

BROADCAST JOURNALISM
Journal 1145

Thursdays 6 - 8:40 pm
Instructor: Rick Bukoski, adjunct
email: rjb66@pitt.edu
Office Hours: To Be Announced

Course Description: This course is designed to introduce you to the principles of researching, interviewing, writing, editing and presenting broadcast news.

The class will be responsible for operating an on-campus online news and information station.

The focuses of this course are: (a) understanding the basic components in broadcast scripts, (b) interpreting different news terminologies, and (c) applying the news style guidelines to create a professional newscast. News writing, interviewing and radio and TV news performance are mandatory in the coursework.

Each student will be responsible for (1) a news story each week that involves at least one audio interview and has been researched, edited and recorded with the student's voice and delivered for on-air use as part of an online newscast (2) live in-class recorded broadcasts (3) one investigative or expanded report of at least 5 minutes that contains at least three audio interviews (interviews previously used in news stories can be used again for this project) (4) one long-form 10-minute recorded interview, (5) video segments including VOs (video), VoSots (video and recorded interviews) and a PKG (package) and (6) participate in at least one video-recorded television newscast.

Lesson Structure:

Lectures, group discussions, and classroom activities will be arranged from formatting radio and television news scripts, writing hard and soft news stories, performing electronic editing, evaluating the students' weekly news stories and news broadcasts, evaluating national radio and TV newscasts and news values and ethics in electronic journalism.

Guest speakers from WJAC-TV 6 in Johnstown and WTAJ-TV in Altoona will visit the class and observe and critique live newscasts.

Required Tools:

Each student is required to have a digital audio recorder and medium to high quality microphone with an appropriate adapter for use with the digital recorder and for the student's computer or laptop. A video camera or videophone would be useful as well. Each student is required to download a free online audio editing program for his or her computer or laptop.

The required text is:

Papper, Robert A., *Broadcast News and Writing Stylebook* (2013, 5th Edition), Pearson, Boston ISBN – 13: 978-0-205-03227-3

Course Objectives:

1. Define and recall important terminologies and rules in news writing.
2. Identify and explain different types of news approaches.
3. Determine the strengths and weaknesses in a news script.
4. Apply the learned strategies to evaluate the news stories.
5. Use and cite sources appropriately.
6. Write broadcast scripts and new stories regularly.
7. Perform your written work verbally and physically for on-air and in-class audiences.

Diversity Policy: To create a safe and positive learning environment, each student's opinion and voice will be valued and should be respected by each participant in the classroom regardless of different races, genders, ages, socioeconomic statuses, cultures, religious practices, or occupations.

Originality: To be fair to every student in class, cheating and plagiarism will receive an "F" in this course. Plagiarism is an academic misconduct that copies or paraphrases others' work without giving credit to them. You must acknowledge your sources and add your own analysis in your coursework. The instructor will provide many resources, including "story starters" with recorded interviews that can be used in addition to the student's own interview(s) and emails, including audio, of the news and sports of the day.

UPJ Broadcast Journalism

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Date	Assignment / Activity	Text Readings
Thurs., Jan. 5	Introduction	
Thurs., Jan 12	ADOBE EDITING SEMINAR OWEN LIBRARY COMP. LAB	1
Thurs., Jan 19	Writing Assignment # 1 Radio Newscast # 1	2
Thurs., Jan 26	Writing Assignment # 2 Radio Newscast # 2 Quiz # 1	3
Thurs., Feb 2	ADOBE VOSOT WORKSHOP OWEN LIBRARY COMP. LAB	4
Thurs., Feb 9	Writing Assignment # 3 TV Newscast # 1	5
Thurs., Feb 16	Writing Assignment # 4 TV Newscast # 2 Quiz # 2	6
Thurs., Feb 23	Writing Assignment # 5 TV INTERVIEW DUE	7
Thurs., Mar 2	MID-TERM	8
<u>March 5-12 Spring Break! No classes</u>	No classes!	
Thurs., March 16	Writing Assignment # 6 TV Newscast # 3	9
Thurs., March 23	Writing Assignment # 7 TV Newscast # 4	10
Thurs., March 30	Writing Assignment # 8 TV Newscast # 5	11
Thurs., April 6	ADOBE PACKAGE WORKSHOP Writing Assignment # 6 TV Newscast	12
Thurs., April 13	Writing Assignment # 7 PKG due / 100 pts. TV Newscast	13
Thurs., April 20	Writing Assignment # 8 TV Newscast	14-16
Thurs., April 27	FINAL EXAM	

Students receive 6 points for each day of attendance. *Schedule is subject to change by instructor.*