

CO 336 Broadcast Journalism

Course Syllabus and Calendar

Section Information

Section 01

T/Th 11:00-12:20pm | F2F

Room: EC 209

Instructor:

Manuel Lujan Cruz, PhD

Email: cruz6043@triton.uog.edu

Office: EC 213B

Office Hours:

Mon/Wed: 12:00-2:30 pm

Friday: 3:35-4:35 pm

Office #: (671) 787-1289

I. Course Description

This course covers the theory and practice of writing and presenting news for the broadcast media. It includes individual and group projects in writing, reporting and interviewing techniques. **Prerequisite:** CO236, concurrent enrollment or consent of instructor.

II. Textbook and Supplies

(1) **Recommended Textbook:** (a) Advancing the Story: Quality Journalism in a Digital World (Fourth Edition). Wenger, DHW & D. Potter.

III. Course Expectations & Requirements

In this course, you'll engage in a mix of lectures, discussions, and occasional demonstrations of equipment and software, along with in-class activities for skill development. Reading exercises will provide a conceptual foundation for discussions, production planning, and applied work. Writing-oriented exercises will prepare you for broadcast and other media platforms. Projects involve fieldwork with a partner; radio projects require individual submissions, while video projects will have a single submission per duo. Additionally, you'll contribute to [The Triton's Call](#), the University of Guam's student news and lifestyle publication.

Attendance: You are allowed to miss up to 3 classes without penalty (excused or otherwise). Beyond that, you will be penalized with an additional 1% your final grade per absence. Entering class 20 minutes late will be considered an absence.

V. Grading & Evaluation

Grading for activities and assignments are listed in the following table using **1,000 total points**.

Graded Activities and Assignments

Activity	Assignment Points
1. Weekly Assignments	10
2. Radio Wrap	8
3. Radio Mini-Doc/Package	12
4. VOSOT Projects (2)	30
5. Video News Feature Package	20
6. Triton TV News Episodes (1)	10
7. Multimedia Story Map	5
8. Writing Exercises (3)	5
TOTAL	100

Percentage and Final Letter Grade Equivalent

A+: 98-100% **B+:** 87-89% **C+:** 77-79%

A: 93-97% **B:** 83-86% **C:** 70-76%

A-: 90-92% **B-:** 80-82% **D:** 60-69%

Note: If a student withdraws in a timely manner, then a **W** is recorded (it can impact the students financial aid if that W takes them below 12 credits). If the professor assigns a **UW** due to non-performance/non-attendance it does become an **F**, but has a greater impact on the student's financial aid than an assigned F grade because it shows non-attendance, no attempt to complete the course.

Late Work

Late work is accepted but it will receive a reduction penalty of **5%** (up to one day late) or **10 -20 %** for later work. **I will not accept work that is over two weeks late.**

Specific Expectations

- 1. Radio Wrap/Spot (Individual)** - An audio-only project using a field recorder and/or mic to capture an interview and natural sound on a community-related story.
- 2. Radio Feature/Package (Individual)** – A *bigger* radio wrap with at least two different interviewee soundbites, natural sound, and host intro.
- 3. VOSOT: Voice Over Sound on Tape (Duo & two sets)** – Similar to the radio wrap except that it includes video. Your duo will complete two over the semester for *The Triton's Call*.
- 4. Video packages (Duo & two sets)** –This will include a standup reporter guiding the story taken from one of the agreed-on beats and that has at least three interviews (appropriate soundbites chosen) and clear structure, video and sound. Your duo will complete two over the semester to allow for use on *The Triton's Call*.
- 5. Multimedia Story Map (Individual)** - A web/print version of your last package will be created using maps as an important structural aspect to the story.

Course requirements may be adjusted during the semester if necessary, due to unforeseen circumstances such as hardware or software issues, weather-related school closures, illness, or scheduling conflicts. Should any changes occur, you will be promptly informed through class announcements, email, or both. Your attention to these updates is appreciated, as it is important to stay informed about any adjustments.

Faculty Evaluation

The student course and faculty evaluations for courses will be administered at the completion of the semester within CollegeNet. Student participation is essential and appreciated. Student responses are anonymous and cannot be traced back to individual students. You will need your WebAdvisor login credentials to complete the evaluation. If you experience login issues, please refer inquiries to OIT staff to assist at 735-2630/40.

ADA Accommodation Services

For individuals covered under the ADA (Americans with Disabilities Act), if you are a student with a disability requiring academic accommodation(s), please contact the Student Counseling and Advising Service Disability Support Services Office to discuss your confidential request. A Faculty Notification letter from the Disability Support Services/Student Counseling and Advising Service Accommodation counselor will be provided to me. To register for academic accommodations, please contact or visit Sallie S. Sablan, DSS counselor in the School of Education, office 110, disabilitysupport@triton.uog.edu or telephone/TDD 671-735-2460.

Class Schedule

** May be subject to change*

Week	Date	Topic	Reading	Assignments
1	8/15	Introduction and overview. The Multimedia Mindset	Syllabus, Chapter 1	Activity 1: 24 Hour News Fast
2	8/20	Finding the Story	Chapter 2 (pp. 23-34)	
	8/22	Interviews	Chapter 2 (pp. 36-48)	Set up Beats & Duos
3	8/27	Newsgathering	Chapter 6	
	8/29	Recording Audio	Chapters 10	Radio Wrap & Packages assigned; radio script explained.
4	9/3	Newsreading Mechanics	Stewart & Alexander Chapter 15	Wrap & Package Pitches due
	9/5	Editing Audio	Chapters 17	
5	9/10	Adobe Audition Modules		Adobe Audition
	9/12	Adobe Audition Modules		
6	9/17	Work on Radio Wraps	Chapter 18	
	9/19	Review Radio Wraps		Radio Wraps due
7	9/24	Writing the News	Chapter 23	
	9/26	Review Radio Packages		Radio Packages due
8	10/1	Social Media		
	10/3	Producing & Delivering the News		Podcasts due
Fanuchånan Break! [10/7 – 10/12]				
9	10/15	News Anchors, Presenters & 'On Air!'	Stewart &	In class with multicamera

			Alexander, Chapters 13-14	
	10/17	Multicamera Lab		
10	10/22	Multicamera Lab		In class with multicamera
	10/24	Multicamera Lab VO/SOT 1 and Video Package Assigned		
11	10/29	Editorial Meeting: VO/SOT & Package Pitches		
	10/31	Capture Elements for VO/SOT		
12	11/5	Capture elements for VO/SOT		
	11/7	Complete VO/SOT 1		
13	11/12	Capture Elements for Video Packages		
	11/14	Review VO/SOT 1 Submissions		
14	11/19	Capture elements for Video Packages		VO/SOT 1 DUE 11/21
	11/21	Review Video Packages		
15	11/26	Produce TTVN Episode 1		Video Packages DUE
	11/28	Thanksgiving Break		
16	12/3	Produce TTVN Episode 1		
	12/5	Produce TTVN Episode 1		
Finals Week		TTVN Episodes Uploaded & Reviewed		

Alignment of SLOs with PLOs with ILOs

Course Student Learning Outcomes	Program Learning Outcomes	Institutional Learning Outcomes	Assessment
Develop awareness of newsworthiness and consider legal and ethical expectations. Ultimately create news products for multimedia platforms.	Apply basic logic, reasoning, ethics and interpretation in producing and consuming messages	Mastery of critical thinking and problem solving	Completed projects.
Ability to build effective broadcast news products that adhere to professional time frames based on scripts for the ear. Incorporate social media and web print in broadcast journalism.	Construct and express a cohesive idea across multiple platforms, drawn from multiple sources of information that arrives at a rational conclusion expressing a defensible point of view.	Effective oral and written communication	Completed projects and related scripts.
Ability to utilize audio and video software, cameras, mics and other technologies in crafting news products.	Utilize contemporary and understand developing communication technologies	Responsible use of knowledge, natural resources, and technology	Completed projects and exercises.
Recognize various and changing approaches to broadcast news in a converged multimedia environment.	Articulate the theories of perception, interaction, and the creation of shared meaning in individual, group, intercultural, mass and digital communication settings.	An appreciation of the arts and sciences	Quizzes and exams