Writing for Broadcast and the Internet

Course Description
This is a "hands-on" journalism class designed to give students the skills to write and produce audio, video and, to some extent, multimedia stories. Virtually all of the skills that journalists employ and challenges they face will be part of the class.

Course Objectives
To learn to gather elements for broadcast and multimedia stories and present them in a compelling way; to understand the strengths and weaknesses of different kinds of news media; to increase understanding of the fundamentals of journalism, including accuracy, fairness and ethics.

Reading and other media requirements
* Students must also be enrolled in EL 12: Multimedia Journalism Lab
* A video editing app for a smart phone or tablet will be needed, purchase may be necessary
* Daily subscription (online is acceptable) to The Boston Globe is required; New York Times' subscription strongly suggested.
* Watch or listen to a radio or television news program each day.
* You will be required to post on social media sites such as Twitter and Instagram and create a WordPress or similar account. Because these expose you to parties outside the class, you may choose to create an account under a pseudonym or alias to protect your privacy.

Deadlines
It's hard to overstate the importance of deadlines in journalism. Deadlines will be given equal importance in this class. Grades will be reduced by one letter grade for every day late. An assignment is considered late if it is turned in after the start of class at 6:30 p.m. A second grade will be deducted at 6:30 the following evening, and so on.
**Grading**
Evaluating journalism is subjective, and in the end, my judgment will play a large role in determining the grade. The best way to get a good grade is by putting effort into the assignment. After nearly 20 years in journalism, I am pretty good at being able to tell how much effort is put into a piece of journalism.

Your final grade will be comprised of the following components:
* Radio package: 20 percent
* Video package: 20 percent
* Multimedia (final) piece: 30 percent
* Class participation: 20 percent. This includes being prepared for and contributing to class discussions, presentations and critiques.
* Other writing assignments in- and out-of class PLUS news and reading quizzes: 10 percent. No make-ups are given for these assignments. I'll drop your lowest grade.

**Classroom etiquette**
No cell phone use, please. If you would rather be on your phone or surfing the web, then stay out of class and accept the academic consequences.

**Academic Integrity**
Never present reporting or writing as if it were your own when it is not. You are expected to be familiar with and follow the University's policies on academic integrity. Please consult Brandeis University *Rights and Responsibilities* for all policies and procedures. All policies related to academic integrity apply to in-class and take home projects, assignments, exams, and quizzes. Students may only collaborate on assignments with permission. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university.

**Disabilities**
If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in this class, please see me immediately.

**My schedule**
In addition to teaching this class, I work full-time as a journalist. I think this helps me bring you insight and experience from “the field,” as we say. However, it is possible that a significant news event will prohibit me from being to class on time. It’s unlikely, and has happened only once so far, but in that event I will communicate with the class via email.
Course Plan (subject to modification)

January 18 -- class 1
What is news?
Broadcast vs. print vs. multimedia
Assignment for next class: story comparison plus audio story pitches (at least two story ideas)
Reading due next class: Advancing the Story, chapters 1 & 2

January 25 -- class 2

Different news, different writing: hard news, breaking news, features
Reading due: Advancing the Story, chapters 1 & 2
Assignment Due: print and broadcast story comparison; story pitches (at least two) for audio
Reading for next class: Advancing the Story, chapter 3 & 5
Assignment for next week: cover a news event and turn in a voicer and wrap. Turn in script sound log. (This must be separate from your audio project).

February 1 -- class 3
Writing to sound
Assignments due: voicer and wrap scripts plus logs
Reading due: Advancing the Story, chapter 3 & 5
Reading for next week: Papper chapters 4 & 5 (on Latte)

February 8 class 4
Beginning writing for broadcast
Reading due: Papper chapters 4 & 5 (on Latte)
Assignment Due: turn in final audio scripts and edited audio packages
Reading due next class: Block chapters 1-3 (on Latte);
Assignment for next class: three story ideas for a video package.

February 15 class 5
Writing to the video; nat sound packages
Assignment due: at least two broadcast story pitches.
Reading due: Block chapters 1-3 (on Latte)
Assignment for next class: shoot an event on or off campus, log the video and write a vo and vosot, turn in scripts and log
Reading for next class: Advancing the story Ch. 7 Boyd, Ch. 25

**February 22** NO CLASS, MIDTERM RECESS

**March 1 -- class 6**
**Interview techniques**
Assignment due: vo and vosot scripts plus logs
Reading due: Advancing the story Ch. 7 Boyd, Ch. 25
Assignment for next class: video package, including printed scripts
Reading for next class: Boyd, Chapters 6,7, & 23 (on Latte); Advancing the Story, Ch. 9

**March 8 class 7**
Reading due: Boyd, Chapters 6,7, & 23 (on Latte)

**March 15 class 8**
**Producing a broadcast news show**
**Social media and journalism**
Reading due: Advancing the Story, Chapters 9; Boyd, Chapters 6,7, & 23 (on Latte)
Assignment due next class: video package including written script
Reading for next class: Advancing the Story, Ch. 11; Convergence, Ch. 7 (on Latte)

**March 22 class 9**
**Privacy, video ethics and the law**
Assignment due: video package including written script
Assignment Due next class: multimedia story pitches

**March 29 --- class 10**
Assignment due: multimedia story pitches
Reading due next class: Advancing the Story, Ch. 8 and 10 & 12

**April 5 class 11**
"multimedia" and non traditional media
April 12 – No class; Passover and spring recess break

April 19 No class, Monday class schedule in effect
workshop final project

April 26 class 12

May 3 class 13
Workshop final projects

Last day of instruction

Friday, May 5–Friday May 12 – Final Exam Period
Multimedia project due on the date of our class's final exam, which will be announced later in the semester