I. CATALOG DESCRIPTION: The application of broadcast news techniques in a live and live-on-tape studio setting where students will produce, write, and report news. (3 credit hours)

II. PREREQUISITE(S)  
MC 352 Intermediate Video and Film Production  
MC 371 Broadcast Field Production and Reporting  
MC 372 Broadcast News Reporting  
& 75 hours (including 15 with MC – prefix) and  
Mass Communication Admission

III. OBJECTIVES:  
A. To prepare students to produce a live newscast from a studio setting.  
B. To prepare students for the production requirements for a live newscast.  
C. To prepare students for on-air reporting techniques.

IV. EXPECTATIONS OF STUDENTS:  
A. Students are expected to attend class, read assigned text and periodical materials, participate in class and studio demonstrations, successfully complete any written assignments, quizzes, tests, or video production assignments. Students will also be required to: successfully complete the responsibilities on an assignment editor, to successfully complete the responsibilities of a news producer, and to successfully complete the responsibilities of on-air reporter/anchor.

V. COURSE CONTENT:  
A. Broadcast News Mechanics  
   1. Introduction to News Production  
   2. Broadcast News Writing Styles  
   3. Writing Broadcast News Copy  
   4. Color: The Key to Good Writing  

B. Preparing for the Broadcast Television Newscast  
   1. Finding the News  
   2. Reporting Assignments  
   3. Putting the TV Story Together  
   4. Reporting Live  

C. The Techniques of the On-Air Interview  
   1. The Broadcast Interview: Preparation  
   2. Collecting Information from Documents  
   3. Web-Assisted sources for research
4. Developing Sources

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D. Covering Planned Events/Specialty Reporting  3 Weeks
   1. Assignment/Beat Reports
   2. Knowing your sources
   3. Responsibilities to the news while showing respect to your source

E. Ethics/Journalism and a Converging Media  2 Weeks
   1. Ethics and the Law
   2. Tabloid Journalism
   3. What to do when something goes wrong
   4. A converging media

VI. TEXTBOOK:

VII. Auxiliary Materials:
   1. Software on “writing the package” gives students hands-on experience in creating this important part of the news process.
   2. DVD examples of television news professionals in a news production environment and how to produce a newscast.

VIII. Evaluation of Students
   A. Mid-term and Final Examination
   B. Studio Demonstration of broadcast news report
   C. Editing Demonstration of broadcast news report
   D. Four newscasts that students will produce, write, and report on aired on local broadcast affiliate.