

BROADCAST NEWS - 1JRN. 1 - MR. ILEYRM. E467COURSE OUTLINEPREFACE:

This particular subject in the Journalism course: is designed for future broadcast journalists. Itt is about writing. No skill in broadcast: journalism is moce basic. The correspondent broadcastings from London or New Delhi:, from Ottawa or Vancouver, is read- ing a story he wrote. (Or she) Often he has less than: two minutes on television - one minute on radio - to tell his. story. The newsroom writer, for the same story, may have only 20 seconds. & special economy in language« a most sophisticated! kind of editorial judgment\* is required:- if in that limited time he can report what is essential - the undistorted essence - off what took place. And this must be done gracefully. TKriting for broadcast^ whether radio or television, demands: a style which is "comely and clean".

This subject is like an expanded stylebook. A set of piratical guidelines. Inevitably, among the guidelines are some rules. Butt this course of Broad- cast News makes no pretense of being the last word. Each network, each station, has its broadcasters, each of whom has his or her own individual style.

But: there are ways which make for good writing;. No rule exists for whether you do this from a crouched position, or by using the touch system, or with two fingers, or by dictation. You will hear me make a scant reference in this course to grammatical rules. However, you must be grammatical in what you write. You mustt be- accurate. You must be conversational. And. you must be succinct. Think of each wasted word in your broadcast, as a wasted second. Through such waste,

(cont'd)

in longer broadcasts, whole minutes are lost. Whole stories are dropped!.

The trick is how to be accurate - how to report the essential facts - and be conversational and brief at the same time. No other medium matches broadcasting's insistence on clarity and compression. In no other newsroom is such high premium placed on the writer's craft:. The news must be written as lucidly as possible because the listener has to understand at once what he hears - there is no going back to listen again.

The graduate in broadcast journalism enters an expanding field. Each year, more hours have been devoted to news programming. Licenses are being granted! to more F.M. stations in Canada and the United States. UHF "stations are multiplying. News writers are needed not only at radio and television stations, and at the networks, but at flF, BN, AP, and UPI. These press associations have increased their broadcast services. They employ writers for their radio wires; other newsmen specializing in audio reports are assigned to overseas bureaus.

Networks and group stations, syndicate news and publishers of Journalism textbooks require editors and writers. Cable television promises opportunities for the broadcast journalist which cannot yet be measured.

Surely a word about responsibility belongs in the preface. More people turn to radio and television for news of what is happening than to other media, and this makes it incumbent upon the broadcast journalist to fulfill with integrity his informational role. Truth is the only justification of the profession.

This course is about the art of using words, man's most important invention, in man's most influential media. Of necessity, the practitioners of broadcast, journalism have created a specialized style to suit their media - a new verbal form.

COURSE OF STUDY;

1\* A NEW KIND OF REPORTING:

a) Introduction b) Came the Revolution c) The Eyewitness Medium.

Z. THE FIRST GENERATION:

a) Introduction b) The First Roundup c) This is the News.

J. BASIC WORK RULES:

a) Introduction b) Format c) Corrections  
d) Punctuation e) Abbreviations f) Numbers  
g) Dates, Symbols, Active Voice, Grammar.

JU NAMES AND PRONOUNCIATION:

a) Introduction b) More about names c) Know what You're Reading.

5. TELL YOUR STORY:

a) Introduction b) The enemy is Complexity c) The Challenge d) The Broadcaster's Nightmare e) Contractions: Z) You got rhythm? g) The scriptless story,

6# WATCH THAT WORD:

a) Introduction b) More than a Matter of ir-letter words c) "The other Network" d) Beware the Cliche e) Other words to watch for f) Those Latin words g) No moon-tailed peacocks h) Prepositions can help i) "That" is more conversational 3) The Sound of Words k) Sound-alikes,

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7. HOW TO USE THE WIRE SERVICES:

a) Introduction b) What the wire services provide  
c) Handling the wire copy d) Reading the Wire Copy  
e) Advisories f) Fulletins g) The skeds h) Study the copy thoroughly i) Plan Your Story j) Copying Wire Copy. (cont'd)

OUTLINE . . . . *k*.....*k* . . . . *k*

8. THE TIME ELEMENT;

- a) Introduction b) Don't Cheat <r) Unnatural Usage d) What time is it? e) The Midnight Writer f) The advance textu

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Grading:

- a) Average mark of writing assignments handed in plus theory ttests\*\* ••. ••• 60#
- b) Radio Lab; responsibilites....••••;• 20jC
- c) Special Assignments. • . . . . ••••• 20j6

TOTAL\* 100jt

SCALES

- 80 - 100 = ~~A~~
- 70 - 79 » B
- 60 - 69 » C
- BELOW 60 s I (Incomplete)

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