

**Electronic News**  
**BCMN 3340 (001)**  
**The University of Texas at Arlington**  
 Fall 2016 – M, W, F: 9 – 9:50 am – FAB 414

**Lecturer:** Julian Rodriguez  
**Phone:** 817-272-7040  
**Email:** [jrod@uta.edu](mailto:jrod@uta.edu)  
**Profile:** <http://goo.gl/5rJJEd>

**Office:** FA 125A  
**Office Hours:** M & W 10-10:30 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.
- You will need an external hard drive with USB connectivity and an SDXC Card (Class 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. 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/Participation (20% of Final Grade):** At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, Attendance and Participation in the classroom will comprise 20% of the course grade.

### Attendance Rules:

1. When the instructor is done taking roll, you are marked as **late**. Class begins at 10:30 am; anyone arriving after 10:45 am is considered **absent**.
2. Two (2) **late** notes equal one (1) **absence**.
3. If you are late, please remind the instructor at the end of class to mark you down as **late**; otherwise, you will be counted as **absent**.
4. Two (4) **absences** automatically limit your maximum attainable grade to a **B**.
5. Three (6) **absences** automatically limit your maximum attainable grade to a **C**.
6. Four (7) **absences** automatically **fail you**; final grade will be an **F**.
7. Students leaving class early will not be given credit for attendance unless excused in advance by the instructor.
8. If you are sick, contact the instructor in advance and be prepared to provide medical documentation. **Excessive medical excuses (1+)** will also begin to affect your final grade.

## Exams and Quizzes

- **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 (12% 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>

**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://www.uta.edu/aao/fao/>).

**Disability Accommodations:** UT 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)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. 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 disability. Students are responsible for providing the instructor with official notification in the form of a **letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. 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).

**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).*

**Title IX Policy:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).*

**Academic Integrity:** Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) 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. Additional information is available at <https://www.uta.edu/conduct/>.

**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>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**Student Feedback Survey:** At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** for semester-long courses, 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.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which can be found by turning right once you exit the classroom. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

**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 visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

**The IDEAS Center** (2<sup>nd</sup> Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email [IDEAS@uta.edu](mailto:IDEAS@uta.edu) or call (817) 272-6593.

**The English Writing Center (411LIBR):** The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see [www.uta.edu/owl](http://www.uta.edu/owl) for detailed information on all our programs and services.

**The Library's 2<sup>nd</sup> floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. <http://library.uta.edu/academic-plaza>.**

<p><b>Emergency Phone Numbers:</b> In case of an on-campus emergency, call the UT Arlington Police Department at <b>817-272-3003</b> (non-campus phone), <b>2-3003</b> (campus phone). You may also dial 911.</p>
---

### Tentative Schedule

<b>AUGUST</b>			<b>Chapter</b>	<b>Notes</b>	<b>Assignment</b>
<b>FRI</b>	<b>26</b>	Introduction		Syllabus	
<b>MON</b>	<b>29</b>	News Now	1 & 2		
<b>WED</b>	<b>31</b>	Elements of Storytelling	1 & 2		
<b>SEPTEMBER</b>					
<b>FRI</b>	<b>2</b>	Wrap Chapters 1 & 2		Exam 1 on Chapters 1 & 2	
<b>MON</b>	<b>5</b>	<b>No Class – Labor Day</b>			
<b>WED</b>	<b>7</b>	Reporting	3 & 4		
<b>FRI</b>	<b>9</b>	Specialty Reporting	3 & 5		
<b>MON</b>	<b>12</b>	Interviewing	5 & 6		
<b>WED</b>	<b>14</b>	Sight and Sound	5 & 6		
<b>FRI</b>	<b>16</b>	Wrap Chapters 3 - 6		Exam 2 on Chapters 3 - 6	
<b>MON</b>	<b>19</b>	<b>No Class</b>			
<b>WED</b>	<b>21</b>	<b>No Class</b>			
<b>FRI</b>	<b>23</b>	<b>No Class</b>			
<b>MON</b>	<b>26</b>	Writing and Producing for Broadcast	7 & 8		
<b>WED</b>	<b>28</b>	Wrap Chapters 7 & 8		Exam 3 on Chapters 7 & 8	
<b>FRI</b>	<b>30</b>	Inception Training		Meet in 407 LAB	
<b>OCTOBER</b>					
<b>MON</b>	<b>3</b>	Inception Training		Meet in 407 LAB	
<b>WED</b>	<b>5</b>	Voice Overs (VO)			Assign VO
<b>FRI</b>	<b>7</b>	Lab Time		Meet in 407 LAB	<b>VO Due by Midnight</b>
<b>MON</b>	<b>10</b>	<b>VO Class Playback</b>			
<b>WED</b>	<b>12</b>	On-Air, On-Camera	9 & 10		
<b>FRI</b>	<b>14</b>	Writing and Producing for the Web	9 & 10		
<b>MON</b>	<b>17</b>	Wrap Chapters 9 & 10			

WED	19	Voice Over/Sound on Tape (VOSOT)			Assign VOSOT
FRI	21	Lab Time		Meet in 407 LAB	<b>VOSOT Due by Midnight</b>
MON	24	<b>VOSOT Class Playback</b>			
WED	26	Legal Street Smarts	11 & 12		
FRI	28	Charting Your Ethical Course	11 & 12		
MON	31	Wrap Chapters 11 & 12		Exam 4 on Chapters 9 & 12	
<b>NOVEMBER</b>					
WED	2	News Package (PKG)			Assign News Package
FRI	4	Lab Time		Meet in 407 LAB	
MON	7	Lab Time		Meet in 407 LAB	
WED	9	<b>Package Class Playback</b>			
FRI	11	Diversity, Producing Your Career	11 & 12		
MON	14	Profile Package (PKG)			Assign Profile Package <b>News Package Due by Midnight</b>
WED	16	Lab Time		Meet in 407 LAB	
FRI	18	Lab Time		Meet in 407 LAB	<b>Profile Package Due by Midnight</b>
MON	21	<b>Profile PKG Class Playback</b>			
WED	23	<b>No Class – Thanksgiving</b>			
FRI	25	<b>No Class – Thanksgiving</b>			
MON	28	Natural Sound Package (Nat Pack)			Assign Natural Sound Package
WED	30	Lab Time		Meet in 407 LAB	
<b>DECEMBER</b>					
FRI	2	Lab Time		Meet in 407 LAB	<b>Natural Sound Package Due by Midnight</b>
MON	5	<b>Nat Pack Class Playback</b>			
WED	7	<b>Back Up Class</b>			