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.

Student Learning Outcomes:
On completion of this course, students will be able to:

1. Demonstrate an understanding of what constitutes effective news reporting
2. Demonstrate an ability to effectively gather pertinent information for a field news report
3. Effectively prepare studio-based news stories according to professional journalistic standards
4. Discuss radio and television news, using terminology and concepts employed by journalistic professionals
5. Analyze ethical content of radio and television news packages

Course Content References:

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

Current Scholarship in the Field

Web Sites
National Association of Broadcasters http://www.nab.org
Poynter Institute http://www.poynter.org
Radio Television News Directors Association http://www.rtnda.org
Society of Professional Journalists http://www.spj.org