

APR 15 2004

APPLICATION FOR NEW COURSE

1. Submitted by College of Communications and Information Studies Date March 17, 2004
Department/Division offering course School of Journalism and Telecommunications

2. Proposed designation and Bulletin description of this course

a. Prefix and Number JOU 403 b. Title* TV Newscast Producing
*NOTE: If the title is longer than 24 characters (including spaces), write
A sensible title (not exceeding 24 characters) for use on transcripts _____

c. Lecture/Discussion hours per week 2.5 hours/wk d. Laboratory hours per week 0

e. Studio hours per week 0 f. Credits 3

g. Course description
See Attached

h. Prerequisites (if any)
None

i. May be repeated to a maximum of NA (if applicable)

4. To be cross-listed as
NA Prefix and Number Signature, Chairman, cross-listing department

5. Effective Date Fall 2004 (semester and year)

6. Course to be offered Fall Spring Summer

7. Will the course be offered each year? Yes No
(Explain if not annually)

8. Why is this course needed?

(A) The need for upper level journalism electives in the broadcast path

(B) To better prepare students for a career in broadcast journalism

9. a. By whom will the course be taught? Yvonne Cappe

b. Are facilities for teaching the course now available? Yes No
If not, what plans have been made for providing them?

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10. What enrollment may be reasonably anticipated? 16
11. Will this course serve students in the Department primarily? Yes No
Will it be of service to a significant number of students outside the Department?
If so, explain. Yes No
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- Will the course serve as a University Studies Program course? Yes No
If yes, under what Area? _____
12. Check the category most applicable to this course
- traditional; offered in corresponding departments elsewhere;
 - relatively new, now being widely established
 - not yet to be found in many (or any) other universities
13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? Yes No
14. Is this course part of a proposed new program:
If yes, which? Yes No
-
15. Will adding this course change the degree requirements in one or more programs? *
If yes, explain the change(s) below Yes No
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16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.
17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.
18. Within the Department, who should be contacted for further information about the proposed course?
Name Dr. Beth Barnes Phone Extension 7-4275

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed

APPLICATION FOR NEW COURSE

Signatures of Approval:

Steve Linn

Department Chair
A. David Sol

Dean of the College

3/17/01

Date

Date

Betha Huggins

*Undergraduate Council

11/3/03

Date of Notice to the Faculty

4-13-04

Date

*University Studies

Date

*Graduate Council

Date

*Academic Council for the Medical Center

Date

*Senate Council (Chair)

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

JOU 403

This class is designed to train students to become television newscast producers. Students will prepare TV newscasts with consideration of news story placement as it relates to audience, viewing trends, and journalistic judgment. Students will learn critical thinking skills in producing as it relates to newscast and story promotion, reacting to major news events and their coverage, and talent and time management. Students will be required to write news stories in different formats for different newscasts and address ethical and legal concerns of news stories.

Journalism 497.001 Producing TV Newscasts

Yvonne Cappe

Office Hours: Monday and Wednesday 10-Noon, 2:30-4:30 pm. and by appointment

Yvonne @ uky.edu

office: 257-1676 home: 296-5788

Textbook: Power Producing by Dow Smith

Mission Statement: To provide the broadcast industry with producers who are capable of turning out newscasts that are journalistically sound and informative in such a manner as to retain the attention of the market's audience.

Goals:

- To develop sound news judgement
- To become better writers
- To understand the market and its audience
- To pull together the elements of a newscast
- To handle breaking news
- To write teases that will hold an audience

You will receive grades for:

- 20% current event quizzes
- 20 % mid term
- 40% in class and homework assignments
- 20 % final test

A 92-100

B 82-91

C 72-81

D 62-71

"Excuses only satisfy those who make them."

Producers live on deadline – get use to it! I expect you in class on time. I expect assignments to be turned in on time. Come to class prepared as you would each day for the editorial meeting. Know what's going on in the world around you.

Participate! Prioritize!

Journalism 497.001 Producing TV Newscasts

- 27 August - Introduction to producing – syllabus – book – goals
- 1 September – Labor Day, no class
- 3 - Chapter 1 Defining a Producer
- 8 - Chapter 2 Thinking like a Producer
- 10 – Chapter 3 Where do you live?
- 15 – Chapter 4 Getting the news
- 17 – Chapter 4 cont'd
- 22 – Chapter 5 Writing Broadcast News
- 24– Chapter 5 cont'd
- 29– Chapter 6 Building the news show
- 1 October – Chapter 6 cont'd
- 6– Chapter 7 The newscast format
- 8 – Chapter 7 cont'd
- 13 – Chapter 8 The Devil is in the details
- 15 – Chapter 8 cont'd
- 20 – Review for Midterm
- 22 – **Midterm test**
- 27 – Chapter 9 More than news
- 29 – Chapter 9 cont'd
- 3 November – Chapter 10 Reporting the news with graphics
- 5 – Chapter 11 Teases that sell
- 10 – Chapter 12 Coaching your team
- 12 - Chapter 13 Dealing with difficult personalities
- 17 - Chapter 14 Ratings and research
- 19 - Chapter 15 The law, ethics, & your newscast
- 24 - Chapter 15 cont'd
- 26 – No class
- 1 -December - Final Part 1
- 3 – Final Part 2