

**CJ 360 Broadcast News I (CRN 42817 Sec. 002) 3 Credits
and
CJ 490 Problems (Multimedia Reporting 475 substitute)
(CRN 15560 Sec. 019) 3 Credits**

Instructor: Dr. Richard Schaefer, Associate Professor
Office Hours: Tues. 11:15 a.m.-noon and Wed. by appointment
Office: C&J Building, Room 252
Phone: 917-9909
Email: schaefer@unm.edu

Classes: Mon. & Wed. 4:30-5:45p.m. (Class will run the full time.)
C&J Building, Room 124 and Studio in CJ Room 116(Mac Lab)

Description: This class is designed for journalism and multimedia students with an interest in broadcast journalism. The course emphasizes broadcast news production. Students learn how to make reports for television and Webcasts. Students will use ENG cameras, a broadcast studio and video editing equipment. They will also be introduced to the various jobs in television news and multimedia news.

Prerequisites: Completion of C&J 171 and C&J 259/269 with a grade of “C” or better. Students must also either have completed C&J 267 or C&J 278 with a “C” or better or they must be enrolled in that course concurrently.

Those taking this class as a CJ 490 or a CJ 475 substitute should have taken either CJ 360 or CJ 375 and earned a “C” or better.

Fees: There is also a special \$150.00 equipment fee for this course. The fees are used to partially defray the cost of course equipment and materials.

Readings: Two copies of Jim Stinson’s *Video: Communication & Production* [(2002), Goodheart Wilcox] have been put on reserve in Zimmerman Library. This book is not for purchase, but it can be checked out for two hours at a time. Only a few segments of the book will be assigned to provide students with a refresher on photo and video production terms and techniques that should have covered in CJ 269.

Debora Halpern Wenger and Deborah Potter (2012). *Advancing the Story: Broadcast Journalism in a Multimedia World* [CQ Press}. This book is for sale in the UNM Bookstore in the CJ 360 area.

Handouts are also occasionally given out in class, and there is a refresher copy of “Broadcast News Writing Tips” on e-Reserves. Use the student password *lobo360* to access the eReserve file.

Materials: Students should expect to buy at least two Sony MiniDV tapes. If you want more tapes, do not purchase cheap tapes because they do not hold up well in the editing process, and could waste you enormous amounts of time. Do not purchase MiniDV tapes that are longer than 63 minutes because they will not work with the C&J equipment. Students may wish to purchase a high-capacity thumb drive and a few DVDs. The Department will provide firewire harddrives, but if students wish to buy their own, they should purchase drives that work at 7200 RPM or higher. Do not buy a USB connected hard drive.

Course Objectives:

- To provide a laboratory type setting for students to hone their *research*, newsgathering, writing and news presentation skills.

- To acquaint students with the reporting, writing, *shooting and editing technologies* and production skills of broadcast news.
- To give students an introductory opportunity to *research and organize contents* for reports in television. To learn some of the jobs, conventions and routines of *broadcast journalism professionals*, including on-camera and in-studio work.
- To enable students to *critically understand and use broadcast journalism*, both as producers and consumers.
- To expand students' repertoire of *creative capabilities*, including *aural and video editing technology* and hone their studio production skills to make them more competent information packagers and presenters. These *concepts* should also be applicable to a variety of organizational and electronic media applications.
- *To develop and demonstrate an understanding of the theories and legal and ethical constraints on news makers.*
- Through practice help students understand and deal with *diverse audiences*.
- To learn how to work with sources and to understand the basics of beat and team reporting.

Assignments and Requirements:

Students will rotate through various editorial exercises, including producing, anchoring, doing interviews, and recording/editing packaged news reports. They will also rotate through various positions in the C&J Studio during tapings. Students' work may be broadcast or put on the UNM or C&J Websites and Facebook sites or entered in contests. Every story should be available for steaming or airing, as well as for sharing with other members of the class, and newscasts outside New Mexico. In each of these tasks, students will be required to learn some basic competencies in the use of electronic news gathering (ENG) conventions and equipment, as well as some multimedia basics.

Students in this class also grant the Department of Communication and Journalism the right to enter any report done as part of this course in student journalism or student television competitions or distribution channels, and to re-edit and re-air any portion of the work done for this class. It is important to remember this when arranging interviews or constructing your reports. As part of this class, you also are required, upon request, to make your work available for broadcast on other student-produced newscasts outside the Albuquerque market.

Students may also send their work to the Mountain, UNM-Washington News Bureau or NMBA and receive pay if it is used. If students do not want to do this, the Department of Communication and Journalism may do so on the student's behalf, but the Department may keep any payment for the material.

Students may also be required to participate in at least one production shift during the KNME fund-drive in late November or early December. Students will have to sign-up for a specific shift. Missing a shift will result in a 5% reduction in your grade. In the past, students have found this to be an excellent learning experience.

This class will require a great deal of out-of-class work. Expect to spend many hours working on assignments.

Assignments generally should be made available to the instructor on the appropriate tapes. Hard copies of scripts should be handed to the instructor in class on the day they are due. We may develop a class inbox for scripts.

Everyone, including the instructor, will face embarrassing situations at some point during the semester. Students who move beyond those situations will succeed in this class.

Equipment Policies

Starting on Sept. 6, 2011, field equipment can be checked out and checked in at the C&J broadcast engineer's office. Check out hours are listed on the check-out-room door. The check-out room phone number is 277-2183. If that number does not answer, contact Adan Garcia at 277-2819, email: adang25@unm.edu) or one of his assistants. Students should reserve equipment in advance and even try to set up a time to pick up the gear. Recording equipment must be returned within 24 hours or on the next working day. Students should set up cameras and recording equipment and roll some tape before leaving campus. This makes certain that the student has functioning equipment and that the student knows how to use it before going out on a shoot.

You will have a firewire drive assigned to you for the semester, try not to leave electronic equipment in cars on very cold or very hot days. You will also have access to the editing stations in C&J Room 118. As a student enrolled in this class, you have priority access to the editing workstations there.

Each student who wants to use C&J equipment must sign the equipment check out form at the start of the semester. (See the last page of the syllabus.) It clearly indicates that students are responsible for equipment they check out. If equipment is lost or negligently damaged, the student who has signed for the equipment will be responsible for its replacement or repair. Particularly as deadlines approach, access to equipment becomes more difficult. Try to reserve equipment in advance. Students, who do not pick up reserved equipment or who turn equipment in late will be penalized. A second offense of not returning equipment on time will result in a 3% reduction in your grade, as well as loss of the ability to reserve equipment in the future.

Class attendance, expectations, and withdrawals:

Broadcast and multimedia journalism are collaborative endeavors. Students are expected to be dependable and cooperative. Attendance problems or difficulties working with others will certainly detract from a student's final grade. After the third missed class session, each additional session missed will result in a 3% reduction in the student's overall grade.

Plagiarism and academic dishonesty:

Plagiarists take someone else's ideas and words and pass the work off as their own. Plagiarists do this without attributing the work to its source. Professional writers who are caught plagiarizing are fired and they may be sued. In an academic environment, plagiarism is cheating and will be treated as a form of academic dishonesty.

STUDENTS MAY LINK TO OTHER WEBSITES, BUT THEY NEED WRITTEN PERMISSION TO INCORPORATE NON-PUBLIC DOMAIN MATERIALS IN UNM WEBSITES AND SOCIAL MEDIA.

Students may discuss assignments, topics and techniques outside of class. But students who allow classmates to copy parts of their assignments will be participating in a form of academic dishonesty and both parties will be treated accordingly.

ADA Accessibility:

Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to ensure your needs are met in a timely manner. Handouts are available in alternative accessible formats upon request.

Diversity:

This course encourages different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities. This course seeks to foster understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Ethics:

The course emphasizes ethical practices and perspectives. Above all, students and instructors should strive to communicate and act, both in class interactions and in assigned coursework, in a manner directed by personal integrity, honesty, and respect for self and others. Included in this focus is the need for academic honesty by students as stated by the UNM Pathfinder. Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Further, course content will encourage the ethical practices and analysis of your video work.

Duties and Grading: The course will likely be graded on a curve. However, the relative importance of each test or assignment is indicated by the points below. Students should recognize that the following grading scheme is tentative and may be adjusted to meet the pedagogical needs of the class.

CJ 360 Assignments

Video Interview PKG 1	30 points
Video B-Roll Assignment	25 points
Midterm exam on readings	20 points
Multimedia Production Assistant	20 points
Video Reporter Pkg 2	50 points
Video Reporter Pkg 3	75 points
Final Multimedia Report/Producing Exercise (or work on group project at instructor's discretion)	80 points
Total Points:	300 points

CJ 490 Assignments

Video Interview PKG 1	30 points
Photography B-Roll Assignment	25 points
Beat Assignments (2x10 points)	20 points
Midterm exam on readings	20 points
Multimedia Project 1	50 points
Video Package	75 points
Final Multimedia Report/Producing Exercise (or work on group project at instructor's discretion)	80 points
Total Points:	300 points

TV Production Positions (Students will rotate through the following production positions. A poor effort in any one of these assignments can result in an overall reduction of your grade.)

Director	Technical director
Character generator	TelePrompTer
Audio	VTR playback
Floor director	Camera 1

producer
DSS

Camera 2

C&J 360 and 490 Video Packages: All video packages should be interesting to the UNM campus community or to the people of northern and central New Mexico, and possibly the United States. You should first turn in your log, then your script before editing your package. After the instructor has edited your script and returned it to you, then you can begin editing your package. Video packages can run between 1 min. 30 sec. (1:30) and 2 min. 30 sec. (2:30) in length, unless otherwise cleared by the instructor.

Multimedia Reports: These reports should combine at least two traditional media. You may also be required to write and videotape an intro to these packages and link to additional longer interview segments you have posted on the Web.

There is a midterm test but no final in C&J 360.

Other contacts:

CJ Checkout Room	277-2813	
Adan Garcia (C&J)	277-2819	adang25@unm.edu
Richard Schaefer	917-9909	schaefer@unm.edu
Carolyn Gonzales at UCAM	277-5920	cgonzal@unm.edu

UNM-Washington News Bureau

Lovisa Frost	202-337-5322	lovisa@talkradionews.com
Benny Martinez at UNM-Wash.	505-927-4287	bennymartinez505@gmail.com
Janie Amaya	505-363-7966	jamaya15@unm.edu
Adrianna K. McGinley	505-975-1902	amcginl@gmail.com
Andrea Salazar	281-750-9844	asal19@unm.edu

Key Help Web Sites

VIDEO SHOOTING AND EDITING BASICS: Current offers some very basic ideas for producing videos. Spend an hour with the “producer tips,” “shooting” and “editing.” You might also want to check out Mariana Van Zeller’s mini-documentary on Mexico relationships under the “journalism” section.

<http://current.com/make/training.htm>

EDITING HELP: Final Cut Express and Final Cut Pro Editing Help from Ripple (Oldies But Goodies; Final Cut Pro 3, 4, 5; Final Cut Pro 5, 6):

http://www.rippletraining.com/engine/free_tutorials.html

Final Cut audio filtering for fixing the most common field reporting problems:

http://www.kenstone.net/fcp_homepage/basic_audio_filter_tutoria.html

CAMERA HELP: Urban Fox online manual on Sony PD 150 and Sony PD 170 video cameras (Also see the *Sony PD 170 Camera Setup Sheet* provided with this syllabus.):

<http://www.urbanfox.tv/workbooks/sonypd150/>

CONVERTING AND DIGITIZING VIDEO AND AUDIO FILES: UCLA’s help page for converting various types of files. Also has help on copyright and fair use:

<http://www.oid.ucla.edu/units/tec/tectutorials/digitizing>

CJ 171 and CJ 360 story idea sites

UNM Campus

Daily Lobo (click on “Events” for story ideas)

<http://www.dailylobo.com/>

UNM Today Calendar (click on the Calendar date)

<http://news.unm.edu/>

UNM News Minute

<http://maillist.unm.edu/archives/newsminute-l.html>

U News (on facebook)

<http://www.facebook.com/pages/U-News/262509394171>

Campus Report (old shows)

<http://vimeo.com/4416208>

<http://vimeo.com/4559956>

<http://www.youtube.com/watch?v=aP2HxcNKyU0>

Local Albuquerque

Consumer Sites

Yelp, Urbanspoon, Gowala, Google Places

Albuquerque Journal

<http://www.abqjournal.com/>

Duke City Fix





<http://www.dukecityfix.com/>

New Mexico Politics with Joe Monahan

<http://joemonahansnewmexico.blogspot.com/>

Sony PD 170 Camera Setup Sheet (9-07)

Menu Items – items that MUST be set as indicated have an *

TC →	TC PRESET	00:00:00:00
	TC Format	Auto
M →	AUO SHTR	ON
	PROG SCAN	OFF *
	SETUP	0%
C →	D ZOOM	OFF *
	16:9WIDE	OFF *
	STEADYSHOT	ON
	FRAME REC	OFF *
	INT REC	OFF *
	WIND	ON (optional, when CH1 and CH2 set to ON – reduces wind noise and popped plosives)
 →	VF POWER	AUTO
	LCD B.L.	BRIGHT
	LCD COLOR	(set to halfway)
	LCD B.L.	BRIGHT
	GUIDEFAME	ON (optional)
C/? →	TAPE TITLE	☞/☞
	TITLE ERASE	☞/☞
	ITEM ERASE	☞/☞
	ERASE ALL	☞/☞
 →	REC MODE	DV SP *
	AUDIO MODE	FS48K *
	 REMAIN	ON (optional)
	MIC NR	ON
	AUDIO SET	(set CH1 and CH2 to ON, which sets the AGC on each audio channel)
 →	CLOCK SETUP	(optional, please set if not set)
	LTR SIZE	NORMAL
ETC →	WORLD TIME	0 HR (not important to reset)
	BEEP	OFF
	COMMANDER	OFF
	DISPLAY	LCD
	DATE REC	OFF *
	REC LAMP	OFF
	COLOR BAR	OFF
	HRS METER	(do not set, technical info)

Other Recommended Settings for normal use:

- ND FILTER → Set to OFF unless instructed otherwise in the viewfinder
- FOCUS → Set to AUTO unless you want to do a rack focus or focus on something in the background
- IRIS → Set by AUTO LOCK. Generally use AUTOLOCK to set it to auto exposure
- FADER BACK LIGHT SPOT LIGHT → Never use Fader*, use BACK LIGHT to open up f-stop and SPOT LIGHT to set the exposure using only the center of the image
- DISPLAY → Push to see display settings
- TC/U-BIT → Press to see the time code numbers
- ZEBRA → Set to OFF or 70 or 100 (stripes will show when exposure reaches 70% or 100%)
- AUTOLOCK → Set to AUTOLOCK to set auto GAIN, SHUTTER SPEED and WHT BAL (white balance)
- AE SHIFT → Push to over-ride auto exposure and use the dial beneath it to adjust the exposure

Charging a camera battery: Put the battery on the camera, plug in the AC adapter and turn the camera OFF.

**C&J 360-490 Fall 2011 Course Schedule through Fall Break
(Tentative)**

- Aug 22: Meet in C&J 124: Go over syllabus -- News packaging, delivery & writing
--Read Stinson: pp. 87-93, 167-177, 187-204 (lighting), 205-218
(Sound Recording, Mics & Equipment and Wenger & Potter pp. 46-51, 55-89,
- Aug 24: Meet in C&J 124: Audio and videography techniques
--Read Stinson: pp. 67-86 (Shots, esp. p. 73), pp. 17-30, 37-42, 55-66
(Rule of Thirds and Composition), 143-168 (Camera Operation)
- Aug. 29: Meet in C&J 124: Lighting, shooting and framing and PD 170 cameras
--Read Stinson: (Solowiej helps)
- Aug. 31: --Read Stinson: pp. 227-234, 243-261 (creating scenes) and pp. 269-271, 285-312 (editing) and Wenger & Potter pp. 152-262
- Sept 7: Meet in C&J 124: Learn EFP gear (Read Wenger & Potter pp. 263-288.
- Sept 12: Learn editing --Read Stinson: pp. 329-350 (non-linear editing)
- Sept 14: Room 116: Studio introduction and camera techniques
- Sept 19: Room 116: Studio camera and studio techniques
- Sept 21: Group Shooting Exercises
- Sept 26: Group shooting exercise session
- Sept 28: Editing and multimedia
- Oct. 3: Editing and multimedia
- Oct. 5: Editing and multimedia
- Oct 10: Test on Simpson and Wenger & Potter
- Oct 12: Help session on projects

Checkout Penalties – Student Copy

All equipment checked out is due at the end of the next business day. You may call, stop in or email video1@unm.edu to reserve the equipment. Equipment can be checked out for a maximum of three days in a row before it must be returned. Failure to return or recheck the equipment out on time will result in the following consequences:

1. First offense: One day late -- Verbal Warning
2. Second Offense: Two Days late or one day late after first offense – One week suspension of checkout privileges
3. Third Offense: Three days late or one day late after second offense – Three week suspension of check out privileges.
4. Fourth Offense: Four days late or one day late after third offense – Permanent suspension of check out privileges through the end of the semester

In addition:

There will be a charge of \$5 for each day the equipment is late.

You must pay fines before you are permitted to rent any other equipment. Failure to communicate with equipment room staff regarding your overdue equipment may result in an academic hold being placed on your student record as well as bursar account charges. Remember, the equipment is to help you complete your assignments. When you are late returning equipment, you inconvenience other students that need to work on their projects.

UNM Communication and Journalism Equipment Release Agreement

I understand that I am solely responsible for any equipment that I check out from the Communication and Journalism Department. I am financially and legally responsible for this equipment and for any damage or loss that may occur while it is in my possession. I understand that borrowed equipment is due back on the first business day following the check out date and I am aware of the consequences listed above if I do not comply with this policy.

Furthermore, I understand that if I return equipment late, damaged or missing any accessories, my borrowing privileges may be suspended and I may suffer a grade penalty at the discretion of the instructor and/or a charge for the equipment. If I allow anyone else to use this equipment while it is checked out to me, I remain solely responsible for it until it is returned. If I do not accept any part of this statement, I understand that I am not allowed to use any of C&J's equipment.

Name: _____ Student ID #: _____

Signature: _____ Date: _____

Phone Number: _____ Email: _____

Class Title and Term: _____ Instructor: _____

Permitted Equipment: _____

Instructor Signature: _____ Date: _____

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Name: _____ Student ID #: _____

Signature: _____ Date: _____

Phone Number: _____ Email: _____

Class Title and Term: C&J 360 – 490 F 2011 Instructor: Richard Schaefer

Permitted Equipment: C&J 360 kits, tripod, flip cameras, video lights, wireless mics, still camera

(semester-long checkouts): editing room access and firewire drive

Instructor Signature: Richard J. Schaefer Date: 8-22-11