COMM 118  BROADCAST JOURNALISM
Westchester Community College

Starts: Jan 17, 2006  Ends: May 6, 2006
Meets: Wed 13:00-15:40  Location: AAB 0304
Section: 5803  Semester: Spring 2006

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Office Hours: TBA

Texts: C.A. Tuggle, Forrest Carr, Suzanne Huffman,

Course Description

The course introduces the beginning journalist to the basic tools, techniques and vocabulary of broadcast journalism. The focus is on broadcast news history, criticism, writing, research, and reporting. Ethical issues will also be reviewed and analyzed. Students will examine, analyze and critique the development of broadcast news productions including documentary length projects and segments produced for distribution across convergent technologies.

Course Objectives

In this course students will:

- study the history and major developments of broadcast journalism
- examine and evaluate the relationship between broadcast journalism, consumerism and democracy.
- learn how to conduct broadcast news research.
• explore the processes through which news is gathered and prepared for reporting for broadcast.

• become familiar with the news broadcasting process and technical production.

• participate in thoughtful analysis of broadcast journalism in order to evaluate their own citizenship and the broadcast journalist’s role within humanity.

Assessments

• Six exams will count 50 percent
  Lowest test score dropped. No make up exams.

• One formal project will count 15 percent

• Final exam will count 15 percent

• Participation will count 10 percent. Missing more than two classes (three late entrances will equal one absence) will cost the full ten percent or one letter grade from your final average.

• Media journal counts 10 percent pass/fail for one full letter grade

Requirements: All students must listen to one radio newscast each morning and three television newscasts each week keeping a journal in which you identify the date, time, station, a list of leading stories and a summary the day’s news with critical viewing/listening notes.

Meeting the deadline means submitting assignments at the start of the class on the due date. In the event of not being in class on the day the paper is due, you can meet the deadline by Emailing the paper to me in rich text format or as a word document before the start of class that same day; otherwise it will be considered past deadline. Emails with corrupted files, incorrect addresses, forgotten attachments, late delivery or any other problem will not excuse the paper from late penalties.

  Up to one day (including weekends and holidays) late –one letter grade
  Up to two days late –two letter grades
  More than two days late –F

Acceptable form for all written projects:

1. Papers must be typed on standard 8.5 x 11, white paper.
2. Standard manuscript form must be used: standard margins, double spacing, page numbering beginning with page two.

3. No cover page.

4. Near the top, left corner, in this order, include the following information:
   - Your name
   - Course & Section #
   - Date
   - Deadline
   - Word Count

5. Your first page will include a title that gives a specific indication of the paper's purpose and assignment (centered).

6. Papers must be stapled in the upper left hand corner. Do not submit papers in envelopes, folders, plastic binders, etc.

**Papers will be returned as unacceptable if:**

a. they do not comply with above;
b. sources are not properly documented;
c. they do not comply with the assignment;
d. errors and style problems obscure the content.
e. they are more than two days late.

**Plagiarism:**

In the event that I suspect a paper has been plagiarized, I will ask the writer to meet with me. If my suspicions are confirmed, the paper receives an F. Refer to the college catalogue for a definition of plagiarism.

**Course Units**

- The Elements of Broadcast Journalism
- History of Broadcast Journalism
- Broadcast Journalism Analysis & Criticism
- Characteristics of Broadcast News Writing
- Selecting Stories and Starting to Write
Writing Great Leads and Other Helpful Tips
Deadly Copy Sins and How to Avoid Them
Interviewing: Getting the Facts and the Feelings
Writing Radio News
Television News Story Forms—The VO
Television Story Forms—The VO/SOT
Producing TV News

**Broadcast Journalism Resources**

**ONLINE RESOURCES**

Al's Morning Meeting (Poynter Online) [http://poynter.org/column.asp?id=2](http://poynter.org/column.asp?id=2)  Story ideas and links for journalists.


BEA: The Broadcast Education Association [http://www.beaweb.org](http://www.beaweb.org)  BEA is a professional development organization for academics and professionals involved in electronic media.

Current Online [http://www.current.org](http://www.current.org)  This web service reports on public TV and public radio.


FCC: Federal Communications Commission [http://www.fcc.gov](http://www.fcc.gov)  This website includes news and announcements from the FCC.

Historical Periods in Television Technology (FCC) [http://www.fcc.gov/omd/history/tv/](http://www.fcc.gov/omd/history/tv/)


Museum of Broadcast Communications [http://www.museum.tv](http://www.museum.tv)  "The MBC examines popular culture and contemporary American history through the sights and sounds of television and radio."
Museum of Television and Radio [http://www.mtr.org/](http://www.mtr.org/) The MT&R collects and preserves television and radio programs and makes these programs available to the public.

NAB: National Association of Broadcasters [http://www.nab.org](http://www.nab.org) For more than 75 years the NAB has represented the radio and television industries in Washington.


National Association for Multi-Ethnicity in Communications [http://www.namic.com](http://www.namic.com/) NAMIC welcomes existing and aspiring cable professionals.


Poynter Online's "Leading Lines" column [http://poynteronline.org/column.asp?id=34](http://poynteronline.org/column.asp?id=34) Coaching and management advice from Poynter's leadership faculty.

Poynter Online's TV / Radio Tip Sheets [http://poynteronline.org/content/content_view.asp?id=31904](http://poynteronline.org/content/content_view.asp?id=31904) Journalism tips you can use.


Shoptalk [http://www.tvspy.com/shoptalk.cfm](http://www.tvspy.com/shoptalk.cfm) Shoptalk is a daily newsletter about the television industry.

Television History - The First 75 Years [http://www.tvhistory.tv](http://www.tvhistory.tv)

Television and Radio News Research [http://www.missouri.edu/~jourvs/index.html](http://www.missouri.edu/~jourvs/index.html) A systematic look at television and radio by Vernon Stone, who was a Professor at the Missouri School of Journalism.

**BOOKS**


Tompkins, Al. Write for the Ear...Shoot for the Eye...Aim for the Heart. Chicago: Bonus Books, 2002.