Broadcast writing. What is it, you ask? How does it differ from the way I write now, from the way I write scholarly papers for class? This course will show you. You will come to learn the different terminology associated with broadcasts. The broadcast word is a powerful tool, to be respected, and not handled in a slip-shod manner. It has the power to become permanently entered in our collective memory banks. Where were you when you heard those awful words come across your television sets: “We have breaking news: there are several terrorist attacks in Paris this hour.”

This is an introductory course which will give you an overall feel for how those in the electronic media write for clarity,
content, impact and deadline. You will be able to identify the broadcast style of writing, and how it differs from print. Think “conversational.” This is your motto by which to write.

These are some key objectives:

- writing clear and concise copy with a natural and logical flow of ideas (clear, concise, conversational, compelling = success!)
- editing copy for broadcasting
- writing under pressure from looming deadlines
- capturing your viewers’ or listeners’ attention, holding it, informing and impressing them with your written words

**COURSE REQUIREMENTS:**

- **ATTEND CLASS** and participate. This is a large part of your grade.
- **3 or more unexcused absences result in automatic failure. This is a once-a-week course.**
- All written work MUST BE TYPED and proofread. Handwritten work will not be accepted. When you write for air, there is no room for mistakes. If you make a mistake, you could cost someone their reputation, wrongly convict someone of a crime, or embarrass someone, not to mention dent the broadcaster’s credibility. Proofread everything. Check it twice. Use a dictionary!

Presentation is a big part of your assignments. Points will be taken off for spelling and grammatical errors. **If an assignment has spelling or grammatical errors, it will automatically start as a B+.**

- You **must** meet your deadlines. Late work will not be accepted, unless under unusual and pre-approved circumstances. When you work in broadcasting, you meet your deadlines or you meet the door. Literally. When something has to air at six o’clock, it has to air at six o’clock.
- I will accept CERTAIN rewrites of work (TBA), if you incorporate suggested critiques and show a better understanding of the style we are currently working with. Rewrites will be accepted the week after the return of your original assignment. I will make improvements to your grade as warranted. Rewrites **do not mean** handing back an assignment with my critiques/suggestions merely presented
as your new work. Hand me back your original assignment with your rewrite. Use different phrases & sentences! There is more than one good way to say something!

* Plagiarism WILL NOT BE TOLERATED. See attached policy.

**COURSE SCHEDULE**

**5/17**

- Introduction and hello.
- Background of the course
- Syllabus and agreement
- Writing for ear/catchy phrases

Discussion of “headlines/cold open” and other “grabbers.”

Dissecting a newscast

The broadcast style of writing

**Assignment #1:**
Critically review two live shots and packages & writing style.
Answer at least the following:

* Elaborate and be a critic! Give examples!
  * What tense does each speak in?
  * How did he/she initially grab you?
  * What elements did each incorporate?
  * How did he/she hold your attention/why?
  * Which was a more effective report/why?
  * Which was clearer/less confusing/why?
  * Which would you tend to remember/why?

**5/22**

**Assignment #1 DUE**
How to write broadcast style--pyramid

Handout; write from facts given, a 30 second story for broadcast.
Handouts: copies of vo
Assignment #2  rewrite story-broadcast

5/24  Guest Speaker: Jon Meterparel

5/29  Memorial Day  no class

5/31  Assignment #2 DUE
PKG writing
Writing to video, audio and use of
natural sound. Explanation of two-
column TV broadcast script.
*Videotape examples
How to extract “money bites” from lengthy
interviews. Trump speech. Plainville teen text
Assignment #3:
Write a two column script for TV
news story. (1:15-1:30)
include chyrons, locators, video shots.

6/5  Writing workshop on PKG in-class
editing, critique

6/7  Assignment #3 PKG DUE
Teases/Stings/and Bumps
Writing teases/grabbers
Tease writing in-class
Teasing your package
Assignment #4 Teases

6/12  Assignment #4  DUE
The Antoine Dodson debacle—a case study of news judgment, attribution, factual reporting and the circus that can ensue.

Attribution - definition, examples, importance
How this story was covered

6/14
Discussion of Spots and PSAs.
Compelling PSA: “I Can’t Breathe.”
Discussion of ad campaigns and storyboards.
Pitch Letters
Practice PSA in class
Assignment #5:
Design a storyboard for a 1:00 Spot/PSA (part of final exam)
*Include pitch letter and specifics on demographics and target audience
Celebrity Apprentice style. You will be graded tough. No silly mistakes! Boardroom presentation style.

6/19
Children’s Television programming
critique of final project/PSA or spot

6/21
FINAL PROJECT DUE
In-class final exam

GRADING:
Assignment 1 10%          Comparison of 2 newscasts
Assignment 2 15%          Re-write story for Broadcast
Assignment 3 15%          Broadcast PKG
Assignment 4 10%          Teases
Assignment 5 20%          Final project/spot/PSA
FINAL EXAM 15%             100%
PARTIC & ATTEND 15%
### Definition of letter grades:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
<td>94-100%</td>
</tr>
<tr>
<td>A-</td>
<td>3.66</td>
<td>90-93%</td>
</tr>
<tr>
<td>B+</td>
<td>3.33</td>
<td>87-89%</td>
</tr>
<tr>
<td>B</td>
<td>3.00</td>
<td>84-86%</td>
</tr>
<tr>
<td>B-</td>
<td>2.66</td>
<td>80-83%</td>
</tr>
<tr>
<td>C+</td>
<td>2.33</td>
<td>77-79%</td>
</tr>
<tr>
<td>C</td>
<td>2.00</td>
<td>74-76%</td>
</tr>
<tr>
<td>C-</td>
<td>1.66</td>
<td>70-73%</td>
</tr>
<tr>
<td>D+</td>
<td>1.33</td>
<td>67-69%</td>
</tr>
<tr>
<td>D</td>
<td>1.00</td>
<td>64-66%</td>
</tr>
<tr>
<td>D-</td>
<td>.66</td>
<td>60-63%</td>
</tr>
<tr>
<td>F</td>
<td>0.00</td>
<td>0-59%</td>
</tr>
</tbody>
</table>

### Attendance Policy

Attendance is required as a condition of successful completion of the course. After missing any class session, a student is responsible for finding out about assignments, due dates, announcements, handouts, and so forth that were covered during the missed session, and for making up any missed work. The student is also responsible for obtaining class notes from a classmate for the session, and for learning the material from that session for any relevant exams or quizzes.

The equivalent of 2 weeks of absence from any course will reduce a student's course grade by one full letter grade. Absence from a combined total of 3 weeks of class meetings will result in automatic failure of the course. Thus, if the class meets once a week, 3 missed sessions equals automatic failure.

Absences for any reason, including illness, personal crises, athletics or other extra-curricular activities are included in this total. If a student is involved in any activity that might require that student to miss 3 or more weeks of a particular course, then that student should not enroll in the course. A doctor's or Dean's note will be necessary for documented absences.

### Statement on Academic Integrity from the College of Arts and Sciences:

The College [of Arts and Sciences] expects all students to adhere to the accepted norms of intellectual honesty in their academic work. Any forms of cheating, plagiarism, or dishonesty or collusion in another's dishonesty is a fundamental violation of these norms.

CHEATING is the use or attempted use of unauthorized aids in any exam or other academic exercise submitted for evaluation. This includes data falsification; the fabrication of data; deceitful alteration of collected data included in a report; copying from another student's work; unauthorized cooperation in doing assignments or during an examination; the use of purchased essays, term papers, or preparatory research for such papers; submission of the same written work in more than one course without prior
written approval from the instructor(s) involved; and dishonesty in requests for either extensions or papers or make-up examinations.

PLAGIARISM is the deliberate act of taking the words, ideas, data, illustrative material, or statements of someone else, without full and proper acknowledgment, and presenting them as one’s own.

COLLUSION is assisting or attempting to assist another student in an act of academic dishonesty.

As part of your scholarly development, you must learn how to work cooperatively in a community of scholars and fruitfully utilize the work of others without violating the norms of intellectual honesty. You have a responsibility to learn the parameters of collaboration and the proper forms for quoting, summarizing and paraphrasing.

Faculty members who detect any form of academic dishonesty have the responsibility to take appropriate action. The faculty member also has the responsibility to report the incident and penalty to the Department Chairperson and the appropriate Class Dean. The report will remain in your student file until you graduate.

If the gravity of the offense seems to warrant it or if the faculty member prefers that another academic authority decide the matter, he or she may refer the case to a Dean. In addition, if the student is unwilling to accept the faculty member’s decision, he or she may choose to have the matter adjudicated either by an Associate Dean or by an Administrative Board. The section of the College of Arts and Sciences in the Boston College Undergraduate Catalogue has further details about this process.

Academic integrity is a very important matter. If you have any questions in any of your courses about what is allowed or not allowed, please discuss the matter immediately with the instructor.

I, ______________________________, as a student enrolled in ADJO222701, Broadcast Writing, understand the A&S policy on Academic Integrity, and pledge to adhere to its standards.
Signature       Date