

# ONE-YEAR BROADCAST JOURNALISM IN AFFILIATION WITH



The New York Film Academy is accredited by the National Association of Schools of Art and Design (NASAD), the only accrediting body for visual art programs recognized by the U.S. Department of Education. It is determined that this course carries 36 credits.

The New York State Board of Regents' National PONSI Program ([www.nationalponsi.org](http://www.nationalponsi.org)), recommends this course be accepted for college credit to over 1500 colleges and universities.

**N**BC NEWS has teamed up with the New York Film Academy to train the next generation of journalists who will be prepared to navigate the evolving landscape of journalism in the 21st Century. Working together, NBC NEWS and the New York Film Academy created an intensive hands-on curriculum to address the pressing demand for skilled, can-do journalists on network television, cable, and the Internet.

The involvement of NBC NEWS in the Journalism program will be of incalculable value to students. NBC NEWS professionals will be conducting master classes during the program. Participants will be introduced to the most cutting edge digital technology and methods which are now being used professionally in the field by NBC's own

journalists. Students will be taken behind the scenes at NBC to learn about the production of shows like The Today Show, NBC Nightly News, and Dateline NBC.

The new breed of journalist is boldly revealing the world and today's breaking news to the public. In small crews or even solo, these intrepid reporters are the fastest growing part of the journalism profession. Today's journalist is expected to write, shoot, direct, edit, and even appear on camera in their own field reports and investigative segments.

The One-Year Journalism Program will challenge students to practice and develop these skills in preparation to enter this exciting and challenging field.

# ONE-YEAR BROADCAST JOURNALISM

## PROGRAM OVERVIEW

Through study and hands-on practice, students are trained in the fundamental principles, techniques, and craft of contemporary journalism. This is accomplished through a combination of lecture, demonstration, in-class hands-on production, and the students' own work.

Each student produces a series of prerecorded news projects, shot both single and multi-camera and edited on Final-Cut Pro.

Students who complete this program should be able to confidently produce, shoot, report, record, and edit news projects suitable for broadcast. The first semester provides a foundation in journalistic skills in this digital age that students will apply to more advanced work in the second semester where the focus is on Live, Remote, Satellite, and News show production.

## CLASSES

### *DIGITAL JOURNALISM*

This course encompasses the fundamental principles of news-gathering and production. All student projects are introduced in the class and it is the venue where they are viewed and critiqued. Topics include: Producing and directing single and multiple camera shoots, live and remote production, research, broadcast standards, news distribution. Classes are geared towards preparing students for their own productions throughout the year.

### *HANDS - ON CAMERA*

Functions, operation, and use of the HD digital

video camera and associated equipment. Training for shooting in the field and in the studio. Students will learn to operate a range of professional cameras and production equipment enabling them to technically execute single and multi-camera productions and understand the necessities of a variety of shooting environments and conditions.

### *HANDS - ON AUDIO*

Students will learn to record in a multitude of situations. Students will also learn mixing and communications. Training will encompass wireless, interview, and boom microphone techniques.

### *PRODUCTION WORKSHOP*

In these teacher-supervised labs, the process of directing, shooting, and sound recording for news projects is put into practice. Each workshop is an opportunity for students to implement and examine in a controlled environment the techniques they are learning in class.

### *EDITING*

Non-linear editing training with Final Cut Pro. Students will master fundamental editing tools and techniques using this software. Students edit their own projects, and can supplement classes with individual consultations at the editing station. Students will be taught the fundamental concepts of editing non-fiction material, both practical and aesthetic. Topics will include editing terminology/vocabulary, time code, cutting styles, organizational tools and rules for editing, building the story in post.

## ***SOUND DESIGN***

This class details the fundamental process of sound editing and design. It provides concepts, technical instruction and hands-on demonstration. The class challenges the students to use sound as an additional tool to enhance their storytelling, and takes them through the complete post-production process. Students learn how to build multiple tracks on Final Cut Pro (Pro Tools will be introduced in the second semester).

## ***PRODUCTION MEETINGS***

Before each production, students meet with the Digital Journalism instructor by crew in preparation for the upcoming project. Students are required bring all preparatory materials to Production Meeting. These may include storyboards, scripted material, location details, and shooting schedule.

## ***SPECIAL TOPICS***

This class addresses subjects of specific relevance to the outside projects. Topics include story structure; writing commentary; rights, ethics and law; broadcast studies.

## **FIRST SEMESTER PROJECTS**

As producers, students will have to identify and make arrangements for their subjects, choose and secure locations, prepare equipment, arrange the preparation and set up of the locations, and make final technical checks. Student producers will be required to edit and deliver their projects for viewing and critiques. Some of the projects to be completed include the following:

### ***FIELD REPORT***

Each student produces a field report. In crews of two, each student directs, produces, writes, shoots, and edits a short field report of up 30 seconds to one minute.

## ***THE INTERVIEW***

Each student produces and edits a single camera interview of one to two minutes. Students are challenged to ask open-ended questions and employ various conventions of the television interview. Students must pay special attention to lighting for this project.

## ***NEWS SEGMENT***

Each student produces a news segment or human-interest story. Working in crews of four, each student makes a segment of 1 to 3 minutes.

## ***STUDIO SHOOT***

Each student produces a multi-camera shoot live to tape. Projects include interview and may incorporate previously edited segments. Working in a large crew, each student produces a piece of up to five minutes.

## ***LONG FORM INVESTIGATIVE REPORT***

Each student produces an in depth investigative report of up to 15 minutes. All the techniques learned during the semester may be employed including multi-camera studio shooting. Extensive investigative research (both on computer and on foot), fact-checking, and interview is necessary. Students may use archival footage, if desired.

## ***NEW MEDIA: "TRUE TUBE" WEBSITE***

Students will upload their projects to a class website as they are completed. Each student will create a short opinion piece to post, and maintain a video blog throughout the year.

## SECOND SEMESTER CLASSES

Below is a list of proposed 2nd Semester classes. Through this course of study, students will gain a full understanding of how a story is covered from inception to broadcast. The semester will focus on both the practice and theory of studio and location reporting and the combination of these elements from every angle of production, with a special emphasis on web casting and the use of new and next media in the news industry.

Depending on world events and NBC News programming, students may have the opportunity to attend and participate in an actual news broadcast, such as NBC News coverage of the Beijing Olympics, 2008.

### ***BROADCAST JOURNALISM***

In this class students will learn the architecture and workflow of broadcast news from the news desk to air. They will cover the art of accurate and fair reportage. Students will be required to write, produce, report, edit and upload a series of news assignments.

#### **Special Topics:**

- Voice and presentation. “Performing” for the camera. \*
- Industry guest speakers – Reporters, Producers

### ***HANDS-ON BROADCASTING AND REPORTING TECHNOLOGIES***

This class explores the various technologies used in all types of broadcasting conditions, ranging from full crew operations in the studio to the

individual reporter in remote locations. Classes will be comprised of lecture and demonstration. On site lab sessions will be held at NBC News studios. All concepts and skills introduced through these lectures and demonstrations will be practiced in the Broadcast Production Workshops.

Additionally, students will demonstrate their mastery of these skills to on their individual reporting assignments.

#### **Special Topics:**

APC and Control Room Innovations \*

### ***BROADCAST PRODUCTION WORKSHOP***

In these teacher-supervised labs, live and remote production methods will be put into practice. The instructor will play the role of News Desk Editor and will assign stories to student news reporters and the accompanying crews with real-time deadlines for live coverage.

Production Workshop will break down the various elements of news broadcasting operations and build towards combining the elements into a complete show involving the control room and studio, live remotes and the employment of the various associated technologies. At various times during the workshops students will be reporting live, back to the classroom for review and critique. Students will have to fill various roles and practice the associated skills. These roles will include, but are not limited to: producer, director, assistant director, technical director, on-camera personalities, in-field reporter, audio, camera operator, CG.

# ONE-YEAR BROADCAST JOURNALISM

Each production workshop will consist of two sessions, which will allow students to experience the broadcast and practice their craft from inside the studio and in the field. (i.e. studio/control room; event/control room; etc.)

## ***LIVE COMMUNICATIONS AND SOUND MIXING***

Students will be trained in in-studio and in-field communications, and well as live sound mixing.

## ***EDITING II***

Non-linear editing training with Avid. Students will master fundamental editing tools and techniques using this software. Students edit their own projects, and can supplement classes with individual consultations at the editing station. Students will be taught the fundamental concepts of editing non-fiction material, both practical and aesthetic.

## ***SOUND DESIGN II***

This class covers the art and practice of sound design for news shows and news magazines using ProTools.

## ***NEW MEDIA PRODUCTION II***

Writing, reporting and electronic news gathering (ENG) for the web will be discussed. Students will explore the creation and proliferation of news websites, and the distribution of news stories over the Internet.

## ***BUSINESS OF BROADCAST JOURNALISM***

The news organization and industry infrastructure will be examined. Students will explore the hierarchy of the personnel and distribution of

finances in broadcast news. Students will also learn to pitch and explore avenues by which to sell a story. Career options will be discussed, including internships, apprenticeships and other positions, as well as creating a reel and résumé development.

## **Special Topics:**

Industry guest speakers\*

## **STUDENT PROJECTS**

Story Assignments (every other week, alternating with group production workshops) – originating in Broadcast Journalism class. Assignments will range from hard news to human-interest stories and opinion pieces. Students will incorporate FTP and other methodologies. Parameters for projects will include:

Reporting, editing, storing and forwarding, writing and reporting for Web, and non-traditional methods of ENG (cell phones, lap tops, spy cam, etc.)

Final project – The Live News Show – this group project will be the culmination of the semester. Students will create a ½ hour news show that will incorporate all techniques and skills covered during the semester including:

- Remotes
- In studio anchors
- Taped material
- Live Interviews

*\*Please note: Special Topics classes address subjects of specific relevance to support the information being covered in class, and will meet as needed and/or upon availability of the lecturer or guest speaker.*