I. CATALOG DESCRIPTION: A comprehensive course of writing, editing, and on-camera broadcast news reporting. (3 credit hours)

II. PREREQUISITE(S)  
MC 201 Writing for the Mass Media  
MC 352 Intermediate Video and Film Production  
& 45 credit hours

III. OBJECTIVES:  
A. To acquaint students with the role of writing, editing and reporting broadcast news.  
B. To prepare students to become on-camera reporters.  
C. To develop basic skills of on-camera anchors, on-camera reporters, and live remote production.

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

V. COURSE CONTENT:  
A. Characteristics of Broadcast News Writing  
   1. Introduction.  
   2. Prove the Story’s Focus Visually  
   3. Write to the basics: who, what, when, where, how  
   4. Tell your story through people  

B. Selecting Stories and starting to write  
   1. Look for a story’s focus  
   2. How to write for the visuals  
   3. How to write the news package  
   4. Editing the news package  

C. Writing Great Leads and other tips  
   1. The most important interview questions  
   2. How to frame interview questions  
   3. Develop writing continuity  
   4. Do your research/know your subject
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D. Television News Story Forms ---the VO 3 Weeks
   1. Intros to field and live shots
   2. Package reports with NATS
   3. Spot-News Packages
   4. Anchor and Report closes

E. Television Story Forms—The Package 3 Weeks
   1. How to write and present On-Camera Report
   2. Benefits of developing performance potential
   3. Develop the qualities that make the reporter interesting
   4. The body language of effective reporting

F. Broadcast Live Shots and In-Studio Reporting 3 Weeks
   1. Developing a Conversational Delivery
   2. How Reporters evolve into anchors
   3. The Anchor Debrief
   4. Split-Focus Presentation

G. Multi Media Convergence 1 Week
   1. The role and responsibility of the Reporter in using sources
   2. Webcasting
   3. Fiber Optical links and transmission
   4. Internet reporting from the field

VI. TEXTBOOK:

VII. Auxiliary Materials:
   1. CD-ROM for writing techniques and on-air presentation.
   2. PowerWeb Software on writing format for field and studio reports.
   3. DVD examples of field and in-studio reports.

VIII. Evaluation of Students
   A. Mid-term and Final Examination
   B. Field Demonstration of on-air report
   C. In-Studio Demonstration of on-air report
   D. Four on-camera packages that are aired on local broadcast affiliate