

PRACTICUM IN TELEVISION NEWS PRODUCTION
WW-Whitewater/Centro de Estudios Interamericanos CEDEI
Fall 2009

Instructor: Bill Johnson, Lecturer Emeritus, Department of Communication University of Wisconsin-Whitewater e-mail: Johnsonb@uww.edu Telephone: 284 0697 Cell: TBA	Office Hours: Monday & Wednesday, 9:00 a.m. – 1:00 p.m. or by appointment. Class meetings: TBA 1-3 Credits
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RECOMMENDED READING AND BASIC REFERENCES

Shook, F., *Television Field Production and Reporting*, 4th ed. (Boston: Pearson A & B)

COURSE OBJECTIVE

Students will produce, direct, report and develop news reports for audiences in the United States taking the role of a foreign correspondent. The stories will be produced with the objective of making the stories relevant to the lives of viewers who may have only minimal understanding of the lives, culture and politics of the people of Ecuador. Interviews in Spanish will be translated via subtitles or voice-overs. Students will be capable of writing news in broadcast style, shooting video in the field, editing video and audio and broadcast on and off-camera presentation. The idea is to put into practice and serve as the practical continuation of the basic skills learned in Com 341 (or equivalent) TV News Reporting and Production. The course will be offered during the second part of the semester (weeks 8-15).

PROCEDURES

Each student enrolled is responsible for serving in various roles of the TV news production team. This includes: reporting, writing, and shooting video. Everyone in the class will have specific responsibilities for which he/she will be secondary responsible at various times during the semester (camera, editor, voicing over video, etc). However, the policy of the class is to have everyone participate in various phases of TV news. At least one story per credit should be independently produced. Each student must have worked on as a secondary team member on at least one story per credit. Deadlines will also be set for the development of stories. Stories may be reported during scheduled weekend outings outside of Cuenca or independently in town.

GRADING BREAKDOWN

Grading for each student is based on how they perform and to what extent they achieve the course objectives. These objectives include labor in the following elements:

Stories: 3 stories per credit (as producer/reporter)	50 percent
Secondary responsibility (camera/editor on other's stories)	30 percent
Student on-call responsibilities (on other's stories)	10 percent
Assignments/Attendance	10 percent
TOTAL	100 percent

100 – 93 points =	A	76 – 73 points =	C
92 – 90 points =	A-	72 – 70 points =	C-
89 – 87 points =	B+	69 – 67 points =	D+
86 – 83 points =	B	66 – 63 points =	D
82 – 80 points =	B-	62 – 60 points =	D-
79 – 77 points =	C+	Below 60 points =	F

Stories:

Each student will produce a minimum of three news stories per credit for the semester, all incorporating video, and at least two being packages. **The stories can be produced either in groups (not exceeding two persons) or independently.** Each story produced will be graded based on its content/information, flow, organization, and production quality. It will be based on a scale from 1 (unsatisfactory) to 10 (excellent), and the total points of all stories will be the points/percent earned for the final grade. Any missed assignments will result in zero points for that story.

Student on-call and secondary responsibilities:

Every student **must** complete a minimum of two on-call shifts for the news producers (depending on number of students taking the course), where you assist the producer/reporter, check out equipment, and tape assigned miscellaneous footage. **Attendance is required for these days, although there may be times when no video labor is required.** By end of the semester, the hours worked equals the points/percent earned for the final grade.

You will be also asked to complete (10) hours of secondary labor (i.e. additional news shifts, other programming or field productions). By the end of the semester, the (10) hours earned equals the points/percent earned for the final grade.

CLASS SCHEDULE

WEEK 1	Class Introduction and Objectives
WEEK 2	Development for news stories
WEEK 3	Shooting techniques, news packages and analysis
WEEK 4	Types of stories, news content breakdown
WEEK 5	Lighting, microphones and analysis
WEEK 6	Multiple part series
WEEK 7	Analysis and production meetings
WEEK 8	Course wrap-up and analysis

FINAL THOUGHTS

Each student is required to attend the regular weekly class meeting to discuss news stories and evaluate. **You are permitted no unexcused absences. There is a severe penalty as well for missing story or assignment deadlines/appointments (five points per infraction).** It is more accurate to think of this class not so much as earning a grade from a teacher as much as you should consider it introductory work experience for your first “boss” in this field, so please take everything seriously.