

OCT 21

CURRICULUM PROPOSAL FORM 1999-2000

RECEIVED GENERAL EDUCATION PROCESS A

*DEADLINES: Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

0602.510

PROPOSAL TITLE: Writing for Broadcast

SPONSOR(S): Carl Hausman

DEPARTMENT: Journalism and Creative Writing

COLLEGE: Communication

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check one: Undergraduate Graduate

THE ATTACHED *NON-GEN-ED* PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

existing non-gen-ed course

non-gen-ed degree requirements

major

minor, specialization, concentration, track, certificate program

DEPARTMENT
(Signature indicates approval)

David Kloyd, Chair C.C.

Dept. Curriculum Chair / Date *Oct 19, 1999*

Dept. Chairperson / Date *David Kloyd Oct 19, 1999*

ACADEMIC DEAN

approved Not Approved Comments:

Dean's Signature/Date *Libro 11/19/99*

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) 11/22/99 Approved Not Approved
Comments:

Signature of College Chair/Date: [Signature] 11/22/99

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 12/6/99
Comments:

Curriculum Chair Signature [Signature] Date Announced At Senate 12/7/99

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved If no, reasons are as follows:
Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____
Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date [Signature]

REGISTRAR

Date Approved Course Description Received 12/15/99 Hegis Taxonomy & Course Number Assigned 0602.510
Registrar Signature/Date Robert A. Kubat

NOTIFICATION FORWARD

_____ Senate Curriculum Committee Chairperson _____ Academic Dean(s)
_____ Department Chairpersons _____ Registrar _____ Sponsor(s)

**Course Proposal
Writing for Broadcast**

Proposal Prepared by Carl Hausman, Ph.D.
Associate Professor, Journalism

Contents of this Proposal

1. Details of the Proposed Course.....	2
2. Rationale for the Proposed Course.....	3
3. Description of the Essence of the Course.....	4
4. Results of Consultation with Affected and Interested Members of the Rowan Community.....	7
5. Catalog Description.....	7
Appendices:	
A. Current Library Holdings.....	8
B Suggested Library Additions.....	15
C. Letters from Consulted Parties.....	17

1. Details of the Proposed Course

This section lists and explains the *title, credit hours, course level, prerequisites, time and scale of implementation, curricular effect, adequacy of present resources, and recommended library resources* as they pertain to the proposed course.

Course Title:

Writing for Broadcast

Sponsor:

Carl Hausman, Ph.D., associate professor of communications.
Sponsored by the Department of Journalism and Creative Writing

Credit Hours:

The course will carry 3 credit hours.

Course Level:

Writing for Broadcast will be a 500-level graduate-level course.

Prerequisites:

None.

Suggested Time and Scale of Implementation

The course will first be offered in Spring, 2000. This course will be offered once per academic year or twice if demand necessitates.

Curricular Effect:

Writing for Broadcast will be offered as an elective course for the journalism/creative writing track in Rowan's Master of Arts in Writing. The course will be open to students throughout the university.

Adequacy of the Present Staff, Resources, and Space Needs.

Staff: The course will be taught by teaching faculty on staff, consistent with the College of Communication budget. Initially, the course will be taught by Carl Hausman. Hausman is the author of ten textbooks on journalism and electronic media, including a Broadcast News Writing text, and has taught Broadcast News Writing at New York University, where he also taught advanced television reporting and various media lecture courses. Hausman has a professional on-air and production background in broadcast journalism, and has written a text on television production.

Resources are currently adequate. **Writing for Broadcast** can be taught in the existing news lab in Bozorth. The class will need access to a radio and/or television production studio only once during the semester.

Recommended Library Resources

The library currently has a reasonably large collection of books about broadcast journalism and journalism in general. The listing of current holdings is attached as Appendix A. However, the collection is dated in parts and I recommend the additional purchase of 10 books and two periodicals, at a cost of approximately \$400 for the books and \$150 yearly for the periodicals. The proposed additions are listed in Appendix B.

2. Rationale For the Course

Writing for Broadcast will offer students a comprehensive view of writing for radio, television, documentary film, and, to an extent, emerging broadcast-style media on the Web. Students will learn the way images and words interact to express ideas. The course will teach students the architecture of writing for broadcast -- a different type of writing than practiced in newspaper or magazine journalism -- and will prepare them for the technical demands of broadcast writing and reporting.

In addition, the coursework on reporting techniques, dialogue, and structure will sharpen any wordsmith's tools and help the student become a more imaginative and skilled writer in any genre.

3. Essence of the Course

This section lists and explains the course's *objectives, content, and evaluation procedures.*

Objectives of the Course

When students complete this course, they will be able to:

- Write in eloquent broadcast news style, putting copy into crisp broadcast wording that can be read aloud and communicate accurately and vigorously.
- Write and gather news under deadline pressure.
- Clearly understand the similarities and differences between broadcast and print news styles.
- Exercise news judgment -- the ability to decide what news is, and how the elements of a story should be handled.
- Have a firm grasp of the news process so that they can apply the principles of information literacy to their professional lives as well as to other courses in the sequence.
- Integrate word and image accurately and ethically.
- Apply their learned skills in dialogue to any print or broadcast medium.

Topical Outline and Content

The focus of the course will be on writing, and we will spend a great deal of time researching, rewriting, and timing copy. Later in the semester, students will have an opportunity to read aloud their own copy and read the copy produced by their classmates.

Over the semester, we will cover these areas:

Week 1: What is News? How journalists recognize news...News judgment...Hard news versus soft news...Introduction to broadcast style...How style varies according to the story....The order and relative importance of news stories in a newscast.

Week 2: Sources of News. The news routine...Wires and networks...Furnished news and its drawbacks...Covering typical events such as press conferences, public safety emergencies, government operations, law enforcement....Techniques of newsgathering...Interviewing.

Week 3: Leads: The broadcast lead versus the newspaper lead...Types of leads: hard, feature, headline, umbrella, tease....Bad leads and how not to write them....The difference between television and radio leads.

Week 4: Quotes, Actualities, and Sound Bites for Radio and Television. Quotes...Paraphrasing... Integrating sound bites into the copy...Scriptwriting conventions....The mechanics of spoken words on paper....The header...The body of the story....Tape cues....Lead into voice reports...Wild sound.

Week 5: Focus on Television Scriptwriting. Applying basic radio techniques to video...Video shorthand...writing a video script...Active versus passive construction.

Week 6: The Radio Newscast. Equipment, facilities, and equipment as part of the writing process...Gathering and assembling stories...Choosing story order...Deciding on actualities...Integrating live reports and interviews.

Week 7: The Television Newscast, Part 1: Television equipment and facilities...Assembling the newscast structure...Writing style throughout the newscast...Grouping stories...Integrating video segments.

Week 8: The Television Newscast, Part 2: Continuity...Bumpers and teasers...Timing of key elements...Transitions...Writing to the personality of the presenter...Expanding to the Web.

Week 9: The Documentary. How documentaries differ from segment-oriented news....Narrative structure...Borrowing techniques from other genres.

Week 10: Ethics and Law. What is the field of ethics?...Typical ethical problems in radio and TV...How images change our concept of reality...Rule-based ethics versus ends-justify-the-means ethics....Typical ethics codes of

networks and local stations...Case histories...Libel and privacy...other relevant broadcast law.

Week 11: On-Air. Presentation of a radio or television newscast.

Week 12 and 13 : Critique of Newscast and Stories. Review of semester's material.

Last Week: Final.

Evaluation and Grading Procedure of Students

Students will be graded on ten writing assignments, a final exam, and a final project.

The writing assignments will include student-gathered stories, rewriting exercises, radio scripts, television scripts, stories that cover breaking news, and in-depth "enterprise" pieces. (Note that in-class writing will not be limited to the graded assignments. There will be many non-graded exercises done strictly for practice.)

The final exam will consist of two parts: A short-answer segment in which students demonstrate their understanding of course material, and an in-class, timed test during which they write a complete radio newscast.

The students' final project will be a comprehensive writing exercise designed to demonstrate their mastery of the full range of course material. Each student will choose his or her final project in consultation with the instructor approximately midway through the course. The final project may be centered around the mock newscast, with a student being graded on his or her performance in a major role of the newscast. Alternately, students may choose to prepare a documentary treatment, or a remote field piece for radio or television. In any event, the work must represent a significant amount of work that clearly demonstrates advanced achievement and understanding of the genre.

Course Evaluation

Standard student evaluations will be administered during the final weeks of the course. The course will be reevaluated by the department of Journalism and Creative Writing after the initial semester.

4. Consultation

This course does not substantially duplicate content of any existing course. Letters from interested parties are attached in Appendix D.

6. Catalog Description

Writing for Broadcast teaches students how to write scripts and script segments for radio, TV and documentary film. Exercises include use of broadcast style, writing for audio and video, dialogue, narrative, attribution, and structure. The goals of this class are to expose students to techniques common in all news and documentary writing and to integrate the use of cameras and microphones with the spoken word.

Appendix A

Current Library Holdings

Books About Broadcast News Reporting and Writing

Broussard, E. Joseph, Writing and reporting broadcast news. New York: Macmillan; London: Collier Macmillan, 1982.

Fang, Irving E., Television news, radio news. 4th ed., rev. St. Paul: Rada Press. 1985.

The Functions of mass communications [videorecording]. Maumee, Ohio: Instructional Video. 1989.

Mayeux, Peter E., Broadcast news: writing & reporting. 2nd ed [rev.]. Madison [Wis.]: Brown & Benchmark. 1996.

Books about "Authorship" of Television News

Bliss, Edward, Writing news for broadcast. New York: Columbia University Press. 1971.

Block, Mervin, Writing broadcast news: shorter, sharper, stronger : a professional handbook. Chicago: Bonus Books. 1987.

Broussard, E. Joseph, Writing and reporting broadcast news. New York: Macmillan; London: Collier Macmillan. 1982.

Hall, Mark W., Broadcast journalism; an introduction to news writing. [1st ed.]. New York, Hastings House. 1971.

MacDonald, R. H., A broadcast news manual of style, 2nd ed. New York: Longman. 1994.

Smeyak, G. Paul, Broadcast news writing. 2nd ed. New York: Macmillan. 1986.

Zousmer, Steven, TV news off-camera: an insider's guide to newswriting and newspeople. 1987.

Books About "Authorship" of Radio News

Brooks, William F. , Radio news writing. 1st ed. New York, McGraw-Hill Book Co. 1948.

Howe, Quincy, The news and how to understand it in spite of the newspapers, in spite of the magazines, in spite of the radio. New York: Columbia University Press, 1968.

Books About the General Study of Broadcast News

Carroll, Marie, A study examining the effectiveness of elementary students using commercial television. New York: Perigee, 1993.

Carter, Jimmy, 1924. We are prepared to meet confrontation or cooperation [Sound recording]. 1978.

Efron, Edith, The news twisters. Los Angeles: Nash Pub. 1971.

Green, Maury, Television news; anatomy and process. Belmont, Calif.: Wadsworth Pub. Co. 1969.

Gunter, Barrie, Poor reception: misunderstanding and forgetting broadcast news. Hillsdale, N.J.: L. Erlbaum Associates. 1987.

Neuman, Johanna, Lights, camera, war: is media technology driving international politics? 1st ed. New York: St. Martin's Press. 1996.

Singer, Eleanor. Reporting on risk: how the mass media portray accidents, diseases, disasters, and other hazards. New York: Random House, 1985.

Skornia, Harry Jay, Television and the news; a critical appraisal. Palo Alto, Calif.: Pacific Books. 1968.

Tyrrell, Robert, The work of the television journalist. New York, Hastings House 1972.

Wood, William Almon, Electronic journalism. New York: Columbia University Press, 1987.

Yorke, Ivor, The technique of television news. 2nd ed. Boston:

Focal Press. 1987.

Zousmer, Steven, 1942. TV news off-camera: an insider's guide to Newswriting and newspeople. Boston: Houghton-Mifflin, 1987.

Books About Political Aspects of Television News

Barrett, Marvin, The politics of broadcasting. New York, Crowell. 1973.

Graham, Fred P., Happy talk: confessions of a TV journalist. New York: Norton. 1990.

Hosley, David H., Hard news: women in broadcast journalism. New York: Greenwood Press. 1987.

Iyengar, Shanto, Is anyone responsible?: how television frames political issues. Chicago: University of Chicago Press. 1991.

Iyengar, Shanto. News that matters: television and American opinion. Chicago: University of Chicago Press, 1987.

Keirstead, Phillip O., Journalist's notebook of live radio-TV news. Blue Ridge Summit, Pa.: G/L Tab Books. 1976.

Books About Print Journalism and Journalism in General

Barnhart, Thomas Frederick, Weekly newspaper writing and editing. New York, Dryden Press. 1949.

Bernstein, Theodore Menline, More language that needs watching; second aid for writers and editors, emanating from the news room, Boston: Houghton-Mifflin, 1962.

Berry, Thomas Elliott, Journalism in America: an introduction to the news media. New York: Hastings House, 1976.

Brennecke, Ernest, Magazine article writing. New York, Macmillan, 1930.

Campbell, Laurence Randolph, 1903. Newsmen at work; reporting and writing the news. Boston, Houghton Mifflin, 1949.

Cirino, Robert, Power to persuade: mass media and the news. New York: Bantam Pathfinder Editions. 1974.

Click, J. W. , Magazine editing and production. Dubuque, Iowa: W. C. Brown Co. 1974.

Coblentz, Edmond D., comp., Newsmen speak; journalists on their craft. Freeport, N.Y., Books for Libraries Press. 1968.

Copple, Neale, Depth reporting; an approach to journalism. Englewood Cliffs, N.J.: Prentice-Hall. 1964.

Cunliffe, John Williams, ed., Writing of today: models of journalistic prose. 4th and rev. ed. New York: The Century Co., 1925.

Dana, Charles A, The art of newspaper making. New York, Arno. 1970.

Doig, Ivan, News, a consumer's guide. Englewood Cliffs, N.J.: Prentice-Hall, 1972.

English, Earl, Scholastic journalism. Ames: Iowa State University Press. 1962.

Ferguson, Rowena, Editing the small magazine. New York: Columbia University Press 1963.

Gerald, J. Edward, The social responsibility of the press. Minneapolis: University of Minnesota Press, 1963.

Hohenberg, John, Concise Newswriting. New York: Hastings House, 1987.

Hohenberg, John. The professional journalist; a guide to the practices and principles of the news media. Boston: Allyn and Bacon, 1969.

How a magazine is published [videorecording]. Maumee, Ohio: Instructional Video. 1989.

Hudson, Frederic, Journalism in the United States, from 1690-1872. New York: Harper & Brothers, 1873.

Hughes, Helen, News and the human interest story. New York: Greenwood Press. 1968.

Improving Newswriting: the best of The Bulletin of the American Society of Newspaper Editors. New York, American Society of Newspaper Editors, 1982.

Journalism and popular culture. London: Sage Publications. 1992.

Kennedy, Bruce M., Community journalism; a way of life. [1st ed.]. Ames:Iowa State University Press. 1974.

Kobre, Sidney, Backgrounding the news. Oakland, Calif.: Acme Books. 1969.

LeRoy, David J., Mass news: practices, controversies, and alternatives. Englewood Cliffs, N.J.: Prentice-Hall. 1973.

Liberating the media: the new journalism. Washington: Acropolis Books, 1974.

MacDougall, Curtis Daniel, Interpretative reporting. 5th ed. New York: Macmillan,1968.

Mayer, Martin, Making news. Garden City, N.Y.: Doubleday, 1987.

Mayer, Martin, Making news. Rev. and updated [ed.]. Boston: Harvard Business School Press,1993.

Mayeux, Peter E., Broadcast news: writing & reporting. 2nd ed [rev.]. Madison [Wis.]: Brown & Benchmark, 1996.

McClendon, Sarah, Reporting from the White House [sound recording]. 1982.

Media, myths, and narratives: television and the press. Newbury Park, Calif.: Sage Publications, 1988.

Meyer, Philip, Precision journalism: a reporter's introduction to social science methods. Bloomington: Indiana University Press, 1973.

Moyers, Bill D., The human responsibility of journalism [sound recording]. 1982.

Neal, Robert Miller, News gathering and news writing. New York, Prentice-Hall, 1940.

The News media in national and international conflict. Boulder: Westview Press. 1984.

Newsmen's holiday. Nieman essays, first series. Freeport, N.Y.: Books for Libraries Press. 1969.

Patterson, Helen Marguerite, Writing and selling feature articles, 3d ed. Englewood Cliffs, N.J.: Prentice-Hall. 1956.

Peacocke, Emilie Hawkes, Writing for women. London, A. & C. Black, 1956.

Pesmen, Sandra, Writing for the media. Lincolnwood, IL: NTC Business Books, 1983.

Plain talk about the word business. Washington, Public Affairs Press, 1970.

Pray, Isaac Clarke, Memoirs of James Gordon Bennett and his times. New York: Arno. 1970.

Presson, Hazel, The student journalist and interviewing. Rev. ed. New York: R. Rosen Press, 1989.

Reid, Whitelaw, American and English studies. Freeport, N.Y., Books for Libraries Press, 1968.

Rucker, Frank Warren, Newspaper organization and management, 3d ed. Ames: Iowa State University Press, 1969.

Waldrop, Arthur Gayle, Editor and editorial writer, 3d ed. Dubuque, Iowa: W. C. Brown Co. , 1967.

Walker, Stanley, City editor. New York: Frederick A. Stokes, 1967.

Westley, Bruce H., News editing. Boston: Houghton Mifflin, 1972.

Wilhelm, Donald George, . Writing for profit. New York: McGraw-Hill. 1930.

Journalism Periodicals

The Author's & writer's who's who. London: Burke's Peerage, Ltd.

Columbia journalism review.

Editor & publisher.

Journalism & mass communication quarterly.

The Journalism quarterly.

Nieman reports.

Appendix B: Suggested Additions to the Library's Holdings

Books

Black, Jay, Bob Steele, and Ralph Barney, Doing ethics In journalism, A handbook with case studies. Boston: Allyn and Bacon, 2nd edition, 1995.

Boyd, Andrew, Broadcast journalism: Techniques of radio and TV news, 4th ed. Boston: Focal Press, 1997.

Brinkley, Joel, Defining vision: The battle for the culture of television. New York: Harcourt Brace and Company, 1997.

Cremer, Charles, et al. ENG: Television news. New York: McGraw-Hill, 1995.

Engelman, Ralph, Public radio and television in America: A political history. Thousand Oaks, CA: Sage, 1996.

Jankowski, Gene F. , Television today and tomorrow: It won't be what you think. New York: Oxford University Press, 1995.

Hausman, Carl, Crafting the news for electronic media. Belmont, CA: Wadsworth, 1994.

Hausman, Carl, Crisis of conscience: Perspectives on media ethics. New York: HarperCollins, 1992.

Looker, Tom, The sound and the story: NPR and the art of radio. Boston: Houghton Mifflin, 1995.

Murray, Michael D. and Donald G. Godfrey, eds., Television in America: Local station history from across the nation. Ames: Iowa State University Press, 1997.

O'Dell, Cary, Women pioneers in television: Biographies of fifteen industry leaders. Jefferson, NC: McFarland and Company, 1997.

Society of Professional Journalists. Tomorrow's broadcast journalists: A report and recommendations. Greencastle, IN: SPJ, 1996.

Van Tassel, Joan M., Advanced television systems: Brave new TV.
Boston: Focal Press, 1996.

White, Ted, Broadcast news writing, reporting, and producing.
Boston: Focal Press, 1996.

Wulfemeyer, Tim K. , Radio - TV newswriting: A workbook.
Ames: Iowa State University Press, 1995.

Periodicals

American Journalism Review
Journalism and Mass Communication Educator.
Television Quarterly

APPENDIX C
CONSULTATION



Dean of The Graduate School

September 28, 1999

TO: Dr. Carl Hausman
FROM: Dr. M. Rilling *M.R.*
SUBJECT: Support for two proposed new graduate courses:
1) Writing for Broadcast
2) Advanced Nonfiction Workshop

Thank you for sending me a copy of the two new courses that you and your colleagues have developed. Since the Master of Arts in Writing program has completed all campus curriculum approvals and we anticipate (and hope for) timely action at the State level, it is appropriate that these two courses be developed at this time. I was very happy to see them.

Both courses explicitly state the outcomes expected of students, the topics to be covered, and the assignments to be completed. In my opinion, these components in the courses reflect a graduate level of study that is clearly focused on knowledge acquisition, application and personal reflection. I have read the new M.A. degree proposal and understand the important role of each of these courses in the Professional Writing (Journalism and Creative Writing) track. I am glad, however, that they are also potential areas for graduate study by other Rowan graduate students for I can see their applicability to other majors.

I am pleased to indicate my support for these two new courses.

MR/klh
c: Dr. C. Matteson
Dr. T. Libro



Department of English

TO: Carl Hausman, Dept. of Journalism and Creative Writing
FROM: *C. Vitto*
Cindy Vitto, English Dept.
DATE: October 18, 1999
RE: Consultation for Course Proposal: Writing for Broadcast

I am pleased to lend my support for your proposed course in Writing for Broadcast. I found the week-by-week syllabus topic interesting and relevant, and the number and type of writing assignments required by this course should certainly hone students' writing skills in this area. I especially want to commend you for including issues of professional ethics, since more and more frequently the media are being held responsible for shaping the public view of important issues.

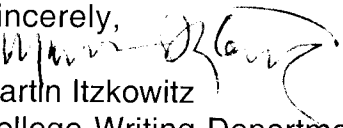
I anticipate that many students will enroll in and profit from this course. It should be a valuable addition to the department's current offerings.

September 23, 1999

Dr. Carl Hausman
Journalism and Creative Writing Department

Dear Carl,

I have just read your proposal for Writing for Broadcast and wish to offer my endorsement. Both comprehensive and rigorous, this is clearly a hands on course. It should prove valuable to students in the Journalism/Creative Writing track of the Master of Arts in Writing program and to others as well.

Sincerely,

Martin Itzkowitz
College Writing Department

Note: Also consulted were Janice Rowan, chair of the College Writing department in the College of Communication, and Richard Grupenhoff, chair of the department of Radio/TV/Film in the College of Communication. We expect that they will also provide letters of consultation.