Video News Production
Online Zoom Classes
Lecturer- Bill McKnight
wcm37@georgetown.edu  (703) 608-9843
Office Hours – by appointment via phone or Zoom

Course Description
In this course, you will learn the technical and journalistic fundamentals of broadcast news production from behind and in front of the camera. While the focus will be on television news, much of what you learn will be applicable to the many digital platforms. You will learn to be a producer coming up with your own story ideas and combine them with the creative techniques necessary for broadcast news production. You will critique current news stories, learn how to make your own successful story pitch, learn fundamentals of videography, you will be taught interviewing and on-camera skills, and you will learn how to edit your own stories.
using a top non-linear editing system. You will learn first-hand how much work goes into each story and the challenges you face creating a compelling product for air under deadline. You will experience the thrill of creating your own television news stories!

**Media Materials Required**

Access to a Mac with ample storage space or external hard drive for video.

Adobe Premiere editing software

**Textbook and Online Tutorials**

No textbook. We will be using Lynda.com

**Course Elements**

You will write, shoot and edit four news stories under deadline. All will be done individually, unless informed differently by the instructor. All work will be **100% original material** created by student unless advised by instructor. All raw tapes and editing sequence folders and metadata must be saved for duration of class. The instructor reserves the right to review all raw materials and failure to
provide requested material can be considered grounds for failure of projects.

Journalists are also required to write and produce air-quality programming under deadline. This course is no exception. Deadlines will be enforced. No project will be accepted after its due date without severe grading penalties.

ONLY assigned editing software can be used for class projects. All media must be stored on the student’s Mac or external hard drive. Without exception, ALL media must be created by each individual student unless agreed ahead of time by instructor.

VIOLATION OF THESE POLICIES WILL BE GROUNDS FOR FAILURE.

**Weighted Grade Structure**  Undergraduate

- **10%** Field Story One Video Project
- **10%** Field Story Two Video Project
- **10%** Field Story Video Project
20% Field Story Final Video Project
15% Homework Video Projects
25% In-class Quizzes on homework and class lectures
10% Class Participation and Attendance

Grades

The course will utilize the plus/minus system when recording final grades. The plus/minus system equates to the following numerical breakdown:

- 95-100 = A Excellent
- 90-94 = A-
- 88-89 = B+
- 83-87 = B Good
- 80-82 = B-
- 78-79 = C+
- 73-77 = C Adequate
Class Contribution Policy
It is expected and required for everyone have their camera’s on and contribute in class just like a real newsroom. The concepts and skills being explained can be complicated. Lack of class participation will impact final grades.

New Media Distractions
Out of respect for each other and the class overall, refrain from the use of Mobile phones during class. I reserve the right to ask students to leave for the remainder of that class if I determine it is a distraction. You will not be allowed to participate in ANY ACTIVITIES FOR THE REMAINDER OF THAT CLASS INCLUDING QUIZZES AND GRADED PROJECTS. It is a student’s
responsibility to make up any material missed while distracted.

**Attendance Policy/Medical**

All students are expected to attend all classes. Absences may have an adverse effect on grades in this course, up to and including failure. “Absence” is defined as the failure of a student to be present when the professor checks the class roster on Zoom. Lateness may be listed as absence, since students may be refused admission to any class when late. All course requirements are to be completed no later than the date of the final examination.

Absences that result from a student’s own illness is the only acceptable excuse for not attending class. Notification of any anticipated absence is required by email or phone call well **before** class begins. The email or call will be considered part of the class work that falls under the student Honor Code.

Absence because of serious illness or injury, family emergencies and school related obligations will be addressed when needed.
and must be confirmed in advance and followed up with documentation. Students absent for several days because of illness should notify their Dean’s Office.

Three late arrivals (more than five minutes after start of class) without prior email approval will be considered an unexcused absence.

Students will drop one full letter grade for each two unexcused absences. It is the student's responsibility to make up all missed work if absent from class. Students will only be allowed to make up a missed test or quiz from an excused absence.

Good early communication with the instructor is in the student’s best interest. The instructor can be reached via cell phone 24/7.

**Academic Integrity and the Honor Code**

As a Jesuit, Catholic university, committed to the education of the whole person, Georgetown expects all members of the academic community, students and faculty, to strive for excellence in scholarship and in character. To uphold this tradition, the
University community has established an honor system. The Honor Council is the principal administrative body of this system. This class will hold each student to this high standard detailed here - http://honorcouncil.georgetown.edu/system/policies. Additionally in our class, the journalistic standards of integrity, accuracy, honesty, and an unbiased approach of conduct are expected for all aspects of our work. Any abridgment of journalistic integrity will be considered a violation of The Georgetown University Honor Code.

**Academic Support**

Georgetown University is deeply committed to enriching the academic experience of students. The Academic Resource Center offers an array of academic support services. http://academicsupport.georgetown.edu/.

**Accommodating Students’ Religious Observances**

Georgetown University promotes respect for all religions. Any student who is unable to attend classes or to participate in any
examination, presentation, or assignment on a given day because of the observance of a major religious holiday or related travel shall be excused and provided with the opportunity to make up, without unreasonable burden, any work that has been missed for this reason and shall not in any other way be penalized for the absence or rescheduled work. Students will remain responsible for all assigned work. Students should notify professors in writing at the beginning of the semester of religious observances that conflict with their classes. The Office of the Provost, in consultation with Campus Ministry and the Registrar, will publish, before classes begin for a given term, a list of major religious holidays likely to affect Georgetown students. This list can be found on the Campus Ministry website, http://campusministry.georgetown.edu.

**Students with Disabilities**

Students with disabilities, whether general disabilities or specific learning disabilities, may be eligible for reasonable curriculum accommodations and/or special services. However, students are responsible for
communicating their special needs to the appropriate University personnel. The University is not responsible for making special accommodations for students who have not declared their disabilities and have not requested an accommodation. Also, the University need not modify course or degree requirements considered to be an essential requirement of the program of instruction. For the most current and up-to-date policy information, please refer to http://academicsupport.georgetown.edu/disability/.

**Copyrighted Course Materials**

All teaching materials used in this class are protected by federal copyright law as original works or the original work of other professionals used with permission. You are not authorized to reproduce or distribute course materials or make any commercial use of them without my express written consent.

Persons who sell or distribute copies or modified copies of instructors’ course materials or assist another person or entity in selling or distributing those materials may be
considered in violation of the University’s Honor Code.

Recording of video and audio

This class will deal constantly with audio and video recording equipment. You should always assume there is the possibility of your sound and image being recorded while working in class. Additionally, the class will be recorded on Zoom. By agreeing to participate in this class, you relinquish all legal rights to such recordings of your image or sound for use in class related projects. Your agreement to this policy will in no way relinquish your rights under any local and/or federal statutes. Any recordings of this class without the knowledge of all involved may be considered in violation of the University’ Honor Code and appropriate legal statutes.

Biographical Information

Bill McKnight spent six years as the Field Production Manager for CNN in Washington, DC, and twenty-five years as a photojournalist, on-air multi-media journalist, chief photographer, and news manager for
WUSA in Washington, DC. He worked with many of the best local and national journalists, photographers, editors and producers and he has received 8 Regional Emmy Awards for outstanding producing, editing, and videography. Bill McKnight currently owns and operates commercial media production company McKnight Creative Media LLC.