



*SPRING, 2009*

## BROADCAST JOURNALISM SECTION EMPHASIS

[Professor Bob Rucker](#)

Radio & TV Journalism Coordinator

Former CNN Correspondent

Office Hours: DBH 218

Drop-in: TuTh 1:30- 2:30pm, or by appt.

Information Website: <http://www.profbob.com>

Class E-mail: [J163br@pacbell.net](mailto:J163br@pacbell.net)

Tuesdays & Thursdays

3 – 4:15 pm and 4:30 pm – 5:45pm

DBH 226 and DBH 224

Office Phone: (408) 924-3272

## COURSE DESCRIPTION:

**JOUR 163 AUDIO AND VIDEO STREAMING FOR THE WEB** (3 units) Media Lab. Instruction in producing ambient and actuality sound, digital and analog, for online journalistic publications. Video streaming for the web.

Prerequisites: Jour 61A, 61B, 61C, or instructor consent. Lecture two-hrs/activity two hours.

**RTVJ lab students are required to have and use their own laptop and digital video camera for recording class projects.**

### Student Learning Objectives in J163: Broadcast Journalism Student Required Class.

To successfully complete this course, students must be able to:

Demonstrate that they can critically think through and thoroughly do research into timely and important community news, issues and concerns prioritizing balance in approach and perspectives.

Demonstrate that they have the ability to write and/or produce quality content for broadcast news or convergent media under time pressure or deadline restrictions.

Demonstrate the ability to develop and effectively use appropriate interview quotes and comments, paraphrase sources accurately and fairly, and attribute clearly and accurately all information used.

Demonstrate consistent ethical conduct and behavior when writing or producing electronic content for dissemination to the public.

Demonstrate the ability to verify all assertions of fact in reporting, and stand firm in supporting all principles and practices of the First Amendment guarantee of freedom of the press.

## J163 Broadcast News Section – Grading Procedure:

50% Writing assignments in Radio/TV news style.

25% Digital audio or video assignments student produced with high quality emphasis.

25% Class participation – Current events written and oral evaluations, class research assignments & guest speaker preparation assignments.

J163 students must focus on writing news stories, short and long form, in broadcast journalism style. Each assignment will also be assessed based on story content, including key elements such as:

<b>Critical Thinking</b>	How well the student identifies and assesses factors of timeliness and public interest. RTVJ stories must also look ahead or anticipate logical expected developments.
<b>Timeliness</b>	Latest information emphasized in lead sentence and be reflected in the full text of the story.
<b>Accuracy</b>	Truth telling. Public trust is developed and based on honest reporting.
<b>Creativity</b>	Unique and inviting ways of telling information in a conversational manner.
<b>Precision</b>	Word choices must be precise. Spelling and good grammar are essential.
<b>Attribution</b>	Giving verbal credit to the source of important facts, exact quotes or opinions.

News productions must always emphasize the best possible recordings of sound without distortions or distractions. Video pictures must demonstrate the best possible lighting and focus.

Student standup reports on camera must be presented in broadcast news style with an appropriate framing.

Cover video must represent professional standards and never be staged or contrived in news reports.

Students must do anything which would put themselves or others in any dangerous or inappropriate situation. Creativity and uniqueness should never be more important than safety first.

## **TEXTS / READINGS / VIDEOS:**

To be assigned from internet and library offerings during the semester. Check the website for updates.

Do not purchase any text for this class until told by Professor Rucker.



## University Policies

### A. Academic Integrity Statement

"Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's Integrity Policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Judicial Affairs." The policy on academic integrity can be found at:

[http://sa.sjsu.edu/judicial\\_affairs/index.html](http://sa.sjsu.edu/judicial_affairs/index.html)

To plagiarize is to "steal and use (the ideas or writings of another) as one's own." (American Heritage Dictionary of the English Language. 1975). You are committing plagiarism if you:

Copy phrases, sentences, or passages from electronic or print sources (journal articles, the web, etc.) into your own papers and reports without giving credit by citing the original source

Quote someone else's exact words without giving credit to the original author

Use someone else's specific ideas even if you restate them in your own words.

Citing your sources properly helps to avoid plagiarism. (See [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct))

SJSU regards plagiarism as academic dishonesty. Consequences include academic and other sanctions such as "grade modification."

Make clear which ideas are yours and which are someone else's...don't use words or images in a way that violates the creator's rights to them.

(Plagiarism and fabrication are violations of the ethical standards of the journalism profession. In addition to plagiarizing sources, outright fabrication is equally dangerous territory for

journalists. This includes making up sources and attributing information to non-existent people or printed matter.)

### B. Campus policy in compliance with the Americans with Disabilities Act

"If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with the DRC to establish a record of their disability."

C. You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawals, incompletes, classroom behavior, and other policies found at [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct). Also, please read the SJSU catalog thoroughly.

[University Policy S01-13](#), San José State University's *Policy of Commitment to a Campus Climate That Values Diversity and Equal Opportunity*, replaces University Policy S91-1 and affirms that San José State University (SJSU) is committed to maintaining an environment free from discrimination and harassment in compliance with all laws on non-discrimination, equal employment opportunity and affirmative action. Furthermore, the university community has a responsibility to advocate inclusion, respect, and understanding at a level above that which is minimally required by law.

For a full description, view [SJSU Campus Climate Policy](#).

**Executive Order 883, *Systemwide Guidelines for Nondiscrimination and Affirmative Action Programs in Employment***, supersedes Executive Order 774. The California State University is committed to maintaining and implementing employment policies and procedures that comply with applicable state and federal nondiscrimination and affirmative action laws and regulations. Discrimination on the basis of race, color, religion, national origin, sex, sexual orientation, marital status, pregnancy, age, disability, medical condition, and covered veteran status is prohibited. Additionally, Executive Order 883 prohibits retaliation for filing a discrimination complaint, opposing a discriminatory act, or participating in a discrimination investigation or proceeding.

For a full description, view [Executive Order 883](#).

[NCAA Gender Equity Report](#) details information concerning SJSU's intercollegiate athletics programs under the Equity in Athletics Disclosure Act of 1994.

Presidential Directive 97-03 describes the University's policies and guidelines for securing accommodations for students with disabilities, as well as the procedures for resolving disputes. It is the purpose of this directive to assure that SJSU continues to comply with federal and state legislation and California State University policies regarding the provision of services to students with disabilities.

For a full description, view [Presidential Directive 97-03](#).

Executive Order 926, The California State University Policy on Disability Support and Accommodations, presents policies, procedures, and monitoring for making all CSU programs, services, and activities accessible to students, faculty, staff, and the general public with disabilities.

For a full description, view [Executive Order 926](#).

In order to **observe days of religious significance**, students may occasionally be absent from class. Therefore, to address this issue, the San José State University Academic Council voted to adopt University Policy F68-8. This university policy, in conjunction with [California Education Code 89320](#), addresses campus policy on religious holidays.

For a full description, view [Policy F68-8](#).

**Presidential Directive 91-08, *Sexual Harassment and Special Responsibilities of Supervisory and Management Personnel Having Knowledge of Potential Sexual Harassment Situation***, asserts San José State University's commitment to providing all its students and employees with a comfortable and safe environment for learning and working. The President of San José State University issued this memo to clarify for all SJSU supervisory personnel the kind of conduct that is defined as sexual harassment and the responsibilities of all supervisory personnel when they have any knowledge that sexual harassment may be taking place within the campus community. For a full description, view [Presidential Directive 91-08](#).

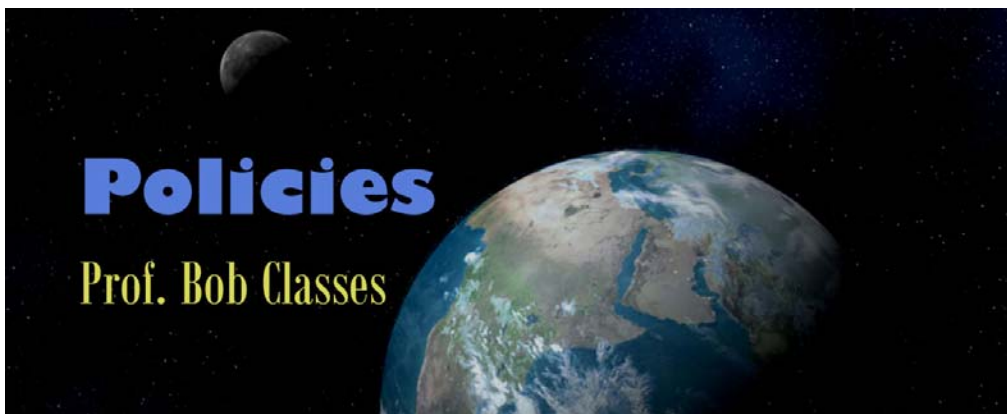


## Classroom Policies of the School of Journalism and Mass Communications

To avoid disruptions in the classroom and to foster an atmosphere for learning, the School has established the following classroom policies.

- All cell phones must be turned off (or set to "vibrate") in the classroom. Please be forewarned that, if a cell phone goes off in class, you will be asked to leave the classroom for that particular class period.
- Latecomers may be denied entrance to the classroom. Similarly, do not disrupt the class by leaving early. Do not schedule work, personal appointments (doctor's visits), etc. so that there will be a conflict with the time the class meets.
- When in the classroom, laptops must be used for classroom-related activities only.
- Remove your personal belongings and trash from the classroom after each class.
- No food or drinks allowed in classrooms or labs

### Prof. Rucker Sections - Journalism 163: RTVJ Audio/Video Streaming



## Specific Classroom REQUIREMENTS: Based on Professional Standards

All SJSU students are always asked to be respectful, open-minded, willing listeners and learners when it comes to experiencing people from different cultures and/or those with different perspectives. Candor is always encouraged in Rucker class discussions. It's OK to ask for clarifications from other students and to respectfully challenge viewpoints. Personal attacks and inappropriate language are NOT allowed. Students who do not comply fully may be asked to leave Professor Rucker's classroom.

### RUCKER STRICT ENFORCEMENT

Each of you are preparing for some career position in the future. Professionals know basic workplace rules and regulations, established by the company or administrators, are not usually negotiable. Professionals working at all levels are expected to understand, accept and fully comply with all basic workplace directives. Penalties for violations can range from mild reprimands to docking of pay, suspensions or job termination depending on the severity of infractions. Identifying the DOs & DON'Ts is something you must learn to do while in college.

**In Professor Rucker's Classes....These rules are based on this concept and will be enforced:**

**10 Minute Classroom Arrival Rule: Don't ever be a disruption or distraction.**

No student may enter Prof. Rucker's classroom 10 minutes after class starts. Such disruptions may result in the tardy student being asked to leave. If a tardy student fails to comply with the directive to leave the room, that student's class participation grade can be automatically forfeited, with no make-up opportunity. Be on time.

**Laptops used in class must stay focused on authorized class related materials and discussions.**

Random surfing, e-mailing and all other online activities are never permitted during class time. Expect no additional advisories or warnings. Those identified in violation of this rule will be identified in class and told to meet with Professor Rucker during office hours to learn of the penalty which could range from a grade reduction, an overall class participation grade forfeiture, or suspension from class.

**NO e-mailing "I'm out Sick" messages. NO homework sent by e-mail or submitted outside of class time** to Prof. Rucker without his prior consent. No credit will be given or noted. **Call Professor Rucker's office** to explain you are sick, and ask for an excused absence. **(408-924-3272)** Not all requests for an excused absence will be granted. SJSU policies regarding illness and family emergencies are accepted. Documentation confirmation may be requested by Prof. Rucker. Repeated problems and excuses could result in an incomplete or failing course grade for the student. Never ask others to inform Prof. Rucker of your illness or absence.

**NO grades should be sent by e-mail or posted online for students.** SJSU Privacy concerns.

If a Rucker class is assigned a separate e-mail address. Prof. Rucker must FIRST give permission, in advance, before any interaction, correspondence or homework may be sent to the class assigned e-mail account. Unauthorized e-mailed materials are not acceptable and are given no credit.

**Deadlines for all project, written or production, are always absolute.** No excuses. Do what is asked and expected of all students. Expect NO extensions. Ask for no special privileges.

**Never expect late assignments to be accepted.** "I worked hard on this" is no excuse if you have missed the required time and way to turn in an assignment. If you want it to be counted, present it as requested.

**Extra credit may be offered, but never ever expect it.** Prioritize doing your best on all required class assignments, and meet designated deadlines always. "Extra Credit" is not a professional world concept.

## **ETHICAL VIOLATIONS WHICH SPEAK TO INDIVIDUAL INTEGRITY:**

False reporting of information, unacceptable conduct or persistent unexcused absenteeism are not acceptable and will result in a grade penalty. Students may receive a failing project grade and or a failing overall course grade.

False representation of any production work required (audio, video or editing done by someone other than the student in the class) is a serious ethical violation. Without prior permission by Professor Rucker granting special assistance, a student could forfeit anywhere from a project/assignment grade to an overall course grade.

**Students are responsible for dropping courses by the SJSU semester deadline date. Never expect Professor Rucker to do this for you.**

**The BOTTOMLINE...** Conduct yourself in a professional and honorable manner at all times. Listen well in class and ask clarifying questions in class. Don't wait to do it later.

Do what is expected of you and all students. Don't wait for someone to tell you think it through for yourself.

**Never ever expect special privileges. Always apply your best effort.**

When in doubt about anything class related, SPEAK UP in class. Don't ever assume you can find out later or get the clarification you need from a classmate. Your classroom teacher is your most reliable source. You are paying for a class seat...USE IT to the fullest.

**Never ever assume anything.**

Like the old saying about that word and its spelling...

When you say "ASSUME" you could make an "ASS" out of "U" and "ME."