

Electronic News
BCMN 3340-001
The University of Texas at Arlington
Spring, 2019
MWF 9-9:50 a.m.
FAB 327

Instructor: Dr. Mark Tremayne
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Office Hours: Mon,Wed. 10 – 11 a.m.

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.

Textbook and Materials

Tompkins, Al. Aim for the Heart: Write, Shoot, Report, and Produce for TV and Multimedia. 2nd OR 3rd edition.

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

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.

Grading Policies

Failure to complete any project will result in a zero grade for that assignment.

Attendance is required and constitutes The following are the percentage values of the exams, projects, production and lab work used to determine your final grade:

Audio/Video Projects
40%

Exams
35%

Live Report
15%

Attendance and participation
10%

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

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

Major Projects

Audio & Video

You will complete 7 assignments during the semesters with different point values based on the amount of work required. For more involved assignments, some class time will be used for completing the work.

- Projects will be considered late if not uploaded (.wav or .avi file for bigger stories) by 9 a.m. on the due date
- Packages and wraps must be at 1:15 in length and no more than 2:00
- Each package/wrap must include sound bites from at least two different people not in the class
- Projects not turned in by the due date will be deducted a letter grade per day (10%), unless prior arrangements were made before the due date.
- All projects will be real stories suitable for airing on UTA News or UTA Radio, unless otherwise specified. You may not interview the same person for more than one story per semester.
- You may not use work from a previous class or an internship. Your stories must be original.

Equipment and/or server malfunctions will not be an excuse for a late project. Unforeseen problems will occur. Complete your assignments early enough to compensate for them.

Live Report

You will work in groups of 3 or 4 to produce a live report (via Facebook, Periscope, etc.). One student will serve as the producer. That person is responsible for the show rundown and scripting. Another person will serve as camera/phone operator. And one or two students will be the “talent,” the people who will host the live report. These are to run 3 minutes beginning at 9:10 a.m. on Wednesdays. Please report back to class when the live report is completed.

Necessary Equipment

Students will need a smartphone capable of shooting video. If you don't have one, make arrangements with a friend or relative in order to complete homework assignments.

Camcorders are available for check out from the equipment room for video projects. All students are recommended to have their own external hard drive to store camcorder video. The size can be determined by the student, but it is recommended that a hard drive of at least 60GB be purchased.

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://www.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://www.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 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 or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or 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, or view the information at 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.

Emergencies and 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 stairwell. 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.

Put this UTA police emergency number in your phone: (817) 272-3003
Read here for UTA police advice on what to do if there's an active shooter emergency:

<https://police.uta.edu/activeshooter>

The IDEAS Center (2nd 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 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/.

SCHEDULE (subject to change)

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	Dates	Topics	Reading (Tompkins textbook)	Homework due
Week 1	Jan. 14,16,18	Course intro, Video Apps		
Week 2	Jan. 23,25	Video Apps		Assign. 1
Week 3	Jan. 28,30 -Feb.1	Visual Theory, Lighting	Ch. 7 & 8	Assign. 2
Week 4	Feb. 4,6,8	Shooting Video	Ch. 9	
Week 5	Feb. 11,13,15	Compelling Stories	Ch. 1, 2 & 3	Assign. 3
Week 6	Feb. 18,20,22	TV Interviewing, VOSOTs	Ch. 6	
Week 7	Feb. 25,27	Writing, TV Packages, Standups	Ch. 4 & 5	Assign. 4
Week 8	March 4,6	Review, Midterm Exam (Wed.)		
	March 11 - 15 Spring break	-no class-		
Week 9	March 18, 20, 22	TV Packages, Using Sound	Ch. 18, 11, 12	
Week 10	March 25,27	Reporting & Ethics	Ch. 14 & 15	Assign. 5
Week 11	April 1,3	Civic Reporting, Specialty Reprtnng	Ch. 16 & 17	
Week 12	April 8,10,12	Graphics, Web Writing	Ch. 10	Assign. 6
Week 13	April 15,17	Social Media and Broadcasting	Ch. 13	
Week 14	April 22,24	Producing Newscasts/Inception		Assign. 7
Week 15	April 29,May 1,3	Broadcast Careers, Review	Ch. 19	
FINAL	May 8, 8 a.m.	Final Exam		