BROOKLYN COLLEGE

Department of Television, Radio and Emerging Media

TV, RADIO AND EMERGING MEDIA WRITING

TREM 2616 MZ11 (Course Code 7381)

Monday, 11 – 12:15 Via Zoom, Fall 2021

Prof. Rodman

Office Hours:

Immediately following Zoom sessions

Zoom Conferences: Email me for appointment

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Phone: 718.951.5600 ext. 2792

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(e-mail is always the best way to contact me)

SAVE THIS COURSE OUTLINE. IT CONTAINS GUIDELINES FOR ALL OF YOUR COURSE WORK FOR THIS TERM. IT MIGHT BE UPDATED, BUT THE MOST CURRENT VERSION WILL ALWAYS BE POSTED ON BLACKBOARD.

OVERVIEW

This course focuses on the skills needed to write for radio and television. We will be working with news, documentary, comedy/drama, and advertising. We will have recorded workshops in each of these areas. You will have a writing assignment in each of these fields. You will email each of these assignments to me by the due dates listed below. Class interaction among students will be conducted on Zoom and Blackboard.

This is a fully online class, which means that all of our work will be done online, via Zoom, email and Blackboard (Bb). We will meet via Zoom on regular Mondays at 11 a.m.

Because I will be posting guidelines and samples of each type of writing on Bb and OneDrive, there is no required text for this course. There are no exams, either. Please make sure that the email address you listed in your personal information on CUNYFirst is accurate. If it isn’t, go to BC WebCentral/MyInfo/Personal Email.

Also, you should check your spam filter regularly for Brooklyn College messages.

Feel free to search this syllabus whenever you have a question about this class. Most of your questions will be answered here.

If your English or writing skills are not up to college level, you should go over all assignments with a graduate tutor in the Writing Center before submitting them. See <http://www.brooklyn.cuny.edu/web/academics/centers/learning.php>

You must have access to MS Word for this course.

PREREQUISITES

TV/R 1165 and English 1010 are prerequisites for this class.

###### GRADES

Final grades will be based on the following percentages:

News writing assignment 20%

Documentary writing assignment 20%

Comedy or Drama writing assignment 20%

Advertising assignment 20%

Class Participation on Blackboard 20%

All assignments must be completed to pass this course.

WRITING ASSIGNMENTS

The assignments for this course are designed to enable you to compile a portfolio of different genres of writing. Creativity, thought, and impact count more than format or technical skills, but each assignment must be in the correct format as well as carefully proofread, grammatically perfect, and free of typos.

I will post readings, samples and recorded lectures for each type of writing. If you find other guidelines online that are helpful, you may use those also.

After you read those materials, you should write two or three drafts of the assignment before you show it to anyone. After each draft, put it aside for a while and come back to it at a later time for a fresh reading and a rewrite. Read it aloud to see how it sounds. When you are satisfied that you have done your best, you may submit an optional “first draft.” We will call these submissions “first drafts” for administrative purposes, even though they are actually the second or third draft. Writing is rewriting. You should not submit any work to me unless you are convinced it is the best you can do at that time.

The first draft is not required, but if you do submit one it will be graded. If you are satisfied with that grade, you do not need to submit a final draft.

If you choose to write a first draft, you must submit it by 5 p.m. on the date listed below. Any draft submitted after that time will be considered a final draft. Early submissions always earn extra points.

Final drafts must be submitted by 5 p.m. on the dates listed below. **Late assignments lose a half grade for each day late.**

**All assignments should be submitted in Microsoft Word (.doc or .docx) format.**

When you submit your drafts, both the attached file and the subject line should include your name, using the following protocol: Firstname Lastname Shortnameforassignment 1 or 2 (depending on draft). The short names for your assignments will be:

News 1, News 2,

Doc 1, Doc 2,

Drama 1, Drama 2, or Comedy 1, Comedy 2,

Ads 1 and Ads 2.

So, if your name is Jane Doe (which would be surprising) your first draft news assignment file would be named Jane Doe News 1, and the second draft would be Jane Doe News 2. The subject line on your email to me should be the same.

**You are only allowed to submit two drafts for notes and a grade.** If you miss the deadline for the first draft, the file name for your assignment should end in 2, because it will be a final draft.

ONLINE WORK

Forums will be set up on Bb for you to share your work with your classmates, and for you to respond to your classmates’ work with brief but well thought out critiques and suggestions. These comments should be substantive for class participation credit. “I liked this, good job!” could be part of your critique, but it should not be your entire critique.

When you start a thread on Blackboard, please use your original title, such as “Embezzlement at BC” rather than the more generic “News Assignment.” That will make it easier for us to keep track of your work.

You may post comments as often as you like, but at least one basic idea and one draft of your own work, and three responses to your classmates’ work, are required for each assignment. Online work will be counted as part of your class participation grade. You should post your work online as early as possible, so you can use your classmates’ responses in developing your assignment. These drafts are designed to help you develop your work; they will not be given a letter grade by your professor until the end of the semester. **Only the version emailed to the professor will be graded individually.**

Part of your grade will be based on how well you follow directions, so read each of these basic prompts carefully:

News Assignment

Choose a straight news or feature story. Collect background material, including at least one online newspaper story. Adapt the story to television news, as per the guidelines and samples sent by your instructor and any other guidelines you find. Adapt the story to your local community, and add at least one interview of a BC student, professor or local community member. The interview could be a “person on the street” or someone who could offer an expert opinion. Write a 1- to 3-minute script in split-page format. Read it out loud to make sure your timing is right. Start with the anchor in the studio, have him/her throw it to the correspondent in the field who does a live intro to a taped package and a live conclusion. Make sure your script contains everything your audience will see and hear, including the taped package. Begin your assignment with a one-line slug identifying the crux of your story and the total running time (TRT). End it with a separate bibliography of works consulted. Attach your assignment in MS Word format in an email to [grodman@brooklyn.cuny.edu](mailto:grodman@brooklyn.cuny.edu) with the file name <<First name Last name News (1 or 2)>>.

Documentary Assignment

Propose a documentary of any length on any topic, based on solid research. What is the big idea? What approach are you taking? Why are you interested in this topic? What is your personal link? Who is your audience? What are the key terms that will be essential for that audience to understand?

The proposal should be 1-3 pages. It should begin with a one-liner that explains the basic idea of the documentary. It should also include a numbered list of segments, each with an interesting title that describes the main idea of that segment, and a brief paragraph expanding on that idea. Include also a bibliography of your research sources.

The proposal must also include a sample script excerpt. Script out 1-3 pages of one segment of your documentary (for the purposes of your script, assume that you have whatever video you need). As an alternative, you could instead script out a 1-3 page trailer advertising the entire documentary. The total assignment, therefore, will be 2-6 pages. Attach your assignment in MS Word format in an email to [grodman@brooklyn.cuny.edu](mailto:grodman@brooklyn.cuny.edu) with the file name <<First name Last name Doc (1 or 2)>>. Please use this same file name when posting on BB.

Comedy or Drama Assignment

Choose **one** of these four:

1) Propose a new sitcom series for network or cable TV. Write a brief summary of the continuing concept of the program, including a one-liner that gives the crux of that continuing concept. List the main characters with their characteristics. Provide a concise but complete synopsis of **your own original** episode (in two acts, with an A plot and a B plot, with a beginning, middle and end). Begin your synopsis with a concise one-liner that gives the crux of your episode. Write out one scene in standard comedy script format.

2) Chose an existing TV sitcom series. Write a brief summary of the continuing concept of the program, including a one-liner that gives the crux of that continuing concept. List the main characters with their characteristics. Provide a concise but complete synopsis of **your own original** episode (in two acts, with an A plot and a B plot, with a beginning, middle and end). Begin your synopsis with a concise one-liner that gives the crux of your episode. Write out one scene (2 - 3 pages) in standard comedy script format.

3) Propose a new drama series for network or cable TV. Write a brief summary of the continuing concept of the program, including a one-liner that gives the crux of that continuing concept. List the main characters with their characteristics. Provide a concise but complete synopsis of **your own original episode** (in four acts, with at least an A plot and a B plot, with a beginning, middle and end). Begin your synopsis with a concise one-liner that gives the crux of your episode. Write out one scene (2 -3 pages) in standard drama script format.

4) Chose an existing TV drama series. Write a brief summary of the continuing concept of the program, including a one-liner that gives the crux of that continuing concept. List the main characters with their characteristics. Provide a concise but complete synopsis of **your own original episode** (in four acts, with at least an A plot and a B plot, with a beginning, middle and end). Begin your synopsis with a concise one-liner that gives the crux of your episode. Write out one scene (2 – 3 pages) in standard drama script format.

The suggested length of this assignment is 3-5 pages. Attach your assignment in MS Word format in an email to [grodman@brooklyn.cuny.edu](mailto:grodman@brooklyn.cuny.edu) with the file name <<First Name Last Name Comedy (or Drama) 1 (or 2)>>.

Advertising Assignment

Propose a multimedia ad campaign for radio, television, and online. You can choose any product, including your comedy, drama or documentary program. Write a 1-page proposal explaining what your campaign will do (what marketing problem your campaign will solve) and why you believe it will be successful.

Begin your proposal with a one-liner explaining the concept that holds your campaign together. These ads should all be related by a common theme, slogan, appeal, or other device.

Write complete scripts for a 30-second radio spot, a 30-second TV spot, and an interactive version for online.

Attach your assignment in MS Word format in an email to [grodman@brooklyn.cuny.edu](mailto:grodman@brooklyn.cuny.edu) with the file name <<First Name Last Name Ads (1 or 2)>>. Please use this same file name when posting on BB.

DEADLINES FOR ASSIGNMENTS

All written assignments are due by 5 p.m. on each listed Monday. Early submissions earn extra points. Late assignments lose a half grade per day. Reading Assignments can be accessed on Bb and on the following links:

News Readings:

<https://cuny907-my.sharepoint.com/:f:/g/personal/george_rodman24_login_cuny_edu/EuXXxEKv0oxKk04YMnHbo4ABIKHMczIlsU7SnuiZc_ZYvQ?e=D2COeb>

Documentary Readings:

<https://cuny907-my.sharepoint.com/:f:/g/personal/george_rodman24_login_cuny_edu/Eqz-uzr3Uw1BgS9NEpq_Z9kBH0-O_xZYPPFEAd1x5KmWpQ?e=aYbfbb>

Comedy or Drama Readings:

<https://cuny907-my.sharepoint.com/:f:/g/personal/george_rodman24_login_cuny_edu/Eq4aQO0f0RVEjj1ac6Gt1JoBQ-2LP-YWObIdZ34_Y7D91g?e=zgPwit>

Ad Readings:

<https://cuny907-my.sharepoint.com/:f:/g/personal/george_rodman24_login_cuny_edu/EoCBZR3SJsxDm7khOa7izi0Bl6KFAOkE2omk7YosA0-Tlw?e=oNaubO>

Zoom Etiquette

Zoom works best on a laptop with built-in camera. If you don’t have one and you’d like to borrow one, can apply at the [CUNY Student Technology Needs Survey](https://mail.brooklyn.cuny.edu/owa/redir.aspx?C=q7MR_mvNkwatE6ssUNCOiIa_leD4hLGChw1w3oPAjwZbxga96sPYCA..&URL=https%3a%2f%2fcssa.cunyfirst.cuny.edu%2fpsp%2fcnycsprd%2fEMPLOYEE%2fCAMP%2fc%2fCU_CUNY_CS_CIS_3.CU_E1290_FORM_CMP.GBL%3fFolderPath%3dPORTAL_ROOT_OBJECT.CO_EMPLOYEE_SELF_SERVICE.CU_E1290_FORM_CMP_GBL%26IsFolder%3dfalse%26IgnoreParamTempl%3dFolderPath%252cIsFolder).

For our Zoom sessions, you should sit in a well-lit room and make sure your image has sufficient lighting, especially in front of your face, which should be the brightest spot in the frame. You can also improve your lighting by turning up the screen brightness of your computer.

You should set up your head shot in advance. All frames should be consistent medium shots with eyes framed along the imagined upper third line (full face and shoulders, not too much head room).

Video participation is highly encouraged. If you are concerned about background noise, mute your microphone. If you are concerned about your visual background, use a virtual background. If you are concerned about your personal appearance, you can either get over it, or click “Improve My Appearance” in Video Settings.

Make sure you have a Zoom Profile photo for those rare instances when you have to turn off video.

Your Zoom link for the rest of the semester is:

<https://us02web.zoom.us/j/4224475122>

**Zoom Schedule**

1 8/30 Zoom Lecture: Intro to Course and First Assignment

Assignment: Read syllabus and watch this lecture. Any questions?

Also, email Student Information Form to grodman@brooklyn.cuny.edu and post Introduction for Classmates on BB/Discussion Board.

2 9/13 Zoom Lecture: News Intro

Assignment: Read News Documents and samples and begin research for your own news story.

3 9/20 Zoom Lecture: News Basics

First Draft: News Story for TV [email to professor not required, but post anything you have so far on BB for your classmates. Respond to at least three of your classmates’ ideas.]

4 9/27 Zoom Lecture: News Final

Final Draft: News Story for TV [emailed to professor, required.] Last day for News BB Posts.

5 10/4 Zoom Lecture: Doc Intro

Assignment: Read Documentary Writing links and samples and begin research for your own documentary.

6 10/18 Zoom Lecture: Doc Writing

First Draft: Documentary Proposal [email to professor not required, but post anything you have so far on BB for your classmates, and respond to three of them.]

7 10/25 Zoom Lecture: Doc Polish

Final Draft Deadline: Documentary Proposal [emailed to professor, required.] Last day for Documentary BB Posts.

8 11/1 Zoom Lecture: Comedy/Drama Intro

Assignment: Read Comedy and Drama Writing links.

9 11/8 Zoom Lecture: Comedy/Drama Development

Assignment: Continue Reading and Working on your Comedy/Drama Assignment

10 11/15 Zoom Lecture: Comedy/Drama Structure

Assignment: Comedy or Drama Basic Idea [required via email and on BB. Respond to at least three of your classmates’ basic ideas.]

11 11/22 Zoom Lecture: The Comedy/Drama Pitch

First Draft: Comedy or Drama Proposal [email not required, but post whatever you have on Bb.]

12 11/29 Zoom Lecture: Pitch 2

Final Draft: Comedy or Drama Assignment. Last day for Comedy/Drama BB Posts.

13 12/6 Zoom Lecture: Ads 1

Assignment: Read Ad Writing links and samples.

14 12/13 Zoom Lecture: Ads 2/Course Outro

Assignment: First Draft Ad Campaign [email not required, but post what you have on Bb and respond to three classmates.]

15 12/20 (Final Exam Day) Final Draft Ad Campaign due by 5 p.m.

Last day for Ad BB Posts.