

**Electronic News  
BCM 3340 (001)  
The University of Texas at Arlington  
Fall, 2012 – M/W/F: 9 – 9:50 am**

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**Office:** FA 125a  
**Office Hours:** M/W 10-11 am or by appointment.

Read this syllabus **CAREFULLY**. Ignorance of the policies of the class **is not** an acceptable excuse.

**Prerequisites**

- You must have obtained a grade of C or better in each of the following classes in order to be eligible for this class: JOUR 1345, BCMN 2347, 2357, 2358, and 2360, or have transferred in accepted replacement classes.
- Failure to meet the stated requirements will lead to you being asked to withdraw from this class. Should you decide not to withdraw, you will be administratively dropped from the class(s).

**Textbook and Materials**

- ✚ News Now, Visual Storytelling in the Digital Age. Authors: Susan Green, Mark Lodato, Carol Schwalbe, and William Silcock.
- ✚ Lynda.com media package (Online software training, and extra credit).
- ✚ You will need an external hard drive with USB connectivity and an SDHC Card (Class 6 or 10).

Additional, supplementary readings will be assigned at the discretion of the instructor.

**Note:** Material in class supersedes material in the book.

- ✚ Class lectures will not cover everything in the assigned readings or on Lynda.com. You are still responsible for reading and learning the material.
- ✚ This is a news class so you should also be regularly reading local and national newspapers, listening to radio stations with newscasts, and watching local and national newscasts on television.

**Course Description**

- ✚ This course is designed to provide you with the background needed to gather, write, report, and produce news for the electronic media. You will learn use of basic audio and video equipment. You will also learn how to edit audio and video of news stories for analysis and criticism. This course meets the needs of those planning careers in broadcasting and related fields. At the end of the course, you should know how to properly gather, write, and edit news and information for electronic media.

## Learning Outcomes

- ✚ Students will be able to write correctly and clearly in forms and styles appropriate for the broadcast profession, audiences and purposes they serve;
- ✚ Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- ✚ Students will use and apply tools and technologies appropriate for the broadcast profession.
- ✚ Students will demonstrate they can think critically, creatively and independently.

## Attendance/Drop policy

- ✚ Regular class attendance is required by the University and necessary to keep up with assigned readings, lectures and assignments. Excessive class absences, lateness and/or failure to keep up with assigned readings will result in lower grades.
- ✚ Lateness (particularly when it is habitual) is disruptive to the entire class. If you arrive late, you may miss out on material that cannot be made up.
- ✚ Students leaving class early will not be given credit for attendance unless excused in advance by the professor. Make sure work or other commitments do not conflict with class.
- ✚ Failure to regularly attend class will result in a deduction toward your final grade.

## Exams and Quizzes

- ✚ By signing up to Lynda.com, you will receive an automatic 3% extra credit on your final grade. No other extra credit opportunity will be provided.
- ✚ **Failure to complete any assignment will result in a failing grade in the class.**
- ✚ Assignment details/descriptions will be provided during class.
- ✚ The following chart represents percentage values of class attendance, exams, and assignments to determine your final grade:

<b>Attendance</b>	<b>20%</b>
<b>Exams (5% each)</b>	<b>20%</b>
<b>Assignments (10% each)</b>	<b>60%</b>
<b>Total</b>	<b>100%</b>

- ✚ Your final grade will be based on the following grading scale.

90 – 100	<b>A</b>
80 – 89	<b>B</b>
70 – 79	<b>C</b>
60 – 69	<b>D</b>
0 – 59	<b>F</b>

## Tentative Schedule

<b>AUGUST</b>			<b>Chapter</b>	<b>Notes</b>	<b>Assignment</b>
<b>FRI</b>	<b>24</b>	Introduction		Syllabus	
<b>MON</b>	<b>27</b>	News Now	1 & 2		
<b>WED</b>	<b>29</b>	Elements of Storytelling	1 & 2		
<b>FRI</b>	<b>31</b>	Wrap Chapters 1 & 2		Exam on Chapters 1 & 2	
<b>SEPTEMBER</b>					
<b>MON</b>	<b>3</b>	No Class – No Class			
<b>WED</b>	<b>5</b>	Reporting	3 & 4		
<b>FRI</b>	<b>7</b>	Specialty Reporting	3 & 5		
<b>MON</b>	<b>10</b>	Interviewing	5 & 6		
<b>WED</b>	<b>12</b>	Sight and Sound	5 & 6		
<b>FRI</b>	<b>14</b>	Wrap Chapters 3 - 6		Exam 1 on Chapters 3 - 6	
<b>MON</b>	<b>17</b>	Writing for Broadcast	7 & 8		
<b>WED</b>	<b>19</b>	Producing for Broadcast	7 & 8		
<b>FRI</b>	<b>21</b>	Wrap Chapters 7 & 8		Exam 2 on Chapters 7 & 8	
<b>MON</b>	<b>24</b>	On-Air, On-Camera	9 & 10		
<b>WED</b>	<b>26</b>	Writing and Producing for the Web	9 & 10		
<b>FRI</b>	<b>28</b>	Wrap Chapters 9 & 10		Exam 3 on Chapters 9 & 10	
<b>OCTOBER</b>					
<b>MON</b>	<b>1</b>	Legal Street Smarts	11 & 12		
<b>WED</b>	<b>3</b>	Charting Your Ethical Course	11 & 12		
<b>FRI</b>	<b>5</b>	Wrap Chapters 11 & 12		Exam 4 on Chapters 11 & 12	
<b>MON</b>	<b>8</b>	Diversity, Producing Your Career	11 & 12		
<b>WED</b>	<b>10</b>	EZ News Training		Meet in 407 LAB	

<b>FRI</b>	<b>12</b>	EZ News Training		Meet in 407 LAB	
<b>MON</b>	<b>15</b>	Voice Overs (VO)			Assign VO
<b>WED</b>	<b>17</b>	Lab Time		Meet in 407 LAB	<b>VO Due by Midnight</b>
<b>FRI</b>	<b>19</b>	VO Newscast		Meet in TV Studio 408	
<b>MON</b>	<b>22</b>	Voice Over/ Sound on Tape (VOSOT)			Assign VOSOT
<b>WED</b>	<b>24</b>	Lab Time		Meet in 407 LAB	<b>VOSOT Due by Midnight</b>
<b>FRI</b>	<b>26</b>	VO SOT Newscast		Meet in TV Studio 408	
<b>MON</b>	<b>29</b>	News Package (PKG)			Assign News Package
<b>WED</b>	<b>31</b>	Lab Time		Meet in 407 LAB	
<b>NOVEMBER</b>					
<b>FRI</b>	<b>2</b>	Lab Time		Meet in 407 LAB	
<b>MON</b>	<b>5</b>	Profile Package (PKG)			Assign Profile Package <b>News Package Due by Midnight</b>
<b>WED</b>	<b>7</b>	Package Newscast		Meet in TV Studio 408	
<b>FRI</b>	<b>9</b>	Lab Time		Meet in 407 LAB	
<b>MON</b>	<b>12</b>	Lab Time		Meet in 407 LAB	<b>Profile Package Due by Midnight</b>
<b>WED</b>	<b>14</b>	Profiles Newscast		Meet in TV Studio 408	
<b>FRI</b>	<b>16</b>	Natural Sound Package (Nat Pack)			Assign Natural Sound Package
<b>MON</b>	<b>19</b>	Lab Time		Meet in 407 LAB	
<b>WED</b>	<b>21</b>	No Class – Thanksgiving (Nov 22-25)			
<b>FRI</b>	<b>23</b>	No Class – Thanksgiving (Nov 22-25)			
<b>MON</b>	<b>26</b>	Lab Time		Meet in 407 LAB	<b>Natural Sound Package Due by Midnight</b>
<b>WED</b>	<b>28</b>	Nat Pack Newscast		Meet in TV Studio 408	
<b>FRI</b>	<b>30</b>	Radio Wraparound (Wrap)			Assign Radio Wraparound
<b>DECEMBER</b>					
<b>MON</b>	<b>3</b>	Lab Time		Meet in 407 LAB	<b>Radio Wrap Due Tuesday (12/04) by Midnight</b>
<b>WED</b>	<b>5</b>	In-Class Radio Wrap Playback			

**Computing:** Most computer problems are fixed with the proper settings or rebooting. Before you ask for help check all your settings and reboot the computer. A folder has been setup for you to turn in your projects. On campus, go to Internet Explorer and type <\\commfs\\files>. Then click on the BCMN 3340 folder for this class. Drag your project file and release it into this folder. You should check the folder after uploading to make sure it was successful. The file size will not match exactly, but should be reasonably close. Please save a backup copy on your external hard drive.

Every day, the computer hard drives are cleaned. Files stored on the :C drive will be removed. You must save your projects to your removable hard drive to insure the files will be available when you need them.

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://web.uta.edu/ses/fao>).

**Americans with Disabilities Act:** The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Academic Integrity:** At UT Arlington, academic dishonesty is completely unacceptable and will not be tolerated in any form, including (but not limited to) "cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair

advantage to a student or the attempt to commit such acts" (UT System Regents' Rule 50101, §2.2). Suspected violations of academic integrity standards will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

**Student Support Services:** UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may contact the Maverick Resource Hotline by calling 817-272-6107, sending a message to [resources@uta.edu](mailto:resources@uta.edu), or visiting [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey:** At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory will be asked to complete an online Student Feedback Survey (SFS) about the course and how it was taught. Instructions on how to access the SFS system will be sent directly to students through MavMail approximately 10 days before the end of the term. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback data is required by state law; student participation in the SFS program is voluntary.

**Final Review Week:** A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.