

Kenneth P. Dietrich School of Arts and Sciences
College in High School

2022-2023
Broadcasting
FMST 1885--3 Credits

Description: Broadcasting introduces students to television production through academic and hands-on experience. In addition to students learning how to produce a live broadcast event for collegiate teams and a news broadcast, guest lecturers will talk about the industrial realities of the profession. Students will understand how to format and make a show rundown, produce and direct live events and news broadcast, write television news copy, as well as gain experience in front of the camera as news anchors, reporters and on-air talent for live events. The College in High School course requires one campus visit to utilize the University of Pittsburgh's new state-of-the-art television studios and equipment.

Prerequisite: The school will determine who is eligible to take this advanced course.

Grading: The grade is determined by the student's performance on comprehension and execution of a news format, as well as a live event format. In addition, students will be graded on their writing skills and their on-air presentation as a reporter and an anchor.

Textbook: The free, online text and materials for this course are:

- (a) *Television Production & Broadcast Journalism*, Phillip L. Harris (second edition). Publisher: The Goodheart-Willcox Company, Inc.
(http://kdoster.weebly.com/uploads/1/0/7/8/10781545/television_production_and_broadcast_journalism_-_full_book.pdf)
- (b) *Scriptwriting for Film, Television, and New Media*, Alan C. Hueth (first edition). Publisher: Focal Press
(<https://routledge-textbooks.com/textbooks/9781138618107/resources.php>)

Additional Information: Instructors will need to purchase one hard copy of *Television Production & Broadcast Journalism* workbook (Phillip L. Harris, second edition) for student workbook assignments.

Studio: One Pitt Studios visit will be conducted as a day-long experience at the University of Pittsburgh. All other studio work can be conducted at the school.

Course Objectives:

All iterations of broadcasting, be it news, live event, scripted tv, non-scripted reality, streaming, new media, begin with a format. At the completion of the course, students will have a proficiency in creating formats for every television genre, the execution of the elements in the format, rules and regulations regarding trademark and copyright in the context of television production, on-air practices, as well as directing and producing for all forms of television.

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Course Policies:

Students will be required to utilize editing software for class projects. Students will be required to utilize interactive software or an app (i.e. Zoom) to conduct interviews. Each participating school may also have the option to utilize StreamYard, a streaming studio in a browser. This would be at the expense of the participating school.

Assignments:

Workbook exercises based on reading assignments from *Television Production and Broadcast Journalism (second edition)*; writing assignments include interviewing a guest and converting the interview into a tv feature story, news copy, lead-ins, tosses, wrap of news stories; writing detailed formats for live events.

Academic Integrity:

Cheating/plagiarism will not be tolerated. Students suspected of violating the University of Pittsburgh Policy on Academic Integrity (noted below), or their respective high school's Academic Integrity, will be required to participate in the outlined procedural process as initiated by the instructor. A minimum sanction of a zero score for the quiz, exam or paper will be imposed. (For the full Academic Integrity policy, go to www.provost.pitt.edu/info/ai1.html.)

Evaluation:

15% - QUIZZES (cumulative); 25% - ATTENDANCE & PARTICIPATION; 15% - ON-AIR cumulative (anchor, reporting, interview technique); 25% - FORMATTING FINAL PROJECT; 20% - WORKBOOK ASSIGNMENTS (cumulative)

Participation:

Because the course depends on collaboration, students must contact instructor regarding absence or tardiness. Students may not miss more than 1 class without making arrangements to make up missed work. Additional hours are required.

Course Topics:

1. Questionnaire; Syllabus; Terminology

- Television Production Industry & Working in Television
- Students given shows to produce

journey from Gran Turismo video gamer to professional race car driver

- 2018 MLB All-star Game player GoPros and interaction with on-air talent

2. History; Evolution

- History of Broadcasting and Live Event Broadcasts
- Compare styles: "The Tryout"
- SC Featured: Player 1 from fiction to reality. SC featured chronicles Super Formula driver Jann Mardenborough's

3. Explanation of Studio, Control Rooms, Facility Overview

- Playback basketball broadcast & intercom to demonstrate live broadcast environment
- Explanation of control room hierarchy and protocol

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- Students listen to sample PL's (party lines)

4. Formatting: Live Event vs News; Newsroom Work-Flow

- Newsroom Production & Broadcast Journalism
- News styles for Broadcast (including graphics)
- Role of each person in newsroom in order to create a newscast

5. Quiz

6. Newscasts; News Formatting

7. CREATIVE ASSIGNMENT #1 (watch newscast & format)

- Review Newscast
- Time each element of the newscast for the first 2 blocks, including commercial length (open, rdr, vo, sot, bumps, toss, stand-ups, commercials)

8. Students pick their LIVE EVENTS to format for FINAL

- In class; Students pick a story or event and write their perspective, THEN write an opposite or alternate perspective (3 sides to every story)
- STORY-TELLING in NEWS & LIVE EVENT: (what do you use to tell story).
<https://www.americanpressinstitute.org/journalism-essentials/makes-good-story/>

9. Props, Set Dressing & Scenery and Production Staging

10. Camera (Studio & Field); Composition; Framing

11. Cameras (Studio – composition / focus / framing). Dismantle Camera / Follow Game Action

12. Use phones to shoot VO & SOT's (students pair up out of classroom and shoot and interview based on subject matter)

13. Editing VOs & SOTs: Basic Editing: VOs & SOTs (How to Tell a Story)

14. Use screens in room and tech support for each student to read VO and play SOT

- Reading over VO and LEADING into a SOT
- Record students in class

15. How to Research: RESEARCH for Media:

- <https://www.americanpressinstitute.org/journalism-essentials/verification-accuracy/hierarchy-information-concentric-circles-sources/>

16. How to Interview (open ended/closed ended); Research:

- INTERVIEWS & TECHNIQUE
- <https://www.americanpressinstitute.org/journalism-essentials/makes-good-story/good-stories-connect-deeper-themes/>
- <https://www.americanpressinstitute.org/journalism-essentials/makes-good-story/good-stories-capture-emotions/>

17. Students select WHO from history they would interview – prep – research and find angle

- Students prepare a list of questions to ask interviewee
- <https://www.americanpressinstitute.org/journalism-essentials/organize-story/4-questions-find-focus-story/>

18. Interviews; Press Conference

- Practice interviews in three different sets (sit-down, stand-up, news desk). Discuss building rapport with your interviewee

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- Focus on students' "on-camera" presence

19. Writing Feature Pkgs:

- FEATURE PKGS: How to take sound from Jason Grilli; Andrew Stockey and Richie Walsh for writing a feature pkg
- <http://guidetopublicwriting.weebly.com/news-package-scripts.html>

20. Live Field Reporting; Tosses & Receiving

- REPORTING TECHNIQUES; Students select WHO from history they would interview – prep – research and find angle
- Pittsburgh newspaper exercise; FIELD REPORTING

21. NEWS

- NEWS is an acronym (north, east, west & south)
- Newscast Rundowns and How to format a Newscast
- WHAT IS A NEWS STORY:
 - i. <https://www.americanpressinstitute.org/journalism-essentials/organize-story/>
 - ii. [https://www.americanpressinstitute.org/journalism-](https://www.americanpressinstitute.org/journalism-essentials/organize-story/)

- iii. <https://www.americanpressinstitute.org/journalism-essentials/makes-good-story/good-stories-prove-relevance-audience/>

22. Writing News Copy and tosses (3 stories)

- WRITING NEWS: Students write three (3) news copy stories

23. Anchoring (tosses & receiving)

- NEWS ANCHORING on SET
- Students Review anchoring in class (on video screens)

24. Live Event Formatting; Production & Marketing/Publicity

25. Sports Show Open completed formats

- Live Event Format (Sports Show Open and Game) – Using Sample Formats

26. FORMATTING FINAL SHOW PROJECTS

27. Quiz

Additional course credit information for FMST 1885:

At the [University of Pittsburgh](https://www.pitt.edu), course credits can count in three ways: toward the requirements for a major, toward elective requirements, and/or toward the total number of credits needed to graduate. For this course:

- Majors: This course counts toward departmental majors and minors
- Electives: Individual Schools and Colleges of the University (such as Engineering, Arts & Sciences, Business, Computing & Information, and so on) have different policies about elective credits and may count this course as an elective. Students interested in studying at the University of Pittsburgh should contact their School/College of interest to see if this course would be counted
- Graduation: This course's credits count toward the number of credits needed for graduation

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Academic Integrity: All College in High School teachers, students, and their parents/guardians are required to review and be familiar with the University of Pittsburgh's Academic Integrity Policy located online at <https://www.as.pitt.edu/faculty/policies-and-procedures/academic-integrity-code>.

Grades: Grade criteria in the high school course may differ slightly from University of Pittsburgh standards. A CHS student could receive two course grades: one for high school and one for the University transcript. In most cases the grades are the same. These grading standards are explained at the beginning of each course.

Transfer Credit: University of Pittsburgh grades earned in CHS courses appear on an official University of Pittsburgh transcript, and the course credits are likely to be eligible for transfer to other colleges and universities. Students are encouraged to contact potential colleges and universities in advance to ensure their CHS credits would be accepted. If students decide to attend any University of Pittsburgh campuses, the University of Pittsburgh grade earned in the course will count toward the student grade point average at the University. At the University of Pittsburgh, the CHS course supersedes any equivalent AP credit.

Drops and Withdrawals: Students should monitor progress in a course. CHS teacher can obtain a Course Drop/Withdrawal Request form from the CHS office or Aspire. The form must be completed by the student, teacher and parent/guardian and returned to teacher by deadlines listed. Dropping and withdrawing from the CHS course has no effect on enrollment in the high school credits for the course.