

**JOUR 434-Section II  
Electronic Journalism  
Spring 2012**



**Monday-Wednesday-Friday 10:10A-11A  
Coliseum 3009 & Carolina News Studio**

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**Office Hours: T/Thu 9:30A-11A – also feel free to stop by  
anytime to see if I'm available.**

Welcome to J434. This is your final stop on the road to Senior Semester, where you and your fellow classmates will produce television and multimedia journalism on deadline, five days a week. In this class, you will learn the skills needed to put a professional newscast on the air and to produce first-rate multimedia journalism for the web. You will report, shoot, write and edit the news. In addition, you will learn how to bring the elements together to produce both a polished newscast and a professional multimedia web presentation. Each of you will spend time on air, behind the camera and on line to learn the skills required in professional television and multimedia news production.

Electronic Journalism classes are like no others here at the University of South Carolina. We operate more like a newsroom than a classroom. There are few tests and many out-of-class assignments. To pass this class, you must demonstrate your skills as a news writer, producer, reporter, photographer and editor. **One word of warning:** Expect to log many hours outside of class preparing your assignments. Always remember the 5:1 ratio – for every minute of your finished story, expect to spend five hours of prep time. That means five hours researching the story idea, setting up interviews, shooting video, writing a script and editing your report.

**Overall Goal of this class:** To develop the skills needed to produce professional television and multimedia journalism.

### **Texts and Materials**

- **Required Text:** *Advancing the Story: Broadcast Journalism in the Multimedia Age*, Wenger and Potter. CQ Press, ISBN# 9780889463.
- **Required Text:** *Producing Online News: Digital Skills, Stronger Stories*, Ryan M. Thornburg. CQ Press, ISBN# 1604269960.
- One pair of headphones to use with video cameras and editing equipment.
- RECOMMENDED but not required: A portable hard drive (at least 20GB with USB or FireWire connection). This will allow you to save your video projects and not worry about losing or deleting them from the computer.

### **What's Expected (and other key rules of the road)**

By this point you are expected to know the basics of news writing (J202 & J325) and have some experience operating professional video and editing equipment (J326). In this class you will build on those multimedia news skills and learn some new tools of the trade.

**Deadlines:** Daily journalism involves deadlines. This class will be no exception. There will be no excuses or extensions if you fail to turn in your news project on time. If you don't show up in class with your completed product the day it is due, you will receive a "0" for that assignment.

**Teamwork:** This class requires it. TV newscast production is a collaborative art. For parts of this semester you will work in groups. Be prepared to work with a variety of personalities, opinions and schedules. Each team is expected to work productively and efficiently. Team members who refuse to pitch in and work hard will receive a lower grade.

**Class Attendance:** You are expected to attend all scheduled classes. We operate like a newsroom. Failure to show up and do your best will be considered unprofessional behavior and will damage your grade.

**Class Participation and Professionalism:** Throughout the semester I will assess your class participation, your ability to work with others, your reliability and how you treat the camera equipment and the technical staff. All of this will comprise 5% of your final grade and could be what “bumps” you up to an “A” or down to “D.” Take this seriously.

### **Grades, Projects and Other Items of Importance**

#### **Grading Scale:**

- A = 90-100 (Professional quality work, requiring only minor edits)**
- B+ = 87-89 (Near professional quality, requiring slightly more editing)**
- B = 80-86 (Good work, but requires substantial edits to reach professional quality)**
- C+ = 77-79 (Above average work, exceeds requirements of this class)**
- C = 70-76 (Average work, meets requirements of this course)**
- D = 65-69 (Poor work, with serious editorial and technical flaws)**
- F = 65-below (Unacceptable work)**

### **Projects, Tests and Assignments**

#### **REPORTING**

<b>Package #1 (TV &amp; multimedia)</b>	<b>15% of final grade</b>
<b>Package #2 (TV &amp; multimedia)</b>	<b>20% of final grade</b>
<b>Final Project (TV &amp; multimedia)</b>	<b>40% of final grade</b>

#### **PRODUCING**

**10-min. producing project**                      **10% of final grade**

<b>Quizzes</b>	<b>10% of final grade</b>
<b>Professionalism</b>	<b>5% of final grade</b>

Below are brief descriptions of the major projects assigned this semester:

**Packages (2):** You will be responsible for the reporting, shooting, writing and editing of your television packages and multimedia presentations. Each student will operate as a one-man band – that means you conceive the story idea, do the research, set up the interviews, shoot the video, write the scripts – TV and web – and edit the package. Your

packages must have clear news angles – and at least one of your two pieces should be a hard-news story. The finished package must include compelling visuals, natural sound, sound bites, stand-up and voice track. (Target length: between 1:25 and 2:00.) The finished multimedia version should include a well-written web script and strong interactive elements. You must demonstrate a solid understanding of best practices in multimedia storytelling on the web.

**Newscast Producing Project (1):** You will produce a 10-minute, two-block newscast that you will produce in the studio. Your teammates will serve as the news anchors and control-room crew. These newscasts will be broadcast live. Your newscast must include an “A” and “B” block, a two-minute commercial break, teases, an open and any other elements discussed in class.

**Final Project (1):** This is an in-depth television package and multimedia web report that each student will work on over the last half of the semester. You will submit topic ideas in writing for my approval by early March. I am looking for thoughtful enterprise reporting and deep research on a substantive local issue. It is no longer enough to report a story for one medium; you must consider ways to engage your audience across multiple platforms. That means considering multimedia and online elements when you conceive and plan your final reporting project. We’ll discuss this in detail throughout the semester.

**Quizzes:** I will give occasional quizzes across the semester. These will cover key subject matter from the readings and lectures.

**Technical Issues:** J434 students will be using the non-linear editing equipment – Final Cut Pro – in the Mac lab (3009). If your Final Cut Pro skills are rusty, you should practice early in the semester and get back up to speed.

**Camera Equipment:** We have eight digital cameras set aside solely for J434 use. These cameras record images on video memory cards; they do not use tapes. We will provide training on these new cameras early in the semester. Frank Mitchell, the school’s chief engineer, is in charge of the camera and editing equipment. Each student must sign up in advance to check out a camera. Frank can also help with basic shooting and editing questions if I’m not available. Frank is a critical member of the j-school team and can be extremely helpful. But he expects you to act like professionals and play by the rules. Smart students stay on his good side.

**Academic Honesty:** Cheating or plagiarism will be dealt with severely and will be handled in accordance with the Rule of Academic Responsibility as presented in the current copy of “Carolina Community: USC-Columbia Student Handbook and Policy Guide.” It is considered cheating if you borrow other people’s work (including videotape and/or packaged stories). It is okay to help a classmate with a certain line or a particular edit, but it is not acceptable to write an entire story or edit a complete package for another student.

### **About Your Professor:**

I worked in daily journalism for 26 years – in print, television and online. I started as a newspaper reporter and once covered the South Carolina statehouse. I moved to television in 1986 and spent 19 years at CNN. During that time, I worked as a writer, field producer, newscast producer, executive producer and, eventually, a network executive. I produced daily newscasts, breaking news, live events and election night coverage (I love television control rooms and hope to convince you to love them too). In addition, I produced and wrote anchor scripts, reporter packages and hour-long documentaries. I grew up with a passion for international news, and CNN gave me an opportunity to see the world. I covered major news stories in South Africa, Haiti, Madrid, Moscow, Hong Kong, London and Jerusalem. Later, I served as general manager of CNN's U.S. network and directed coverage of the 9/11 attacks and their aftermath. Before joining the USC faculty in 2007, I ran a production company that created online programming for PBS. **Bottom line:** I care passionately about the craft of visual storytelling – the research, reporting, shooting, editing, writing and producing. Bring it all together and you can create magic. But it requires hard work and commitment. So how do you succeed in this class? Take your work seriously and constantly try to improve.

**Final points:** We will often operate much like a professional newsroom – with me serving as news director. That means your work will be critiqued in group settings. News is a tough business; your work is always on public display and open to criticism. It is best to develop a thick skin now and learn how to take advantage of constructive criticism to improve your skills.

I will always be available to help you solve problems with your reporting and producing. Most reporting projects don't go exactly as planned – sources juggle their schedules, new information changes the story focus, shoots simply don't pan out. I fully expect lots of discussion about your reporting projects as they unfold. Feel free to drop by the office or email to set up a quick phone call (I receive email on my Iphone). In an emergency, I will be available on cell – 404-358-7132. Just remember: the key to avoiding disaster is preparation. Always have a back-up plan. Start too late on your package and you won't have time to recover when the inevitable problems arise.

Good luck.

**Journalism 434 Spring 2012**  
**Tentative Schedule**  
**(always subject to change)**

Monday, Jan. 9	Class Introduction/Syllabus Review
Wednesday, Jan. 11	News Judgment and Story Developing Intro to TV and Online Producing: Target Audience (Read <i>Advancing the Story</i> , Chapters 1 & 2 plus Handouts)
Friday, Jan. 13	Story Development, cont. (Read <i>Advancing the Story</i> , Chapters 1 & 2 plus Handouts) <b>(Story Idea Assignment)</b>
Monday, Jan. 16	MLK Holiday/No Class
Wednesday, Jan. 18	Videography & Video Editing Review <b>(Digital Camera and Final Cut Training)</b>
Friday Jan.20	Story Development, cont <b>(Story Idea Assignment Review)</b>
Monday, Jan. 23	Back to Basics Review: Writing for TV and Online News (Read <i>Managing TV News</i> , Chapter 7, <i>Advancing the Story</i> , Chapter 5 and Handouts)
Wednesday, Jan. 25	Producing TV and Multimedia Packages (Read <i>Advancing the Story</i> , Chapters 3 & 6 plus Handouts) <b>(Story Idea Assignment #2)</b>
Friday, Jan. 27	Open Lab
Monday, Jan. 30	Producing TV and Multimedia Packages Videography Lab: Interviews, B-Roll and Sequences (Read <i>Advancing the Story</i> , Chapter 3 & 6 plus Handouts)
Wednesday, Feb. 1	Producing TV and Multimedia Packages Editing Lab: Pacing, Rhythm, Natural Sound, & the SOT <b>(Deadline: Story Proposal #1 Approved)</b>
Friday, Feb. 3	Producing TV and Multimedia Packages Editing Lab: Supers & Full-Screen Graphics <b>(Quiz #1: Visual Storytelling (from readings))</b>

Monday, Feb. 6	Newsgathering: Planning and Conducting the Interview (Read Handouts)
Wednesday, Feb. 8	Open Lab/Package Production
Friday, Feb. 10	Newsgathering: Ethics and Law in TV and Online News (Read Handouts)
Monday, Feb. 13	Multimedia Journalism Online (Read Handouts) <b>Quiz #2: Ethics &amp; Media Law</b>
Wednesday, Feb. 15	Multimedia Journalism Online <b>Quiz #3: Writing the online news script</b>
Friday, Feb. 17	Open Lab/Package Production
<b>Monday, Feb. 20</b>	<b>Package #1 Due (see assignment matrix)</b>
<b>Wednesday, Feb. 22</b>	<b>Package #1 Due (see assignment matrix)</b>
<b>Friday, Feb. 24</b>	<b>Package #1 Due (see assignment matrix)</b>
Monday, Feb. 27	Producing a TV Newscast (Read <i>Managing TV News</i> , Chapter 5, <i>Advancing the Story</i> , Chapter 9 and Handout)
Wednesday, Feb. 29	Producing a TV Newscast
Friday, March 2	Open Lab
March 3-11	Spring Break
Monday, March 12	Newscast Production/Multimedia Production ENPS Lab
Wednesday, March 14	Newscast Production/Multimedia Production ENPS Lab
Friday, March 16	Studio Work Practice Newscasts
Monday, March 19	Studio Work Practice Newscasts
Wednesday, March 21	Open Lab/ENPS-Studio

Friday, March 23	Open Lab/ENPS-Studio <b>(Deadline: Story Proposal #2 Approved)</b>
<b>Monday, March 26</b>	<b>Newscasts Air (see matrix)</b>
<b>Wednesday, March 28</b>	<b>Newscasts Air (see matrix)</b>
<b>Friday, March 30</b>	<b>Newscasts Air (see matrix)</b>
<b>Monday, April 2</b>	<b>Newscasts Air (see matrix)</b>
Wednesday, April 4	Story Development Session
Friday, April 6	Open Lab/Package Production
<b>Monday, April 9</b>	<b>Package #2 Due (see matrix)</b>
<b>Wednesday, April 11</b>	<b>Package #2 Due (see matrix)</b>
<b>Friday, April 13</b>	<b>Package #2 Due (see matrix)</b>
Monday, April 16	Final Project/Story Meeting
Wednesday, April 18	Final Project/Story Meeting
Friday, April 20	Open Lab/Final Project Workshop
Monday, April 23	Open Lab/Final Project Workshop
<b>TBA/Finals Week</b>	<b>Final Projects Due</b>