

**COURSE DESCRIPTION**

Students learn format and writing styles for various media, including radio, TV, and the web. Practice writing on deadline, timing for broadcast, and editing scripts, researching subjects, legal issues, ethics, and writing to video. (To increase competency, may be taken two times for a maximum of 6 units.) (CSU) (3) (Credit/No Credit or letter grade option.)

Three lecture hours per week. Recommended Preparation: ENGL 838 or ENGL 848 or equivalent.

Instructor: Michelle M. Brown

Associate Professor, Broadcast & Electronic Media
Technology Division, College of San Mateo

Office Hours: Tuesdays 11am-12:30pm & Thursdays 1-3pm.

Office Location: KCSM, Bldg. 09, Room 146 (library basement)

Office Phone: (650) 524-6934

E-Mail: brownm@smccd.edu Include "220" in Subject Line of all class-related email!!!

Schedule

Class meets Thursdays 6:30-9:30pm in B11, Rm 132.

Required Textbooks

Hilliard, "Writing for Television, Radio, and New Media," Wadsworth Publishing; 8 edition (May 2, 2003) ISBN-10: 0534564178.

Student Learning Outcomes

220 Broadcast Writing (3) (Credit/No Credit or letter grade option.) Hands-on learning environment that prepares the student for a writing career in media. Writing on deadlines, timing and editing scripts, researching subjects, legal issues, interviewing techniques, and writing to pictures. Three lecture hours per week.

Recommended Preparation: ENGL 838 or ENGL 848 or equivalent. (May be repeated 2 times for 6 units.) (CSU)

Students will...

- Write appropriately for the aesthetic and technical considerations of a given medium.
- Participate in brainstorming and conceptualization sessions.
- Use proper script formatting for each different genre.
- Write in active voice.
- Identify sound bites during an interview.
- Demonstrate how to time and write to pictures.
- Edit copy for accuracy and brevity.
- Examine their own work and other scripts for potential legal conflicts.
- Demonstrate how to write in a variety of production genres including news, commercials, PSAs, documentary and fictional TV.

Assignments & Points

| | | |
|------------------------------|-----|--|
| Formatting: Radio Spot & PSA | 50 | Points/Scale A=900-1000 B=800-899 C=700-799 D=600-699 F=<600 |
| Radio Commercial | 100 | |
| Formatting: TV Spot & PSA | 50 | |
| TV Commercial | 100 | |
| Interview research | 50 | |
| Newsmagazine Talent Script | 100 | |
| News / Sports | 100 | |
| Documentary outline | 100 | |
| Fictional TV script | 100 | |
| Original series/MOW pitch | 100 | |
| Web 1 | 50 | |
| Web 2 | 100 | |
| TOTAL 1000 | | |

Partial Course SCHEDULE

| Wk | Date | READING | Lecture/Lesson | Assignments |
|----|------|----------------|--|---|
| 1 | 8/23 | Buy the book. | Overview of course. Review syllabus. Intro to copywriting for media. Audience demographics. | Buy Textbook. |
| 2 | 8/30 | Ch 2 | More options through production knowledge. A medium's technical considerations. Radio script elements, formats, styles. Timing. | Listen to radio. Deconstruct radio spot. |
| 3 | 9/6 | CH 3, pp 45-60 | Writing for radio: commercials & PSAs. | Format :30 radio commercial and :30 PSA |
| 4 | 9/13 | | DUE: Formatted radio scripts. The creative process - some techniques. | Write original :30 radio spot and PSA. |
| 5 | 9/20 | | DUE: Original :30 spot. Writing for Television. TV commercials - visual storytelling. | Format :30 TV commercial and :30 PSA. |
| 6 | 9/27 | CH 4, pp 66-89 | DUE: Formatted TV scripts. Commercials and Announcements. Storyboards. | Write Original :30 TV commercial & PSA. |

| Wk | Date | READING | Lecture/Lesson | Assignments |
|-----------|-------------|----------------|--|--|
| 7 | 10/4 | | Writing for interviews & talk shows. The lead-in. Interview research & prep. | Develop interview questions and write lead in. |

