RTV 4350-51
BROADCAST AND DIGITAL NEWS PRODUCTION
FALL 2017

Mon. and Wed. 10-12
AC2 129
Office Hours: Mon. 3-4 and Tues. 1-2
and by appointment

Prof. MacMillin
AC2 311a
kmacmill@fiu.edu

PREREQUISITE COURSES

- RTV 3531
- JOU 3117 News Reporting
- RTV 4320 Electronic News Gathering

COURSE OUTLINE

DESCRIPTION:
This course will focus on creating news content for television and digital platforms. Students will work in a newsroom environment where they will practice their story selection, news writing and producing skills, along with learning how to position broadcast stories based on news value. By making these kinds of editorial decisions, students will be able to gain newsroom leadership experience and will learn how to understand different aspects of their television market and news audience.

OBJECTIVES:
This course will cover both the theoretical and hands-on aspects of television news. It will emphasize the demands posed by the unique characteristics of television and digital news producing and reporting. Students will work in a newsroom environment to produce edited TV and web video segments. There will be a special emphasis on the development of news production skills, and newsroom leadership and management.

LEARNING OUTCOMES:

- Students will strengthen their understanding and skills of the following:
  - Writing
  - Story selection
  - Producing news programming
  - Editorial decision-making
  - Prioritizing on-air and live news segments
  - Newsroom leadership and management

REQUIRED MATERIAL:

- A Broadcast News Manual of Style, by Ron MacDonald (recommended)
- Aim for the Heart by Al Tomkins, (2002) (highly recommended)
- Students will be required to read local newspapers and monitor local and network television news reports

DETERMINATION OF GRADES:

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1 (in-class)</td>
<td>5%</td>
</tr>
<tr>
<td>Project 2 Show Content Production</td>
<td>5%</td>
</tr>
<tr>
<td>Project 3 Exercise on newsroom decision-making</td>
<td>5%</td>
</tr>
<tr>
<td>Project 4 Newscast #1</td>
<td>15%</td>
</tr>
<tr>
<td>Project 5 Newscast #2</td>
<td>15%</td>
</tr>
<tr>
<td>Project 6 Newscast #3</td>
<td>15%</td>
</tr>
</tbody>
</table>
For most projects you will be allowed to work in two (2) person teams but you will share project grades with your partner. The makeup of the teams will change as we move through the course.

Each project will be judged on the following criteria:
- Reporting enterprise and depth
- Journalistic principles
- Quality of writing and how well video matches audio
- Editorial decision-making
- Knowledge of your market
- Diction, enunciation and other elements of delivery

Final Grades will be assigned according to the following scale:

- **A**: 95-100  
  **C+**: 77-79
- **A-**: 90-94  
  **C**: 73-76
- **B+**: 87-89
- **B**: 83-86  
  **F**: 0-69
- **B-**: 80-82

**GREAT EXPECTATIONS:**
The start of each term is full of promise for both sides of this learning experience. The Professor and the Students embark on an adventure from which both expect an active and stimulating exchange of ideas and knowledge. I certainly hope that you will find RTV4350 intellectually challenging and that this course will provide you with the basic skills for a career as media professionals. To insure this, let me set forth guidelines for what I expect from you:

- **Preparation**
- **Evaluations**
- **Attendance Policy**
- **Late Work**: You are entering a business were deadlines are sacred. That will be the same for this class.
- **Conduct**
- **Effective Communication**
- **Academic Misconduct**: Plagiarism is not tolerated. Plagiarism results in an automatic “F” for the course. As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:

*Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the
Any student, who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Any student who fails to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

Written work may be subjected to Turnitin.com.

Week 1 Aug. 21 - 23 Intro to the course. Viewing docs, segments, newscasts

Week 2 Aug. 28 – 30 Proposal for news stories due. Length (1:30) Start shooting on Aug. 30

Week 3: Sept. 4 (HOLIDAY) Sept. 6 Project #1 report progress due: 1:30 news piece

Week 4 Sept. 11- 13 Choosing newsroom job positions; PROJECT #1 VIDEO DUE SEPT. 13

Week 5 Sept. 18 -20 Project #2 due Show Content Production/order of show
Week 6 Sept. 25 – 27 Lists of show topics (begin shooting)
Week 7 Oct. 2 – 4 Project # 3 Exercise on newsroom decision-making
WEEKS 9, 10 & 11 (Oct. 9-11) (Oct. 16-18) (Oct. 23- 25) – video projects and anchor setups due (through Oct. 30)
Week 12 Nov. 6 Project # 4 Newscast #1
Week 13 Nov. 13 Project #5 Newscast #2
Week 14 Nov. 20 Project # 6 Newscast #3 – PROJECT #7 NEWSCAST #4 (TBA)
Week 15 Nov. 27 & Nov. 29 Final product: Newscast