

## DOCUMENT RESUME

ED 454 556

CS 510 571

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TITLE Providing Broadcast Journalism Students Professional Experiences by Producing Political Television Programs.  
PUB DATE 1998-09-00  
NOTE 16p.; Paper presented at the Annual Meeting of the Kentucky Communication Association (Prestonsburg, KY, September 18-19, 1998).  
PUB TYPE Guides - Non-Classroom (055) -- Speeches/Meeting Papers (150) -- Tests/Questionnaires (160)  
EDRS PRICE MF01/PC01 Plus Postage.  
DESCRIPTORS \*Assignments; \*Broadcast Journalism; Course Descriptions; Higher Education; \*Political Candidates; Student Educational Objectives  
IDENTIFIERS \*Arkansas; \*Southern Arkansas University

## ABSTRACT

In June 1997 a 25-minute television interview program, "The SAU Report," was born at Southern Arkansas University. In January 1998 a 15-minute radio news program titled "SAU Magazine" was produced by Advanced Radio Production students. As 1998 began, with coverage available for SAU student broadcasts, it made sense to encourage Arkansas political candidates to visit campus to videotape "The SAU Report." In addition, edited audio segments of these interviews could air on "SAU Magazine." In all, seven candidates for United States Senate, Governor, House of Representatives, and Attorney General came to campus to videotape their interviews. Students did the research for questions and alerted the local media, and they addressed their assignments professionally. This particular assignment proved to be a rewarding educational activity and community service. Included is the syllabus for the course BJ 2033/Broadcast Performance which: outlines grading criteria and assignments, provides a catalog description, gives the text to be used and purpose/objective, lists topics to be emphasized, and presents information on teaching strategies, student readings, major assignments, and instructor bibliography. Contains interview tips, student correspondence with candidates, campus communication for publicity purposes, and letters from two candidates following their interviews. (NKA)

**Kentucky Communication Association Convention  
September 18-19, 1998  
Jenny Wiley State Resort Park  
Prestonsburg, Kentucky**

**"Providing Broadcast Journalism Students Professional Experiences By Producing Political Television Programs."**

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*J.E. Reppert*

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Many "real-world" broadcast assignments in my early years as a professor consisted of radio and television projects primarily heard or viewed by my students and some potential employers. While these projects were functionally useful, I felt the instructional atmosphere would benefit from marketing future efforts to local and regional broadcast outlets.

In June 1997, a 25-minute television interview program, "The SAU Report," was born. I designed it to intentionally follow a C-SPAN approach to interviewing: live and unedited. Southern Arkansas University Broadcast Journalism majors were responsible for booking, producing, and marketing the program. In just over a year of production, it is now available to more than 50,000 southwest Arkansas and northeast Texas cable television households.

A similar effort began in January 1998 with a 15-minute radio news program titled "SAU Magazine." Spring semester 1998 editions, produced by Advanced Radio Production students, aired on radio stations in Arkansas, Texas, and Louisiana. Plans for the 1998-99 academic year

call for students to market the program in Oklahoma and Mississippi.

However, I wanted to go a step further in the instructional process. As 1998 began, with so much coverage available for SAU student broadcasts, it made sense to encourage Arkansas political candidates to visit campus to videotape "The SAU Report." In addition, edited audio segments of these interviews could air on "SAU Magazine." The process proved to be challenging and time-consuming, but extremely educational in the end.

First Summer Session 1998 Broadcast Journalism  
2033/Broadcast Performance students were assigned the task of bringing political candidates to SAU after the spring primary elections. In all, seven candidates for United States Senate, Governor, House of Representatives, and Attorney General came to Magnolia to videotape "The SAU Report."

Research for questions by student co-hosts took place primarily through Internet newspaper searches and candidate Web sites. Prior to each program, receptions for candidates took place down the hall from the television

studio. Students were responsible for alerting local media, with the result being numerous front-page articles with photographs in the *Magnolia Banner-News*.

I was pleased with the professional approach by which students addressed these assignments. After each program, I sat with co-hosts in the television studio control room to view and critique their work. Most students received high scores.

What follows is my Broadcast Performance syllabus, questioning tips, student correspondence with candidates, campus communication for publicity purposes, and letters from two candidates following their interviews.

This assignment proved to be an absolutely rewarding educational activity and community service. Southern Arkansas University Broadcast Journalism majors will likely produce similar programs in a future election year.

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**BJ 2033: Broadcast Performance (Academic Course Syllabus Preface)**

**Grading Criteria:** There are a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

**Assignments:** The following tasks are required. The term paper will be five pages in length, typed, double-spaced, with a separate reference page. **A missed term paper will result in automatic failure.**

Lab Assignment 1/Radio Commercials and PSAs: 10 points

Lab Assignment 2/Radio Interview: 10 points

Lab Assignment 3/Radio Newscast with Script: 10 points

Lab Assignment 4/TV Interview, Part I: 10 points

Lab Assignment 5/TV Interview, Part II: 10 points

Daily Audiocassette Readings: 10 points

Web Page Broadcast Research Assignment: 10 points

Term Paper/Due July 2/Local TV News Performance Analysis: 10 points

Special Event Remote Broadcast: 10 points

Attendance/Class Participation: 10 points

**Summer 1998 Semester Total: 100 points**

**SOUTHERN ARKANSAS UNIVERSITY  
ACADEMIC COURSE SYLLABUS**

**Prepared by:** James E. Reppert **Revised by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Title and Number:** BJ 2033/Broadcast Performance

**Prerequisite(s):** None

**Catalog Description:** Training techniques designed to enhance on-air performance. Optimum pitch, rate, voice and diction exercises, followed by assigning of tasks performed by professionals in the broadcast industry (both radio and television).

**Text:** Hyde, Television & Radio Announcing (seventh edition), Houghton Mifflin

**Purpose/Objective:** To allow students to realize their collective potential as articulate communicators. Though some in the course may not become broadcast announcers, they will leave it with enhanced skills in verbal and nonverbal communication. Extensive critiques of radio and television announcing assignments allow students to see how others perceive their performances. Watching and listening to current professionals in the field gives students a barometer by which to gauge their improvement. As a result, they realize a greater appreciation for the art of announcing.

**Topics To Be Emphasized**

**Approximate Hours Of Coverage**

Voice and diction	4
English usage	4
Pronunciation, enunciation exercises	4
Optimum pitch training	4
Interpreting commercials and public service announcements	4
Interviewing techniques	4
International pronunciation	4
Music announcing	4
Radio, TV news announcing	4
Special event and sports announcing	4
Researching data in cyberspace	4
Preparing final project	4

**SAU ACADEMIC COURSE SYLLABUS - 2**

**Title and Number:** BJ 2033/Broadcast Performance

**Check types of teaching strategies used in this course:**

- Lecture
- Lecture/Discussion
- Use of Audio-Visuals
- Demonstration
- Field Trips
- Resource Persons
- Student Participation
- Team Teaching
- Microteaching
- Other: Videotapes/Audiocassettes

**Major Student Assignments:** Five lab assignments, daily audiocassette readings, one term paper, Web page research assignment, final project, attendance/class participation.

**Student Assessment/Evaluation (Tests and Number of Tests):**

- True/False
- Multiple Choice
- Short Answer
- Essay
- Criterion reference
- Standardized
- Demonstration
- Term Papers
- Exhibits
- Critiques
- Projects
- Other: Videotapes/Audiocassettes

**Student Readings: (please attach)**

**Instructor Bibliography: (please attach)**

**Procedure:**

Submit three copies to departmental chair

Department Chair (Sig./Date) \_\_\_\_\_

Chair submits two copies to Dean (Sig./Date) \_\_\_\_\_

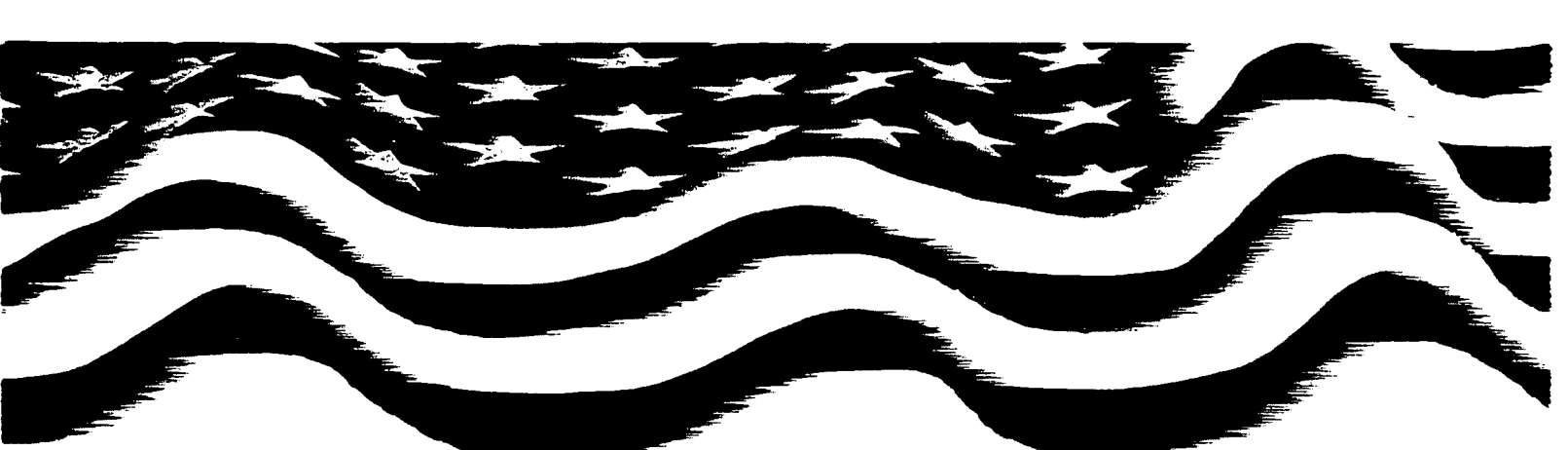
Dean submits one copy to VPAA (Sig./Date) \_\_\_\_\_



## TIPS ON CONDUCTING INTERVIEWS

### "C-SPAN STYLE"

1. Don't over-prepare.
2. Don't write down your questions. This will help you listen better.
3. Don't talk to your guest about the content of the interview beforehand. Both of you will sound fresher to your audience.
4. Ask "open" questions -- ones that can't be answered with a "yes" or "no."
5. Don't try to impress your audience with your knowledge.
6. Make eye contact with your interviewee.
7. Don't set up your questions with your own theories. If you want the guest to respond to a theory or situation, make sure you use a credible source such as a report, news story, etc.
8. Listen to the answers.
9. Ask follow up questions.
10. Assume the audience knows little detail. Always ask for basic terms, jargon, or acronyms to be defined.
11. Keep your questions succinct. Long, complicated questions are confusing and usually lead to long, complicated answers.
12. Don't indicate approval or disapproval of your guest's answers -- verbally or non-verbally.



June 23, 1998

Jay Dickey  
P.O. Box 8766  
Pine Bluff, Arkansas 71611

Dear Mr. Dickey,

Are you tired of sound bites? 30-second interviews? Attack journalism? Do you believe that uninterrupted, unfettered, meaningful discussions are lost in today's high-impact media frenzied communications industry?

If so, then I invite you to discuss your vision for Arkansas during a 1/2 hour interview with broadcast journalism students at Southern Arkansas University at Magnolia.

These interviews will be aired on the *SAU Report*; a university produced program broadcast on cable stations throughout south Arkansas. (See attachment.) Last semester my class successfully aired interviews with Arkansas Governor Mike Huckabee as well as Commissioner of State Lands Charlie Daniels.

While completing requirements for my degree in journalism, I have worked as a reporter for several southwest Arkansas newspapers including the *Texarkana Gazette* and am currently employed as communications coordinator for Commissioner of State Lands Charlie Daniels.

I believe this project to be a worthy one as it affords greater communication opportunities from candidates to voters in south Arkansas. Also, this interview will prove to be a tremendous learning experience for the participating senior broadcast students.

Every candidate will be interviewed for 30 minutes--individually. My class will interview candidates seeking the offices of U.S. Senate, U.S. Congress, 4th District, Governor and Attorney General. This will not be a debate between candidates but rather a discussion with SAU students. The programs will be aired back-to-back on cable stations throughout south Arkansas.

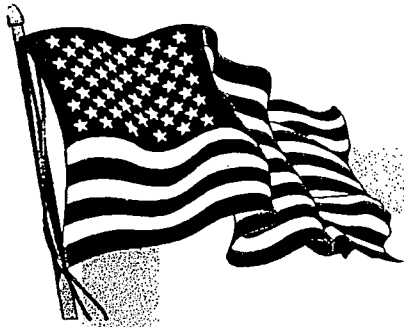
Won't you help us coordinate a forum for discussion on topics ranging from the candidate's background, family, upbringing and early career to current events and issues in Arkansas?

Our Broadcast Journalism Professor Jim Reppert has been, without exception, extremely supportive of our efforts. For additional information or details, he can be reached at 870-235-4000. Also, I will be happy to schedule your interview and answer any questions you may have. My phone number is 501-376-7261 or 501-324-9222.

I look forward to working with you on this project and I congratulate you on your Republican nomination.

Thanking you in advance,

Amanda Paige Black



# The SAU Report

*The SAU Report can be seen on the following stations:*

- Channel 13, Magnolia, Arkansas (every Monday from 7 p.m. to 8 p.m.)
- Channel 16, Camden, Arkansas (3X daily--10 a.m., 1 p.m., and 4 p.m.)
- Channel 55, Hope, Arkansas (viewing times can be found at [www.KTSS.com](http://www.KTSS.com))
- Channel 55, Lewisville, Arkansas
- Channel 55, Stamps, Arkansas
- Channel 55, Arkadelphia, Arkansas
- Channel 55, Texarkana, Arkansas
- Channel 8, Springhill, Arkansas
- Channel 13, Prescott, Arkansas
- Channel 24, Emmett, Arkansas
- Channel 27, Fulton and Saratoga, Arkansas
- Channel 30, Blevins and McCaskill, Arkansas
- Channel 3, Shreveport, Louisiana (viewing times to be announced)

**The SAU Report is a student produced studio television program first aired in 1997. Since its inception, more than 60 original TV programs, produced by SAU broadcast journalism students, have been aired.**

**James Reppert**

**From:** James Reppert  
**Sent:** Wednesday, July 15, 1998 10:34 PM  
**To:** ALLUSERS; STUDENTS  
**Subject:** The SAU Report

Broadcast Journalism students are producing eight television programs scheduled to air in late August and early September. Democratic and Republican candidates for the offices of Attorney General, U.S. House of Representatives (Fourth District), U.S. Senate and Governor will be visiting the Southern Arkansas University campus over the next few weeks, videotaping special Campaign '98 editions of *The SAU Report*.

These programs will serve as excellent hands-on assignments for students, in addition to informing the general public. Higher education, finance, crime and governing philosophy are just some of the topics to be covered in individual 30 minute interviews.

Candidates will meet with the SAU community, Magnolia residents, area leaders and regional media at receptions prior to each interview. Each reception will take place on the first floor of the Business/Agribusiness Building. Taping sessions of *The SAU Report* will be closed to the public, but all are encouraged to attend the receptions, each roughly 50 minutes in length.

A tentative schedule follows.

*Monday, July 20*

**Bill Bristow**, Democratic Candidate, Governor  
Reception, 1:30-2:20 p.m.; Taping Session, 2:20-3:00 p.m.

*Tuesday, July 21*

**Mark Pryor**, Democratic Candidate, Attorney General  
Reception, 1:20-1:55 p.m.; Taping Session, 1:55-2:30 p.m.

*Monday, July 27*

**Fay Boozman**, Republican Candidate, U.S. Senate  
Reception, 2:00-2:50 p.m.; Taping Session, 2:50-3:30 p.m.

*Monday, August 3*

**Judy Smith**, Democratic Candidate, U.S. House (Fourth District)  
Reception, 2:00-2:50 p.m.; Taping Session, 2:50-3:30 p.m.

*Wednesday, August 5*

**Blanche Lincoln**, Democratic Candidate, U.S. Senate  
Reception, 2:00-2:50 p.m.; Taping Session, 2:50-3:30 p.m.

*Thursday, August 6*

**Betty Dickey**, Republican Candidate, Attorney General  
Reception, 2:00-2:50; Taping Session, 2:50-3:30 p.m.

*Monday, August 10*

**Jay Dickey**, Republican Candidate, U.S. House (Fourth District)  
Reception, 2:30-3:20 p.m.; Taping Session, 3:20-4:00 p.m.

Scheduling restraints in July and August may preclude **Mike Huckabee**, Republican Candidate, Governor, from visiting SAU. If this is the case, Broadcast Journalism students will interview him in Little Rock.

**Betty  
DICKEY**  
ATTORNEY GENERAL

August 31, 1998

P.O. BOX 6432  
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800.588.4866  
FAX 870.535.1100

Mr. James E. Reppert  
Director of Broadcast Journalism  
Southern Arkansas University  
SAU Box 9229  
Magnolia, AR 71753-5000

Dear James,

Thank you for letting me be a part of your journalism project. I appreciate the warm reception I received in Magnolia.

Because the Attorney General is responsible for protecting the people of this state from consumer fraud, and other criminal activity, the experience and public service commitment of the candidates are important qualifications for you and other voters to consider.

Again, thank you for the opportunity to meet you and tell you about my candidacy. I would appreciate your vote and your support.

Gratefully,



Betty Dickey

*Great program! Very professional. Thank you for being so flexible and helpful!*



September 2, 1998

Mr. James Reppert  
Assistant Professor of Mass Communication  
Director of Broadcast Journalism  
SAU Box 9229  
Magnolia, AR 71753

Dear Jim,

Thank you so much for organizing the SAU Review shows. I was pleased to have been able to participate in the program and enjoyed visiting with the students and faculty at SAU. I also want to take this opportunity to again ask for your support of my campaign to succeed Dale Bumpers in the United States Senate.

Having secured the Democratic nomination for the U.S. Senate in Arkansas, I now face what will be the most expensive Senate campaign in the history of Arkansas. This is a race that I can not win by myself and I will need your help.

I wish you could travel with me on the campaign trail to see the enthusiasm among Arkansans about my hope for the future. I have been talking about my commitment to save Social Security, to protect Medicare, to ensure that patients have the right to choose their own doctors and to improve education. These are issues that all of us will work on together. It is my proven record of fighting for these issues that has helped me to expand my political base throughout the entire state.

But to win this important U.S. Senate race about the future of our state, I need the support of many fellow Arkansans just like you. I hope you will make a commitment today by filling out the enclosed response card and returning it to my office. I know that with you on my team, I can win this important election.

Thank you again for your consideration. I look forward to hearing from you with your ideas and suggestions.

Sincerely,

Blanche Lincoln

16





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<b>Title:</b> "Providing Broadcast Journalism Students Professional Experiences By Producing Political Television Programs."	
<b>Author(s):</b> James E. Reppert	
<b>Corporate Source:</b> Paper presented at the annual meeting of the Kentucky Communication Association, Jenny Wiley State Resort Park, Prestonsburg, Kentucky	<b>Publication Date:</b> Sept. 18-19, 1998

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