### Syllabus – Broadcast SPRING 2019

<table>
<thead>
<tr>
<th>General Information</th>
<th>Richland College</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Name</td>
<td>WLCC 972-238-6230</td>
</tr>
<tr>
<td>School Name &amp; Contact Info.</td>
<td>Karin Matz</td>
</tr>
<tr>
<td>Semester/Term &amp; Year</td>
<td>SPRING 2019</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instructor Information</th>
<th>Karin Matz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>972-238-6140</td>
</tr>
<tr>
<td>E-mail Address or Fax</td>
<td><a href="mailto:karinmatz@dcccd.edu">karinmatz@dcccd.edu</a></td>
</tr>
<tr>
<td>Office Number</td>
<td>E-032</td>
</tr>
<tr>
<td>Office Hours</td>
<td>By appointment</td>
</tr>
</tbody>
</table>

### Course Information

<table>
<thead>
<tr>
<th>Course Numbers</th>
<th>COMM 2332/1336/1337/2303/2311/2315/2339/2331</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section Number</td>
<td>83003</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>3</td>
</tr>
<tr>
<td>Class Meeting Time</td>
<td>TU/TH 9:30-10:50 AM</td>
</tr>
<tr>
<td>Course Title</td>
<td>Radio/Television News/Broadcast Super Lab</td>
</tr>
<tr>
<td>Course Description</td>
<td>This is a Texas Common Course Number.</td>
</tr>
<tr>
<td></td>
<td>Course Description: Preparation and analysis of news styles for the electronic media.</td>
</tr>
<tr>
<td></td>
<td>(3 Lec.) Coordinating Board Academic Approval Number 0904025206</td>
</tr>
</tbody>
</table>

### Course Objectives/ Learning Outcomes

<table>
<thead>
<tr>
<th>Specific Course Learning Outcomes</th>
<th>Journalism students should exhibit the following knowledge and skills upon completion of the journalism portion of their degree:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. First Amendment</td>
<td>Journalism students should value the implications the First Amendment has throughout their journalistic work.</td>
</tr>
<tr>
<td>2. Communication</td>
<td>Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.</td>
</tr>
<tr>
<td>3. News</td>
<td>Journalism students should be able to identify newsworthy events, gather information about the same and communicate to audiences of different media outlets after editing. Given that this section focuses on broadcast, emphasis will be given to that style of writing.</td>
</tr>
<tr>
<td>4. Technology</td>
<td>Journalism students should demonstrate the use of different technologies. The tools include, but are not limited to, video cameras, non-linear editing systems, newsroom content information systems, audio recorders and video conferencing.</td>
</tr>
<tr>
<td>5. Ethics</td>
<td>Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.</td>
</tr>
<tr>
<td>6. Research</td>
<td>Journalism students should demonstrate research skills throughout their practical and academic course work.</td>
</tr>
<tr>
<td>7. Diversity</td>
<td>Journalism students should discuss the diversity of their professional environment as well as their audiences.</td>
</tr>
</tbody>
</table>

In addition, while enrolled in this course, you are considered to be a working journalist in training. The stories you report and write should be of publishable quality and deliverable.
across multiple electronic and print platforms. As a journalism/student media participant, you have access to the tools of the trade: digital cameras, recorders, lab computers, Associated Press, and the television and radio studios. The newsroom exists for you. Use it. Learn it. Ask questions. You should be keeping up with the news from reputable sources such as BBC, The Dallas Morning News, Associated Press, CNN, NBC, CBS, ABC, etc., on a daily basis. Develop and foster a “news habit”.

| Course Outline | Week 1: Introductions  
Schroeder reading assignment: Chapter 1 – The Newsroom  
Week 2: News and Newsworthiness & Introduce Technology  
Schroeder reading assignment: Chapter 6 – News Judgments  
Week 3: News Writing Fundamentals & Interviewing Skills  
Schroeder reading assignment: Chapter 2 – Language of TV News  
Week 4: Video Editing/Writing  
Schroeder reading assignment: Chapter 3 – Writing Studio-based News stories and Chapter 4 – Writing News Packages  
Week 5: Writing to Video -- Initial stories  
Week 6: Translating Newspaper and/or Wire Writing into Broadcast Writing  
Schroeder reading assignment: Chapter 5 – The On-Camera Journalist  
Week 7: Newscast Rundowns / Class newscast production  
Schroeder reading assignment: Chapter 7 – Newscast Producing  
Week 8: Standups/Nat sound  
Schroeder reading assignment: Chapter 9 – TV News Graphics, Titles and Supers  
Week 9: Teases  
Schroeder reading assignment: Chapter 10 – Television News on the Web and Chapter 8 – News Teases  
Week 10: More Scripting  
Week 11: Sourcing  
Week 12: Ethics  
Week 13: Instructor/Peer Critique  
Week 14: Investigative News  
Week 15: State of the Industry / Great Reporting |

You will have at least SIX packages due during the semester. We will have instructor/peer review. You will have current events quizzes and regular writing assignments.

**FINAL EXAM: 9:30 a.m. – 11:20 a.m. THURSDAY, MAY 16**

| Textbooks and other course-related materials | -- Writing and Producing Television News: From newsroom to air (A. Schroeder) (STRONGLY RECOMMENDED) ISBN: 978-0-19-531193-8  
-- Thumb drive for file storage (REQUIRED)  
-- Ear buds (stereo mini-plug “IPOD” type is just fine) STRONGLY RECOMMENDED.  
-- Finally, make daily “news consumption” from multiple sources part of your regular routine. |

| Evaluation Procedures | Class evaluations will be conducted based upon performance during a variety of classroom and “homework” assignments, including (but not limited to): papers, news stories and packages, class participation, weekly current events quizzes and exams. |

| Grading Scale | A= 90-100%  
B= 80-89%  
C= 70-79%  
D= 60-60%  
F = 0-59% |
<table>
<thead>
<tr>
<th>Exams and Assignments</th>
<th>There will be in-class and weekly news production assignments given during most (if not every) class sessions. These class assignments will involve and allow students to practice strong journalistic techniques and skills, including, but not limited to interviewing, lead generating, writing, etc. In addition, there will be a written final exam administered during the scheduled final exam session for the course.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance Policy</td>
<td>In order to be successful, students must attend and participate in enrolled courses. You wouldn’t expect to do well if you never show up for your job. The same is true here. Again, for the purposes of this class, you are a working journalist in training. You will learn by doing. Your consistent attendance is the only way to ensure you get the most out of this course. PARTICIPATION WILL BE PART OF YOUR GRADE.</td>
</tr>
<tr>
<td>Classroom Policies: Food, drink, cell phones, etiquette, etc. (continued)</td>
<td>Cell phones, PDAs, and digital recorders are invaluable news collection tools. You should use them whenever necessary to tell a story or to complete assignments as indicated by the instructor. HOWEVER, this does NOT extend to structured “in-class” discussion/instructional times. Texting during class meetings is not allowed. If you anticipate the need to take an URGENT and/or class-related phone-call, please make sure your phone is on silent, leave the room quietly when the call comes in and return to the classroom promptly. We have a brief period of class-time throughout the semester; please use it to best advantage.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Drop Date</td>
<td>Last day to drop with a “W”: APRIL 17</td>
</tr>
<tr>
<td>Academic Progress</td>
<td>Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check Step 6 - Advisement and Registration at <a href="http://www.richlandcollege.edu/admissions/process.php">www.richlandcollege.edu/admissions/process.php</a> for more details.</td>
</tr>
<tr>
<td>Institution Policies</td>
<td>For Institution Policies, students are asked to refer to: <a href="http://www.richlandcollege.edu/syllabipolicies">www.richlandcollege.edu/syllabipolicies</a></td>
</tr>
<tr>
<td>Disclaimer Reserving Right to Change Syllabus</td>
<td>The instructor reserves the right to amend a syllabus as necessary.</td>
</tr>
<tr>
<td>Richland College's Quality Enhancement Plan Learning to Learn: Developing Learning Power</td>
<td>Richland College is piloting its Quality Enhancement Plan (QEP) in select classes. The QEP provides techniques, practices, and tools to help students develop the habits, traits or behaviors needed to be effective and successful lifelong learners in college and in life. For more information, please log onto <a href="http://www.richlandcollege.edu/qep2013/">http://www.richlandcollege.edu/qep2013/</a>.</td>
</tr>
</tbody>
</table>