in a converging media world* (2<sup>nd</sup> ed). New York: Columbus OH: McGraw-Hill.
- Utterback, A. (2005). *Broadcasting through crisis: How to keep going when tragedy hits*. Los Angeles: Bonus.
- White, T. (2005). *Broadcast news: Writing, reporting & producing* (4<sup>th</sup> ed.). Burlington MA: Focal.

### Web Sites

National Association of Broadcasters  
Poynter Institute  
Radio Television News Directors Association  
Society of Professional Journalists

<http://www.nab.org>  
<http://www.poynter.org>  
<http://www.rtna.org>  
<http://www.spj.org>