

Spring 2021 – Mondays – 9 a.m.-12:20 p.m.

Section: 21500D

Location: Online

Instructor: Barbara Pierce

Office: Zoom

Office Hours: Mondays, 1-2 p.m., or by appointment

Course Description

We crash into 2021 on a wave of high anxiety—a pandemic controlling our moves and moods, anger and mistrust from a divisive presidential election, and a heightened awareness of the impact of prejudice and privilege. Our work this semester must recognize this reality. It's our responsibility as journalists to shine a light on injustice and on threats to our democracy and to our planet.

The aim of this course is to produce and publish professional quality work.

It is for those who already have experience putting together video news packages and want to improve their pitching, reporting, writing, shooting, editing, producing and on-camera skills. Students will deliver Enterprise and Day-of-Air stories that will be screened and critiqued in class. Throughout the semester, we'll practice exercises to build confidence in front of the camera. We'll cover the basics of show producing. Student teams produce a news program in the final weeks of the semester.

Student Learning Outcomes

By the end of the semester students will have a collection of video news packages they would be proud to show an employer. The quality of the pitch, the shooting, writing, and editing will factor into the grade for packages. The successful Enterprise Package will be well-researched and require several days of shooting. Scripts will be revised based on detailed notes from the instructor. The best Day-of-Air stories demonstrate resourcefulness and test the ability to deliver quality journalism on deadline. The end-of-the-semester newscast takes students beyond a single story to create an entire program. Students design the theme, the look, the logo, and decide how segments will be introduced. They learn how to create a rundown and decide which stories will be included and in what order. Successful pilots will look professional with every member of the team contributing.

By the end of the course students should be able to:

Research and write newsworthy story pitches

Shoot and edit professional quality videos

Write conversational scripts that work with the video

Deliver professional quality standups and live shots.
Produce a pre-recorded pilot newscast

Prerequisite: JOUR 528

Course Notes

The classroom expectations are similar to those of a newsroom. While reporting, it's not unusual for a story to stray from the original pitch. The key is to keep your instructor informed. News directors and instructors welcome some kinds of surprises—like a story that turned out better than expected. But don't surprise a news director or this instructor by turning in a story that is NOT what was pitched. Communicate. It's what we do for a living. The instructor will respond to emails and texts as soon as possible and expects students to do the same.

Journalism is a team sport. Everyone is expected to actively participate in this class. Support your colleagues with honest critiques. Enthusiastically engage in any group projects. If you are going to be late or miss a class you must email or text the instructor in advance with an explanation.

Slides and other relevant material from class will be posted on Blackboard.

All students are encouraged to keep their computer cameras on during the Zoom classes. If this is difficult for any reasons (technical or otherwise), please let your instructor know.

Technological Proficiency and Hardware/Software Required

Class will meet on Zoom. Make sure Adobe Premiere is installed.

Required Readings and Supplementary Materials

There are no textbooks for this class.

Description and Assessment of Assignments

Students are required to complete six video packages—three Enterprise stories and three Day-of-Air (same day). The Day-of-Air assignments will be for Annenberg Media. Students will coordinate with Annenberg TV News producers and will need to have a full day available for the three same-day packages (Tuesday, Wednesday or Thursday.) If you are an anchor, you may submit the reporting you produce during your shift. All packages will be critiqued in class. Students will be able to revise their ENTERPRISE (not Day-of-Air) packages. They'll work in teams to produce a pilot newscast for the Final Project. Everyone will be required to write one Reporter Blog to be published on Annenberg Media. (See Grading Standards)

Grading Breakdown of Grade

ASSIGNMENT	% of Grade
Enterprise Packages (3)	35%
Day-of-Air Packages (3)	35%
HW & In-Class	10%
Pilot	15%
Participation	5%
TOTAL	100%

Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

Grading Standards

All assignments will be edited on a professional basis and you will be judged first on the accuracy, fairness and objectivity of your stories. You will then be evaluated for broadcast style, editing, production value, originality and the ability to meet deadlines.

“A” stories are accurate, clear, comprehensive stories that are well written and require only minor copyediting (i.e., they would be aired or published). Video work must also be shot and edited creatively, be well paced and include good sound bites and natural sound that add flavor, color or emotion to the story.

“B” stories require more than minor editing and have a few style or spelling errors or one significant error of omission. For video, there may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites is required.

“C” stories need considerable editing or rewriting and/or have many spelling, style or omission errors. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable. Sound bites add little or no color - only information that could be better told in the reporter’s narration.

“D” stories require excessive rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements.

“F” stories have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts. Any misspelled or mispronounced proper noun will result in an automatic “F” on that assignment. Any factual error will also result in an automatic “F” on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of “F” and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.
- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more “dramatic” video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.

Grading Timeline

Students can expect to receive detailed notes on each package within a week. They have one week after receiving the suggested edits to revise their Enterprise packages.

Assignment Submission Policy

ENTERPRISE packages and homework assignments are due before the start of class. All Day-of-Air assignments are due by 9 a.m. the day after your story runs.

Email all assignments, YouTube links to packages, and scripts (as an attached Word document) to bhpierce@usc.edu

ALWAYS PUT 524 IN THE SUBJECT LINE. **ALWAYS INCLUDE THE SCRIPT WITH ENTERPRISE PACKAGES. THE PACKAGE HAS TO INCLUDE BOTH A YOUTUBE LINK TO THE VIDEO AND THE SCRIPT WITH SOUND BITES WRITTEN OUT COMPLETELY. FOR DAY-OF-AIR PACKAGES SEND A LINK TO THE NEWSCAST. YOU DON'T HAVE TO INCLUDE THE SCRIPT IF THE FINAL VERSION IS IN THE RUNDOWN FOR THAT DAY'S SHOW.**

Students are encouraged to submit work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit resources.uscannenbergmedia.com or email Daily Trojan editors at dt.city@gmail.com for more on how to pitch your work to the campus newspaper.

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

Add/Drop Dates for Session 001 (15 weeks: 1/15/2021 – 4/30/2021; Final Exam Period: 5/5-12/2021)

Friday, February 5: Last day to register and add classes for Session 001

Friday, February 5: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 9: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, March 5: Last day to drop a course without a mark of "W" on the transcript for Session 001. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, March 5: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 9: Last day to drop a class with a mark of "W" for Session 001

Course Schedule: A Weekly Breakdown

WEEK 1-Jan. 18 NO CLASS (MARTIN LUTHER KING DAY)

WEEK 2-Jan. 25

- Introductions
- Course expectations
- Syllabus review
- Finding and pitching stories
- The written pitch—what to include
- The drill for every package: 1) Research 2) Pitch 3) Shoot 4) Log 5) Write 6) Edit
- A script MUST accompany every package.
- ENTERPRISE story: what it is and what it isn't

- Writing essentials and In-class writing exercise
- Shooting tips in a Zoom world

HW

- Research and write two pitches for Enterprise Package #1. (Email as an attachment BEFORE class starts. Be prepared to pitch them in class.
- Shooting exercise: Details provided in class. Email edited video as YouTube link.

WEEK 3-Feb. 1

DUE:

- Two written pitches for ENTERPRISE PACKAGE #1. Email as an attachment BEFORE class
- Edited video of shooting exercise. Email as YouTube link.

DISCUSSION:

- ENTERPRISE #1 Pitches
- Screen shooting exercise
- Analyze professional scripts from newscasts

HW:

- Written Progress Report for ENTERPRISE PACKAGE #1: What have you shot, what's left to shoot, any problems or concerns.
- Watch this tutorial about Rundown Creator, which is used by Annenberg Media. You'll use this for day-of-air scripts and for the pilot newscast you create later in the semester.
<http://www.rundowncreator.com/how-it-works/>

WEEK 4-Feb. 8**DUE:**

- Written Progress Report for ENTERPRISE PACKAGE #1.

DISCUSSION:

- Reporting tips and exercise
- Best practices for the best packages
- Annenberg Media News tips
- Rundown Creator tutorial check-up

DAY-OF-AIR SIGN-UPS

- Sign up for three dates on a Tuesday, Wednesday, or Thursday between Weeks 5-15 to report for Annenberg TV News

HW:

ENTERPRISE #1: At the top of the script: your name, ENTERPRISE #1, and a YouTube link to the edited video. Email as attachment. **NOTE-BECAUSE OF PRESIDENTS DAY NEXT WEEK, ENTERPRISE #1 WILL BE DUE TUES FEB 16 BY 10 P.M.**

WEEK 5 Feb. 15 NO CLASS (PRESIDENTS DAY)**DUE TOMORROW FEB. 16 BY 10 p.m.:**

- ENTERPRISE #1: At the top of the script: your name, ENTERPRISE #1, and a YouTube link to the edited video. Email as attachment.

HW:

- Two pitches for ENTERPRISE #2

-Day-of-Air: If your Day-of-Air is scheduled for this week (WEEK 5) Feb 16, 17, or 18) email a link to the newscast and the time your story ran in the show by 9 a.m. the day after your story runs. You don't have to include the script IF THE FINAL VERSION is in the Rundown.

WEEK 6-Feb. 22

DUE:

-Two written pitches for ENTERPRISE #2

DISCUSSION:

-Two pitches for ENTERPRISE #2

-Screen DAY-OF-AIRS

-Guest speaker on Vocal Delivery and live shot tips

HW:

-ENTERPRISE #2 Written Progress Report: What you've shot, what's left to shoot, any problems or concerns

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 6 Feb 23, 24, or 25) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 7-March 1

DUE:

-ENTERPRISE #2 Written Progress Report: What you've shot, what's left to shoot, any problems or concerns

DISCUSSION:

-ENTERPRISE #2 Progress Reports

-Screen DAY-OF-AIRS

-GUEST SPEAKER-Reporter/Annenberg alum

HW:

- ENTERPRISE #2: At the top of the script: your name, ENTERPRISE #2, and a YouTube link to the edited video. Email as attachment.

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 7 March 2, 3, or 4) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 8-March 8

DUE:

ENTERPRISE #2: At the top of the script: your name, ENTERPRISE #2, and a YouTube link to the edited video. Email as attachment.

DISCUSSION:

- Screen ENTERPRISE #2
- Screen Day-of-Airs
- Graphics tips

HW:

- Two written pitches for ENTERPRISE #3
- DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 8 March 9, 10, or 11) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 9-March 15**DUE:**

- Two written pitches for ENTERPRISE #3

DISCUSSION:

- ENTERPRISE #3 pitches
- Screen Day-of-Airs

PILOT NEWSCAST-TEAM PROJECT

- Examples of previous student team projects
- Discuss ideas for themes, topics
- Team responsibilities
- Teams selected
- Peer/Self Evaluations
- Team members meet/share ideas

HW:

- Work on ENTERPRISE #3
- DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 9 March 16, 17, or 18) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 10-March 22**DUE:**

- Written Progress Report ENTERPRISE #3.

DISCUSSION:

- ENTERPRISE #3 Progress Report
- Screen Day-of-Airs
- SHOW PRODUCING:

- Guest Speaker
- Responsibilities: from morning meeting to show time
- Creating a rundown
- Anatomy of a newscast

-LIVE SHOT EXERCISE

HW:

ENTERPRISE #3 PROGRESS REPORT

DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 10 March 24 or 25- **NOTE TUES MARCH 23 IS A WELLNESS DAY**) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 11-March 29

DUE:

-ENTERPRISE #3 PROGRESS REPORT

DISCUSSION:

- Screen Day-of-Airs
- Live Shot exercise
- Teams meet to discuss Pilot Project

HW:

ENTERPRISE #3

DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 11 March 30, 31 or April 1) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 12- April 5

DUE:

-ENTERPRISE #3 At the top of the script: your name, ENTERPRISE #3, and a YouTube link to the edited video. Email as attachment.

DISCUSSION:

- ENTERPRISE #3
- SCREEN DAY-OF-AIRS
- RUNDOWN REVIEW
- LOGOS
- GRAPHICS

HW:

-GROUP PROGRESS REPORTS: LOGO, OPEN, PRELIMINARY RUNDOWN. WHO'S DOING WHAT

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 12 APRIL 6 OR 8-**NOTE WED APRIL 7 IS A WELLNESS DAY**) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 13-April 12

DUE:

-GROUP PILOT PROGRESS REPORT

DISCUSSION:

-PILOT PROGRESS REPORT

-SCREEN DAY-OF-AIRS

-GUEST SPEAKER—recent Annenberg Alum talks about that first job

HW:

-Continue to work on Group Project. Finalize rundown.

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 13 April 13, 14, or 15) mail a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 14-April 19

DISCUSSION:

-Review rundowns

-Screen DAY-OF-AIRS

HW:

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 14 April 20 or 21-**NOTE WELLNESS DAY THURS APRIL 22**) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

WEEK 15-April 26

DUE: Final Pilot rundown

DISCUSSION:

Course corrections

Course Evaluations

HW:

-DAY-OF-AIR: If your DAY-OF-AIR is scheduled for this week (WEEK 15 April 27, 28, or 29) email a link to the newscast and the start time of your story by 9 a.m. the day after it runs. You don't have to include a script IF THE FINAL VERSION is in the Rundown.

--Record and edit your show to be screened May 7

FINAL-MAY 7, 8-10 a.m.**DUE:**

- PILOT SCREENING
- SELF AND PEER EVALUATIONS

Communication

If you have questions or concerns that are not addressed in class and the scheduled office hours don't work with your schedule, let me know. We'll arrange a time and place to talk.

Email works. If it's urgent, text might get a quicker response. Either way, you can expect to hear from me the same day.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems**a. Academic Conduct***Plagiarism*

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces

sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

About Your Instructor

Barbara Pierce has been teaching graduate and undergraduate courses at USC Annenberg School of Journalism since 2011. She's also a writing coach in the student-run newsroom. For more than 25 years, she was a producer for CBS News, working primarily for the CBS Evening News. She also produced segments for Sunday Morning, CBS This Morning, and 60 Minutes II. She covered breaking news and produced investigative reports as well as features. She was Senior Producer for the documentary, "The Lavender Scare," about the federal government's persecution of gays starting in the McCarthy era. (PBS 2019) She received an Alfred I. DuPont-Columbia University Award and two National Emmys for Investigative Reporting. She has a Master's Degree from Columbia University Graduate School of Journalism and a Bachelor of Arts from Williams College.