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Professor Bob Rucker

Radio & TV Journalism Coordinator

Former CNN Correspondent

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Class Meetings: Tuesdays & Thursdays

Noon-1:15pm Lecture / 1:30-2:45pm Lab

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COURSE DESCRIPTION:

JOUR 163 AUDIO AND VIDEO STREAMING FOR THE WEB (3 units) Media Lab. Instruction in producing ambient and actuality sound, digital and analog, for online journalistic publications. Video streaming for the web. Prerequisites: Journalism 61, or instructor consent. Lecture two-hrs/activity two hours.

Technology & Supplies Needed: Laptop, Video Editing Software, Microphone and an External Hard Drive.

Advanced radio & television journalism students are required to have and use their own video camera which must have either a hand held, pin on or wireless microphone capability. J163 lab assignments will require the use of a laptop computer which can support preferably the Final Cut Pro (full or express version) software on Apple MAC computers. Students who have PC computers must learn how to use the comparable Adobe Premiere software package. Some training will be provided in class, but J163 students are expected to use online tutorials extensively to better learn or refresh their knowledge on how to use computer video editing software systems. An external hard drive is also needed for storage of large digital video files.



Global Exposure of Student Videos: J163 stories are posted on CNN i-reports. Some used on the networks of CNN.

A year ago this spring, Professor Rucker established a unique partnership with his former news network. Students in his advanced classes are given professional guidance on how to develop west coast or Bay Area focused news feature stories which are uploaded, by pre-established deadlines, on the CNN i-reports website. All story ideas and story scripts must be approved by Professor Rucker before they are uploaded to insure the student effort meets the minimum requirements. Since this partnership began, many students in J163 have had their stories seen my hundreds on i-reports. Exceptional stories are also chosen by network producers for broadcast on the CNN or CNN International news channels.

Student Learning Objectives in J163, an advanced broadcast journalism reporting class:

To successfully complete this course, students must be able to:

Demonstrate that they can critically think through and thoroughly do research into timely and important community news, issues and concerns prioritizing balance in approach and perspectives.

Demonstrate that they have the ability to write and/or produce quality content for broadcast news or convergent media under time pressure or deadline restrictions.

Demonstrate the ability to develop and effectively use appropriate interview quotes and comments, paraphrase sources accurately and fairly, and attribute clearly and accurately all information used.

Demonstrate consistent ethical conduct and behavior when writing or producing electronic content for dissemination to the public.

Demonstrate the ability to verify all assertions of fact in reporting, and stand firm in supporting all principles and practices of the First Amendment guarantee of freedom of the press.

Special arrangement for J163 students to interact with news professionals and post class current event and social issue video stories on the national news website:

In January, 2009, when our journalism school sent ten students to the Inauguration of President Obama, we mapped out a unique "[Education on Wheels](#)" project where they would travel on the road through the landmarks of the historic civil rights movement of the 1950s, 60s and 70s. Our journalism, PR and advertising students did such a good job telling poignant stories about the people and dangerous situations of that time in America, CNN followed their road trip closely, and interviewed the students on TV five times along the way. When we arrived in Atlanta, a special segment was aired live on CNN and was seen internationally! Those students made a name for themselves, and highlighted SJSU's continuing reputation for excellence in journalism education.

CNN news executives were very impressed with our students' talents and "learn by doing" training and spirit. After they returned to San Jose, Prof. Rucker contacted his former network and asked if the J163 Audio/Video Streaming students could continue to offer CNN current event and social issue news stories with a west coast angle or unique thinking approach. They agreed and a new higher education and professional partnership was born.

By late spring 2009, J163 students were developing numerous original and creative news stories in our diverse Bay Area cultural communities. They worked closely with CNN producers to fine tune their ideas to meet the needs of a national news consumer audience. Professor Rucker served as news director, and taught students how to meet absolute deadlines for shooting, writing, voicing, editing and posting CNN i-Report stories. Some student efforts were so timely and good their J163 video reports were selected for air on the CNN domestic and CNN International networks. One J163 student's precision journalism was so good, she was interviewed live, from the west coast, via Skype computer interaction software.

For the first time in SJSU history, advanced broadcast journalism students now have their J163 class assignments screened and reviewed by news professionals across the country and viewed by people worldwide! This is a unique educational opportunity and an incredible privilege. To maintain the partnership between SJSU & CNN, students in Journ.163 must always work to meet all the needs for quality news production, and make EVERY effort to showcase their best thinking, producing, writing, voice-over reporting and videotape editing on every assignment. No flaking out, no lazy efforts or you run the risk of embarrassing yourself, the journalism school and SJSU as a whole. That is never acceptable, but worst of all, a weak effort by you that gets posted online could damage your public reputation before you graduate not to mention your career goals.

J163 is, however, a positive, challenging and energetic learning experience. Students usually take great pride in what they say and do in this class because they know this is a golden opportunity they should never waste. Each student has unique strengths and abilities to showcase, and each student has shortcomings, skills issues and other concerns they must face and work to improve. Using new technology is challenging for some, scary for others. All of this is normal. The trick to success is telling yourself you came to SJSU to learn and be challenged to do new things, sometimes very tough assignments, always to the best of your ability. Media professionals face this everyday with enthusiasm and confidence, not self doubt or fear. College is the time to be pushed to see what you can do. It truly is “put up or shut up” time in Journalism 163.

HOW TO SUCCEED ON EACH ASSIGNMENT: 12 STEPS TO IMPRESS

1. Demonstrate your knowledge and understanding of current events and how it affects people in every day life.
2. Ask questions! Speak Up! Share with classmates! Media is no place for timid or quiet people. Communicate!
3. Learn from your classmates and their life experiences. No one knows it all. Broaden your knowledge by listening well.
4. THINK through assignments & have confidence in your ability to identify solutions or alternatives. Never quit.
5. Identify and ‘pitch’ news timely & interesting west coast story ideas for a national audience. (NOT a student audience)
6. Take direction well from Professor Rucker and J163 Teaching Assistant Justin Allegri, then follow through effectively.
7. Get all story ideas and final scripts approved by Professor Rucker before uploading onto CNN i-reports.
8. Interact eagerly with news producers in Atlanta. Take full advantage of rare opportunities to speak with CNN personnel.
9. Accept critical reviews from everyone as constructive feedback intended to broaden student thinking. Nothing personal.
10. Showcase your best efforts ALWAYS with writing, videotaping, writing, reporting and editing. Keep mistakes out.
11. Meet all deadlines and save the excuses! Stop “student thinking” and perform with “professional thinking” always.
12. Be curious about everything! Look for creative ideas on campus, at work, in your neighborhood. Open your eyes.

Our goal will not be to make you an award winning video journalist in 16 weeks. While that would be nice, it is far from realistic. CNN and Prof. Rucker know you are not professionals. **What we are looking for is potential.** How sharp are you?

Pay attention to the NEWS and how professional stories are told visually, and how they tap into public opinion and feelings...how they show people LIVING THEIR LIVES dealing with the timely issues or news events?

Broaden your usual approach to getting news and information. Online news outlets are good, but are NEVER enough! You are RTVJ students...so LISTEN TO KCBS news radio for possible story ideas...WATCH the local & national TV news programs...NO EXCUSES! Not having a radio or TV is a dumb excuse given what you are studying. Get access to a radio or TV every day and do your homework! Remember...You may embarrass yourself publicly if you don't!

Avoid quick and easy fixes! That many times comes across as being lazy or poorly informed. Good feature stories usually start with talking directly to people. Weak performing students tend to opt for sending e-mails or text messages hoping to get a response or help. THINK! Most people you contact won't know you. Easy approaches are easy to ignore or delete. Show up on people's doorsteps...be polite always but be persistent. Get what you need from the people in the know. Don't Wimp out and tell yourself “I don't or can't be that aggressive!” Then why did you pick RTVJ for your college studies? You are fooling yourself if you think what you've always done in school is good enough. Don't expect to pass this class thinking like that. If you want to make the big bucks in the future, you start now learning to do what is expected to get paid so well.

Stop expecting everyone to be alike or for life to be fair. Media careers are highly competitive by nature. That means people with different intellectual, academic, verbal and performance skills are dreaming big dreams too about their future. SJSU has an excellent reputation for helping you learn how to compete effectively IF you willing to grow up and face what is really needed. Good looks, a great voice, fine clothes, and personal contacts do help, but eventually you the individual have to **show how you think and react when faced with a tough challenge,** like getting someone difficult to do an interview or give you the info you need,...or when faced with roadblocks or limitations how you get the video or photos you need to tell your story...or dealing with a tough boss or the public who are usually not impressed by excuses, complaints or tears.

NO TEXTBOOK IS REQUIRED. Educational support info will be provided by Prof. Rucker per assignment. In class lectures are crucial to your success this semester. **TAKE TONS OF NOTES & ASK QUESTIONS DURING CLASS SESSIONS.**

NO MISSING CLASS. Unless due to illness or understanding emergencies, absenteeism is never acceptable and can hurt your grade in all areas of evaluation. Each class session builds on the next one. In-class demonstrations and guest speakers can not be made up later. Everyone learns best by being present and asking clarifying questions. Show up and be heard. Counting on getting notes from classmates may prove disappointing if they were not as thorough as you would have been.

WARNING * J163 students may NOT leave early for holidays, spring break, sporting events, or non-emergency personal or family matters. Remember higher education is a great privilege which should never be devalued or wasted. Re-adjust your priorities. In J163 a grade penalty will be imposed for unexcused absences.*****

J163 – Grading Procedure: Missing any J163 assignment can result in an automatic INCOMPLETE course grade. Your class efforts will be evaluated based on the following formula:

40% CLASS PARTICIPATION & STORY BRAINSTORMING. Class discussions are crucial in J163. All students are expected daily to know the latest news, and be able to tie it into local public reactions, then identify people and angles for stories that can reasonably be developed and produced in here in the Bay Area. J163 students must always develop and use credible research info and sources, offer detailed information on request and provide interesting new perspectives. Deadlines must always be met and students must fully comply with all procedures for posting stories on CNN i-reports. No J163 student may post anything on the class CNN i-reports web page without prior permission by Professor Rucker.

30% STORY IDEA DEVELOPMENT & STORY WRITING. Students must learn and practice how to anticipate public interest by pitching pertinent stories which capture public attention or inspire emotional connections. After conducting quality and extensive research, students must use RTVJ writing style to develop balanced and compelling news story scripts. Grammar, spelling and factual errors will result in grade penalties. Be thorough always and never assume. Find out. Then submit stories for review typed properly and with all the elements needed to tell a complete and compelling news feature.

30% VIDEO PRODUCTION & EDITING. Students must demonstrate using their digital video cameras like professional media, shoot pictures which are well thought out, clearly focused, showcase pertinent content to support the story concept and have appropriate actions and creative intent. After getting story approval for scripts, students must record their scripts and edit together their story using appropriate digital video editing software. Emphasis on NO MISTAKES EVER.

“NUCLEAR ERRORS” - Ways to forfeit your overall J163 class grade

NEVER make up or misrepresent facts or info. **NEVER** let sources dictate your story or your journalistic decisions. **NEVER** give your sources your questions in advance. **NEVER** give sources final editorial approval. **NEVER** put online anything for this class without approval first from Prof. Rucker. **NEVER.**

He is your news director and has the final say on stories. **Once given, the discussion ends. Follow directions** Avoid using the same sources over and over. **Being predictable showcases limited thinking or laziness.** Last minute efforts are usually easy to notice by their limitations. **Take full advantage of all time allotted.** Conduct yourself professionally always. Stay away from dangerous situations. **Never risk anyone’s safety.** False reporting or made up information **automatically results in a failing course grade. Unethical behavior.**

See below Prof. Rucker’s classroom policies which are strictly enforced.



Policies

A. Academic Integrity Statement

"Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's Integrity Policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Judicial Affairs." The policy on academic integrity can be found at:

http://sa.sjsu.edu/judicial_affairs/index.html

To plagiarize is to "steal and use (the ideas or writings of another) as one's own." (American Heritage Dictionary of the English Language. 1975). You are committing plagiarism if you:

Copy phrases, sentences, or passages from electronic or print sources (journal articles, the web, etc.) into your own papers and reports without giving credit by citing the original source

Quote someone else's exact words without giving credit to the original author

Use someone else's specific ideas even if you restate them in your own words.

Citing your sources properly helps to avoid plagiarism. (See http://sa.sjsu.edu/student_conduct)

SJSU regards plagiarism as academic dishonesty. Consequences include academic and other sanctions such as "grade modification."

Make clear which ideas are yours and which are someone else's...don't use words or images in a way that violates the creator's rights to them.

(Plagiarism and fabrication are violations of the ethical standards of the journalism profession. In addition to plagiarizing sources, outright fabrication is equally dangerous territory for

journalists. This includes making up sources and attributing information to non-existent people or printed matter.)

B. Campus policy in compliance with the Americans with Disabilities Act

"If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with the DRC to establish a record of their disability."

C. You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawals, incompletes, classroom behavior, and other policies found at http://sa.sjsu.edu/student_conduct. Also, please read the SJSU catalog thoroughly.

University Policy S01-13, San José State University's *Policy of Commitment to a Campus Climate That Values Diversity and Equal Opportunity*, replaces University Policy S91-1 and affirms that San José State University (SJSU) is committed to maintaining an environment free from discrimination and harassment in compliance with all laws on non-discrimination, equal employment opportunity and affirmative action. Furthermore, the university community has a responsibility to advocate inclusion, respect, and understanding at a level above that which is minimally required by law.

For a full description, view [SJSU Campus Climate Policy](#).

Executive Order 883, *Systemwide Guidelines for Nondiscrimination and Affirmative Action Programs in Employment*, supersedes Executive Order 774. The California State University is committed to maintaining and implementing employment policies and procedures that comply with applicable state and federal nondiscrimination and affirmative action laws and regulations. Discrimination on the basis of race, color, religion, national origin, sex, sexual orientation, marital status, pregnancy, age, disability, medical condition, and covered veteran status is prohibited. Additionally, Executive Order 883 prohibits retaliation for filing a discrimination complaint, opposing a discriminatory act, or participating in a discrimination investigation or proceeding.

For a full description, view [Executive Order 883](#).

[NCAA Gender Equity Report](#) details information concerning SJSU's intercollegiate athletics programs under the Equity in Athletics Disclosure Act of 1994.

Presidential Directive 97-03 describes the University's policies and guidelines for securing accommodations for students with disabilities, as well as the procedures for resolving disputes. It is the purpose of this directive to assure that SJSU continues to comply with federal and state legislation and California State University policies regarding the provision of services to students with disabilities.

For a full description, view [Presidential Directive 97-03](#).

Executive Order 926, The California State University Policy on Disability Support and Accommodations, presents policies, procedures, and monitoring for making all CSU programs, services, and activities accessible to students, faculty, staff, and the general public with disabilities.

For a full description, view [Executive Order 926](#).

In order to **observe days of religious significance**, students may occasionally be absent from class. Therefore, to address this issue, the San José State University Academic Council voted to adopt University Policy F68-8. This university policy, in conjunction with [California Education Code 89320](#), addresses campus policy on religious holidays.

For a full description, view [Policy F68-8](#).

Presidential Directive 91-08, *Sexual Harassment and Special Responsibilities of Supervisory and Management Personnel Having Knowledge of Potential Sexual Harassment Situation*, asserts San José State University's commitment to providing all its students and employees with a comfortable and safe environment for learning and working. The President of San José State University issued this memo to clarify for all SJSU supervisory personnel the kind of conduct that is defined as sexual harassment and the responsibilities of all supervisory personnel when they have any knowledge that sexual harassment may be taking place within the campus community. For a full description, view [Presidential Directive 91-08](#).



Classroom Policies of the School of Journalism and Mass Communications

To avoid disruptions in the classroom and to foster an atmosphere for learning, the School has established the following classroom policies.

- All cell phones must be turned off (or set to "vibrate") in the classroom. Please be forewarned that, if a cell phone goes off in class, you will be asked to leave the classroom for that particular class period.
- Latecomers may be denied entrance to the classroom. Similarly, do not disrupt the class by leaving early. Do not schedule work, personal appointments (doctor's visits), etc. so that there will be a conflict with the time the class meets.
- When in the classroom, laptops must be used for classroom-related activities only.
- Remove your personal belongings and trash from the classroom after each class.
- No food or drinks allowed in classrooms or labs



Prof Bob Classroom Conduct: Based on Professional Standards

All SJSU students are always asked to be respectful, open-minded, willing listeners and learners when it comes to experiencing people from different cultures and/or those with different perspectives. Candor is always encouraged in Rucker class discussions. It's OK to ask for clarifications from other students and to respectfully challenge viewpoints. Personal attacks and inappropriate language are NOT allowed. Students who do not comply fully may be asked to leave Professor Rucker's classroom.

RUCKER STRICT ENFORCEMENT

Each of you are preparing for some career position in the future. Professionals know basic workplace rules and regulations, established by the company or administrators, are not usually negotiable. Professionals working at all levels are expected to understand, accept and fully comply with all basic workplace directives. Penalties for violations can range from mild reprimands to docking of pay, suspensions or job termination depending on the severity of infractions. Identifying the DOs & DON'Ts is something you must learn to do while in college.

In Professor Rucker's Classes....These rules are based on this concept and will be enforced:

10 Minute Classroom Arrival Rule: Don't ever be a disruption or distraction.

No student may enter Prof. Rucker's classroom 10 minutes after class starts. Such disruptions may result in the tardy student being asked to leave. If a tardy student fails to comply with the directive to leave the room, that student's class participation grade can be automatically forfeited, with no make-up opportunity. Be on time.

Laptops used in class must stay focused on authorized class related materials and discussions. Random surfing, e-mailing and all other online activities are never permitted during class time. Expect no additional advisories or warnings. Those identified in violation of this rule will be identified in class and told to meet with Professor Rucker during office hours to learn of the penalty which could range from a grade reduction, an overall class participation grade forfeiture, or suspension from class.

NO e-mailing "I'm out Sick" messages. NO homework sent by e-mail or submitted outside of class time to Prof. Rucker without his prior consent. No credit will be given or noted. **Call Professor Rucker's office** to explain you are sick, and ask for an excused absence. **(408-924-3272)** Not all requests for an excused absence will be granted. SJSU policies regarding illness and family emergencies are accepted. Documentation confirmation may be requested by Prof. Rucker.

Repeated problems and excuses, or absenteeism may result in an incomplete or failing course grade for the student.

Never ask others to inform Prof. Rucker of your illness or class absence. Contact him yourself.

NO grades should be sent by e-mail or posted online for students. SJSU Privacy concerns.

If a Rucker class is assigned a separate e-mail address. Prof. Rucker must FIRST give permission, in advance, before any interaction, correspondence or homework may be sent to the class assigned e-mail account. Unauthorized e-mailed materials are not acceptable and are given no credit.

Deadlines for all project, written or production, are always absolute. No excuses. Do what is asked and expected of all students. Expect NO extensions. Ask for no special privileges.

Never expect late assignments to be accepted. "I worked hard on this" is no excuse if you have missed the required time and way to turn in an assignment. If you want it to be counted, present it as requested.

Extra credit may be offered, but never ever expect it. Prioritize doing your best on all required class assignments, and meet designated deadlines always. "Extra Credit" is not a professional world concept.

ETHICAL VIOLATIONS WHICH SPEAK TO INDIVIDUAL INTEGRITY:

False reporting of information, unacceptable conduct or persistent unexcused absenteeism are not acceptable and will result in a grade penalty. Students may receive a failing project grade and or a failing overall course grade.

False representation of any production work required (audio, video or editing done by someone other than the student in the class) is a serious ethical violation. Without prior permission by Professor Rucker granting special assistance, a student could forfeit anywhere from a project/assignment grade to an overall course grade.

Students are responsible for dropping courses by the SJSU semester deadline date. Never expect Professor Rucker to do this for you.

The BOTTOMLINE... Conduct yourself in a professional and honorable manner at all times. Listen well in class and ask clarifying questions in class. Don't wait to do it later.

Do what is expected of you and all students. Don't wait for someone to tell you think it through for yourself.

Never ever expect special privileges. Always apply your best effort.

When in doubt about anything class related, SPEAK UP in class. Don't ever assume you can find out later or get the clarification you need from a classmate. Your classroom teacher is your most reliable source. You are paying for a class seat...USE IT to the fullest.

Never ever assume anything.

Like the old saying about that word and its spelling...

When you say "ASSUME" you could make an "ASS" out of "U" and "ME."