DEPARTMENT OF COMMUNICATION  
COURSE NUMBER MC 371  
COURSE TITLE: BROADCAST FIELD PRODUCTION  
(NEW COURSE)

I. CATALOG DESCRIPTION: An introduction to the art of visual storytelling in broadcast field production and reporting. (3 credit hours)

II. PREREQUISITE(S)  
MC 351 Video and Film Production 1  
MC 352 Video and Film Production 2

III. OBJECTIVES:  
A. To acquaint students with the role of a broadcast news Videographer and field reporter.  
B. To develop a critical and creative eye for broadcast news and field reporting.  
C. To develop basic skills of voice-over/sound-on-tape reporting techniques.

IV. EXPECTATIONS OF STUDENTS:  
A. Students are expected to attend class, read assigned text and periodical materials, participate in class and field demonstrations, complete assigned news reports, complete written, videotape, and editing assignments, and complete examinations as required.

V. COURSE CONTENT:  
A. Introduction to Visual Composition and Visual Story Telling  2 Weeks  
   1. Introduction.  
   2. Telling the Visual Story.  
   3. The Visual Grammar of Motion Picture Photography.  

B. The Techniques of Broadcast Field Production  2 Weeks  
   1. Field Techniques of Shooting TV News.  
   2. The Magic of Light and Lighting.  
   3. The Sound Track: Impedance and Frequency Response

C. The Techniques of Interviewing in Field Production  2 Weeks  
   1. The Broadcast Interview: Shooting the Quotation Marks.  
   2. Writing for the Voice-Over  
   3. The technique of Sound-on-Tape  
   4. Pitch Reporting Opportunities
D. Writing for the Field Report 2 Weeks
   1. Writing to the Package
   2. Incorporating the VO/SOT
   3. Spot-News Packages

E. The Critical Eye and Creative Field Report 2 Weeks
   1. How to Improve your Storytelling Ability
   2. The Role of Talent Performance in Field Reporting
   3. Show Audiences what they missed
   4. Sequences advance the story

F. Live-on-Tape, Live Shots and Remotes. 2 Weeks
   1. Shooting and Editing in the field.
   2. Shooting a Live Remote Package
   3. Preparing and delivering the Tease
   4. Reporter Close

G. The Assignment Editor and Producer: Architects of the Newscast 2 Weeks
   1. The role and responsibility of the news photographer and field reporter.
   2. Toward a News Philosophy
   3. Improve Audio-Video Linkage
   4. Conceptualization of the Package

H. Law and the Broadcast Journalist and Journalistic Ethics. 2 Weeks
   1. How to Avoid Common Legal Problems
   2. A legal perspective
   3. A definition of Ethics
   4. Situational Ethics and a personal standard of ethics

VI. TEXTBOOK:
VII. Auxiliary Materials:

1. Appendix C on using the Internet as a reporting tool helps students quickly locate information on the World Wide Web.
2. Software on “writing the package” gives students hands-on experience in creating this important part of the news process.
3. Appendix D provides sample scripts to teach students about script structure and to help them achieve a stronger writing style.
4. DVD examples of comments by television news professionals on the VO/SOT and news reporting.

VIII. Evaluation of Students

A. Mid-term and Final Examination
B. Field Demonstration of video news report
C. Editing Demonstration of video news report
D. Four VO/SOT packages that are aired on local broadcast affiliate