

CMM-348-M01 Introduction to Radio and Television Broadcasting

Semester: Spring 2009

Professor: Danny Wood

Prerequisites: ENGL-150, CMM-100, and CMM-120

Credits: 3

Class: Tuesdays and Thursdays, 1400-1515

Office hours: Tuesdays and Thursdays, 1515-1545

Course Description

A practical, hands on introduction to broadcasting and journalism, concentrating on radio news. The course will focus on how news stories are selected, reported, mixed and compiled for broadcast programs. Journalistic and broadcasting skills will be demonstrated and put into practice with a special emphasis on writing for radio and also television news. Other aspects of the journalist's trade will be discussed, including ethics and editorial demands. Much of the work in the course will be in the form of preparing news scripts for broadcast and recorded projects.

Course Objectives

1. To understand what news is and how to go about reporting it.
2. To appreciate and put into practice journalistic and radio and television broadcasting skills.
3. To be able to write news reports for the radio.
4. To be able to put together a radio news program.
5. To learn from the experience of professionals who work in radio and television news.

Evaluation

The final grade will be based on the following components (there are no sit-down exams):

Contribution to class discussion (incl. attendance) 20%

Preparedness for class (homework, readings) 20%

Midterm Projects (scripted radio reporting projects) 30%

Final Project (scripted radio feature package) 30%

Important Dates:

Last Day to change schedule: Jan 21 (Wednesday but ESL students have an extra week for placement purposes)

Last Day to change to audit/pass-no pass option: February 10 (Tuesday)

Last Day to Drop: April 1 (Wednesday)

First day to register for Summer and Fall: April 6 (Monday)

Spring Break (March 7-15); San Jose (March 19); Holy Thursday (April 9), Good Friday (April 10) as holidays; Easter Monday (April 13) is a half-holiday (morning classes don't meet).

Attendance Policy

The SLU faculty and administration believe that attendance is critical to understanding and applying knowledge and skills taught. The policy is that students must attend all classes,

although a faculty member may excuse up to three absences. Violations of the attendance policy may result in either a lower grade or failing the class.

Academic Integrity

Students are expected to do original work. In group assignments, each student must bear his/her share of the burden. Any variation from this standard may result in either a lower grade or class failure.

Reading

All compulsory readings will be available in photocopied format from the instructor, in library books, or posted on the course website (WebCT).

Special Accommodations

I urge students who require special accommodations for individual needs (physical disabilities, learning impediments, financial difficulties) to speak with me early in the term.

Class Outline

1. What is News?
2. Structure of a News Story
3. Ethics in News reporting
4. Asking Questions and Writing Cues
5. The Despatch
6. Sound Editing Software Class /Vox Pops
7. Radio Packages
8. Television Reporting
9. Investigative Reporting
10. Covering breaking news