

**BCMN 2347-001**  
**Broadcast Writing and Reporting**  
**Fall, 2016**

**Dr. Mark Tremayne**

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**Office Hours:** Mon. & Wed. noon to 1 p.m. and by appointment

**Class Meets:** Mon. & Wed. 10 to 10:50 a.m. in ARCH 319

**Blackboard:** Will be used for quizzes, grade reporting, etc.

**Course Description**

Welcome to Broadcast Writing and Reporting! This class is about learning by doing. You will receive instruction on how to write for the ear, how to conduct interviews, and how to use and edit sound. But you will learn by doing these things yourself. You will write a lot in this class. The good news is that broadcast stories are typically short. However, we broadcasters expect each word to contribute to the understanding of your story and this will require effort. Clarity and precision will be very important.

We will spend the beginning of the semester on the basics: broadcast writing and how it differs from writing you've done previously. The broadcast industry involves a fair amount of technology but this course will use just a little. You *will* learn how to record audio and edit that audio but our primary objective is to learn the broadcast writing style.

Throughout the semester we will consider and discuss the legal, moral and ethical issues that broadcast journalists face each day.

**Learning Outcomes**

- Students will be able to write sentences in the subject-verb-predicate form.
- Students will be able to distinguish between passive and active voice.
- Students will be able to write factually accurate broadcast-style attention and lead sentences with the present tenses.
- Students will learn to write copy appropriate to be consumed by ear
- Students will learned how to record high-quality audio
- Students will learn how to professionally edit audio

**Text and materials**

You will need the following book: Broadcast News Writing Stylebook – 5<sup>th</sup> edition (Robert Papper). The 4<sup>th</sup> edition will also work although the page numbers are slightly different.

**Attendance**

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. For this class attendance and participation is worth 10% of your total course grade. If you have scheduling conflicts which will keep you from being here it will

negatively impact your grade. I will keep track of absences. I don't need to hear about why you are missing class unless 1) it's for a religious holiday (must alert me in advance) 2) a medical problem (please alert me before class via email and have documentation later) or 3) it's for another University event that allows for absences. Regular class attendance is necessary to keep up with assigned readings, lectures, and assignments. Excessive lateness will also result in lower grades. Lateness is disruptive to the entire class. Please come on time.

### **Major Assignments and Grade Breakdown**

<b>Grade scale:</b>	<b>Graded items (each counts the same)</b>
90 – 100 <b>A</b>	3 audio stories
80 – 89 <b>B</b>	Midterm exam
70 – 79 <b>C</b>	Final exam
60 – 69 <b>D</b>	Writing Assignments/quizzes
0 – 59 <b>F</b>	Attendance and participation

**= Average (sum of grades/7)**

All writing assignments should be submitted typed and double-spaced. Please save additional copies of your work. You are required to provide me with a list of sources you use in your stories, including the phone numbers or e-mail addresses of people who were interviewed. Periodic checks are done to ensure the validity and accuracy of your fact gathering.

**Extra Credit:** Broadcast or journalism related events, up to a maximum of 3, are good for an additional 10 points added to your participation grade (it can exceed 100). Send me, via email, a selfie of yourself at the event with other attendees/speakers in the background. Here are events eligible for extra credit:

Sep. 12, 1 p.m., 332 Science Hall: Lynn O'Donnell, news producer, CBS 11 DFW

Oct. 6, 7:30 p.m., Texas Hall: Nicholas Kristoff (NY Times) & Sheryl WuDunn, Mavs Speaker Series, get tickets (free) at <http://www.utatickets.com/>

Oct. 20, Bluebonnet Ballroom: From 8:30 a.m. to early afternoon, multiple events for Communication students to learn how to get a career in your field  
University Center

**Expectations for Out-of-Class Study:** Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing reporting and writing assignments, preparing for exams, etc.

**Make-up Exams:** Make sure you don't miss exams as I rarely allow make-ups and only in extenuating circumstances.

**Grade Grievances:** Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current undergraduate catalog: [http://wwwb.uta.edu/catalog/content/general/academic\\_regulations.aspx#10](http://wwwb.uta.edu/catalog/content/general/academic_regulations.aspx#10)

**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://wwwb.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.

**Title IX Policy:** The University of Texas at Arlington 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:** All students enrolled in this course 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.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) 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.

**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 [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>.

**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 classes categorized as lecture, seminar, or laboratory shall be directed to complete a 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 enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**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.

**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 is the stairwell located immediately outside the classroom door. 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.

**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.

**Writing Center.** : The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at [www.uta.edu/owl/](http://www.uta.edu/owl/).

**Course Schedule (subject to change):**

	<i>Monday Class</i>	<i>Due on Monday at 10 a.m.</i>	<i>Wednesday Class</i>	<i>Due on Wed. at 10 a.m.</i>	<i>Friday Class</i>
Week 1					<b>August 26</b> Introduction, syllabus, and class overview.
Week 2	<b>August 29</b> Broadcast News in 2016 What is news? What's different about writing for broadcast? (pt. 1)	Chapter 2	<b>August 31</b> What's different about writing for broadcast? (pt. 2) In-class exercise	Chapters 3, 4, 5 & 6	<b>Sept. 2</b>  Meetings with instructor  Room 330 FAB
Week 3	<b>Sept. 5</b> Labor Day No class		<b>Sept. 7</b> Writing the lead sentence	Chapter 7 (p. 63-76)	<b>Sept. 9</b> Writing leads

Week 4	<b>Sept. 12</b> Writing broadcast stories and endings Radio Wraps	Chapter 8 and rest of Chapter 7 (p. 76-77).  Exercise	<b>Sept. 14</b> Conducting interviews for broadcast	Chapter 10	<b>Sept. 16</b> Using a recorder In-class interviewing
Week 5	<b>Sept. 19</b> What makes a good sounbite?	Exercise: choosing soundbites	<b>Sept. 21</b> Writing with sound Crafting Stories	Chapters 9 & 11	<b>Sept. 23</b> Delivering the news Vocal tips and tricks
Week 6	<b>Sept. 26</b> Broadcast media law and ethics. Multicultural sensitivity.	Chapter 18  Scenarios	<b>Sept. 28</b> Story meeting for Wrap 1	Bring 2 story ideas	<b>Sept. 30</b> Wrap 1 - preproduction work day
Week 7	<b>Oct. 3</b> Editing audio 1		<b>Oct. 5</b> Editing audio 2 FAB123		<b>Oct. 7</b> Wrap 1 – production work day
Week 8	<b>Oct. 10</b> Listen to wraps	<b>WRAP 1 DUE Oct. 10</b>	<b>Oct. 12</b> Review for Midterm		<b>Oct. 14</b> Midterm Exam
Week 9	<b>Oct. 17</b> Go over Test 1  Broadcast interning		<b>Oct. 19</b> Story meeting for Wrap 2	Bring 2 story ideas  <b>COMM DAY is Oct. 20 – extra credit</b>	<b>Oct. 21</b> Using natural sound in audio reporting  Examples
Week 10	<b>Oct. 24</b> Civic reporting & online research (exercise)	Review chapters 21-29	<b>Oct. 26</b> You Must Attend Comm. Day (no class)		<b>Oct. 28</b> Wrap 2 – preproduction work day
Week 11  (Note: Comm)	<b>Oct. 31</b> Producing newscasts and shows for radio, podcast and	Chapter 15	<b>Nov. 2</b> Producing newscasts and shows for radio, podcast and		<b>Nov. 4</b> Wrap 2 – production work day

Day is 10/31)	TV (pt. 1) Examples		TV (pt. 2) Examples		
Week 12	<b>Nov. 7</b> Listen to Wraps	<b>WRAP 2</b> <b>DUE Nov.</b> <b>7</b>	<b>Nov. 9</b> The future of broadcasting	Chapters 1 & 14	<b>Nov. 11</b> Story meeting for Wrap 3
Week 13	<b>Nov. 14</b> TV Story forms and terms to know		<b>Nov. 16</b> What's different about writing with video? (pt. 1)	Chapters 12	<b>Nov. 18</b> Wrap 3 pre- production work day
Week 14	<b>Nov. 21</b> Writing with video. (pt. 2)	Chapter 13	<b>Nov. 23</b> Wrap 3 production work day		<b>Nov. 25</b> Thanksgiving holiday – no class
Week 15	<b>Nov. 28</b> Resume tapes		<b>Nov. 30</b> Listen to wraps	<b>WRAP 3</b> <b>DUE</b> <b>Nov. 30</b>	<b>Dec. 2</b> Writing and performing TV stand-ups & live-shots
Week 16	<b>Dec. 5</b> TV Writing Assignment – In class		<b>Dec. 7</b> Review for Final Exam. LAST DAY.		
FINAL	<b>DEC 12</b> <b>FINAL</b> <b>EXAM</b> <b>8 a.m.</b> <b>ARCH 319</b>				

*“As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.” –Mark W. Tremayne*

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