

**Advanced Multimedia News  
MCOM 4332, Spring 2026  
M-W, 12:30-1:50 p.m., CAS 106**

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Office Hours: Tu 2-3 p.m., W 10 a.m.-noon, and by appointment

## **DESCRIPTION**

Students report stories for broadcast and digital news platforms. Emphasis is on identifying, writing, shooting, editing, producing, packaging and presenting news. To solve the real-world problems/challenges of news outlets, students must use critical thinking, analysis/systematic inquiry and writing/storytelling skills; and apply knowledge of mediated presentation, ethics and professional journalistic standards.

- To **define problems**, students consider news value, deadlines, available resources and strengths of broadcast and digital platforms as part of the process of deciding which stories are deserving of being reported as news.
- To **identify strategies/evaluate solutions**, students identify the best ways and on which platforms to report the story.
- To **propose solutions**, students submit a pitch/story treatment in which they evaluate the news worthiness of the story; articulate the purpose and goals of the story; and identify sources and information that will be used.
- To **implement solutions**, students do whatever is required -- contacting sources, interviewing, writing, shooting, editing -- to tell a complete story by deadline.
- To **evaluate outcomes**, instructor and students offer feedback about stories and tasks as part of the learning process.

## **LEARNING OUTCOMES**

By the end of this course, you should be able to:

### **Competency: Writing/Storytelling**

- Develop news stories for different media.
- Use formats and styles appropriate for integrated communication or multimedia journalism for the audiences and purposes required.
- Analyze writing practices, strategies and procedures for news production.
- Demonstrate an understanding of news production requirements through written assignments, including research, scripts and projects.

### **Competency: Analysis and Systematic Inquiry**

- Conduct research and evaluate information by methods appropriate to public relations/integrated communication or multimedia journalism professions.
- Analyze writing and broadcast strategies and procedures for multiple forms of news production.
- Apply the First Amendment and other legal principles to integrated communication and multimedia journalism.
- Apply professional ethical principles and issues integrated communication and multimedia journalism.
- Demonstrate an understanding of the strengths and weaknesses of reporting news on different media platforms.
- Analyzing and develop the content of news stories.

### **Competency: Mediated Presentation**

- Apply theories in the use and presentation of images and information using tools and technologies appropriate for integrated communication or mediated journalism.
- Demonstrate an understanding and proficiency of skills needed to make practical news gathering and producing decisions.
- Demonstrate skills using appropriate software and hardware for creating multimedia stories.

### **Competency: Media Literacy**

- Demonstrate the ability to identify different types of media and messages media put out to the public.
- Demonstrate the ability to analyze, evaluate and create media in different forms.
- Demonstrate the ability to identify and evaluate techniques and impacts of media messages on individuals and society.

### **Competency: Grammar, Spelling, Punctuation**

- Demonstrate the ability to use words correctly.
- Demonstrate the ability to use proper grammar, spelling and punctuation.
- Demonstrate the ability to produce writing that is clear, error free, complete and concise.
- Apply techniques used to edit and proofread forms of multi-media journalism.

### **REQUIRED TEXTBOOK**

- **Associated Press Stylebook.** New York: Associated Press. Also available online at [apstylebook.org](http://apstylebook.org)(Links to an external site.) (Links to an external site.). No older than 2022-24 edition.

- Select readings assigned in class and posted in Canvas over the course of this semester.

## **RECOMMENDED MEDIA CONSUMPTION**

Immerse yourself in mass media to get the most out of this class. Read newspapers and magazines in print and online. Watch news programs and listen to NPR and a podcast. Examine press releases and advertising campaigns. Look at YouTube, Facebook and other social media in the context of this class.

Other recommendations:

- Clark, Roy Peter. (2006) Writing Tools, 50 Essential Strategies for Every Writer.
- Strunk Jr., W., & White, E.B. The Elements of Style (4th Ed.), New York: Longman.
- Watch local and national newscasts. Many broadcasts are now on YouTube.
- Listen to NPR and other radio news outlets.
- Listen to a podcast.

## **WHAT TO KNOW ABOUT THIS CLASS**

### **Basic Requirements**

- This class uses equipment found in CAS 102. You must follow requirements involved in checking equipment out and in and the use of equipment in the lab that cannot be checked out. A schedule is posted showing when CAS 102 is used as a classroom and when it is available to students.
- Some assignments may require you to leave campus.
- You will need a reliable computer with a good internet connection. Other types of equipment are in CAS 102.

### **Communication**

If you have a question, concern or just want to talk about something related to class, call or send me a text at 903-952-6077. I will get back to you as soon as possible.

- You can also send me an email through Canvas or Outlook.
- Check the Announcements tab of Canvas regularly.
- If there is any reason that you cannot turn in work on time (such as becoming sick), you must contact me.

### **Attendance**

- Attendance: All classes are mandatory. Attendance and participation are a part of your grade. Each unexcused absence is a 10-point deduction from a 100-point starting point.
- Students who anticipate being absent due to university-sponsored activities should inform me at least one week before the absence.

- The University of Texas at Tyler recognizes many things that constitute an excused absence. For a list of these policies [click here. \(Links to an external site.\) \(Links to an external site.\)](#)
- **Work is NOT considered an excused absence.** It is your responsibility to arrange work hours to accommodate class hours.
- Missing class to fulfill requirements in other classes is not an excused absence.
- If you are sick, do not come to class. Let me know what is going on. All I ask that you are honest with me.

### **Assignment policy**

- You are responsible for turning in assignments by deadline. Those who do not turn an assignment in on deadline will receive a substantial deduction on the assignment. Each deadline will be clearly posted in Canvas.
- Each assignment will come with rubric and clear instructions on how the assignment will be graded.
- Those who miss an assignment related to an unexcused absence likely will not be allowed to make up the assignment.

### **Classroom Courtesies**

- Do not use your cellphone, tablet or other device use during class unless the assignment specifically calls for the use. Violation of this policy may result in loss of the device until after class.
- **No eating or drinking is allowed in any of the MCOM labs.**
- When taking part in a classroom discussion, be respectful of others. Debating and challenging of points are welcome, but personal attacks, verbal bullying, and slurs are not only unwelcome but also subject to disciplinary action.

### **Academic Honesty**

The University's academy honesty policies apply. You, and only you, must do the work that you submit. Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

### **Plagiarism**

Plagiarism includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Go here for more:

<http://www.utttyler.edu/judicialaffairs/scholasticdishonesty.php> (Links to an external site.) (Links to an external site.)

## **ASSIGNMENTS AND POINT VALUES**

Attendance and Participation (10%) – Attendance in class sessions (no more than three total absences) and regular activity on discussion boards.

### **A/V Assignments (30%)**

- B-roll footage (two different sets) – Record 4-5 minutes of raw B-roll footage that is unified by topic or content (please note this in the submission to Canvas). First set will be due Wednesday, Jan. 21, by 11:59 p.m. Second set due TBA.
- Video interview – Choose a topic for which you will either (A) set up an in-person interview with an expert or official on that topic, or (B) conduct 2-3 short interviews with individuals offering their opinion about the topic. Video should be edited to a TRT of 4 minutes (+/- 10 sec.)
- Audio interview – Same as above but audio only.
- Anchor intro and standup samples – You can choose a local or national news item; record an anchor intro (you will need to write a broadcast-style brief for the teleprompter in the studio) and record a standup (field reporter), both of which should be 10-15 seconds.
- A/V editing – I'll provide you with video and audio tracks that are problem-ridden; your task will be to address the problems in each piece of content through an editing program of your choice. I'll post some video tutorials to help you with specific tasks.

### **Writing Assignments (30%)**

- Broadcast-style news briefs – At two different times during the semester, you will write two different news briefs in AP style for broadcast (we will go over the differences from print/digital). Topics or events are your choice; copy should be no more than 100 words.
- News story for website – Choose a news story topic, conduct necessary research and interview work, and write 500-750 words for a story that would appear on a news organization website (advice: look at several real-world examples to help guide your writing). Work should be in AP style.

### **Final project (30%)**

You and a project partner will work together on a news story that will comprise of the following:

- An edited video of 5-6 minutes TRT highlighting the key elements of your story through reporter standups, B-roll, and interviews with persons relevant to the story.
- A 750-1,000-word news story in AP style.
- Relevant photos with captions OR a 4-5-minute edited audio story focusing on something or someone specific within the story.

## **GRADING SCALE**

Your final grade is determined by the points you have acquired as a percentage to the total points available.

- A: 90-100%
- B: 80-89%
- C: 70-79% D: 60-69%
- F: 59% and below

Check Canvas frequently for the status of your grade. My goal is to always post grades within three days after an assignment is due.

### **LATE WORK AND MAKEUP EXAMS**

There will be a deduction for work that is turned in late, in most cases at least 15%. All assignments will have a due date that is posted. Work and exams can be made up when you contact me in advance, especially in cases of a illness and emergencies.

### **ATTENDANCE POLICY**

You are expected to come to class each time the class meets. Your future or current employer expects you to come to work each time you are scheduled. You will receive a 10-pt. deduction for each time you miss class.

### **CALENDAR**

**Census Date:** The census date for the spring 2026 semester is **January 26**. This is the final date for many enrollment-related actions, including adding new courses, changing sections, or dropping courses without incurring grades of “W” or “Q”. Census is also the second drop for non-payment date each academic session. See the Office of the Registrar website for additional details.

**Final exam:** There is no final exam given for this course.

**Week by Week:** Here is the week-by-week rundown of what will be covered. Sometimes circumstances and scheduling require changes. Any changes will be announced through Announcements.

## **Unit I: WRITING FOR BROADCAST; VIDEO REPORTING**

**Competencies:** Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

**Week 1:** Course introduction and assignments overview

**Week 2:** Jan. 19 – No meeting (MLK Jr. Holiday)

Jan. 21 – Video camera setup; B-roll Set 1 due by 11:59 p.m.

**Week 3:** Jan. 26 & 28 – AP style for broadcast writing; Broadcast news briefs set 1 due Jan. 28.

**Week 4:** Feb. 2 & 4 – Solo and two-person video field reporting; video interview due Feb. 4.

**Week 5:** Feb. 9 & 11 – Perfecting the story lead-in; Anchor intro and on-location standup samples due Sunday, Feb. 15.

**Week 6:** Feb. 16 & 18 – Visual storytelling and production; B-roll Set 2 due Feb. 18.

**Week 7:** Feb. 23 & 25 – Studio news production and programming; Broadcast news briefs set 2 due Friday, Feb. 27.

## **UNIT II: AUDIO WORK AND A/V EDITING**

**Competencies:** Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP.

**Week 8:** March 2 & 4 – Audio news and interviewing; advanced techniques

**Spring Break:** March 9-13

**Week 9:** March 16 & 18 – A/V editing, common problems and post-production solutions; Audio interview due March 18.

**Week 10:** March 23 & 25 – Final project workshops, topic should be submitted by Sunday, March 22. A/V editing assignment due March 25.

### **UNIT III: WRITING FOR MULTIMEDIA PACKAGES; FINAL PROJECT**

**Competencies:** Analysis and Systematic Inquiry, Media Literacy, Mediated Presentation, Writing/Storytelling and GSP

**Week 11:** March 30 & April 1 – Building the online news feature and multimedia packaging of news.

**Week 12:** April 6 & 8 – Open workdays for final project; Website news story due Sunday, April 12.

**Week 13:** April 13 & 15 – Archiving and curating a work portfolio; Work portfolio link or shared folder due Friday April 17.

**Week 14:** April 20 & 22 – Open workdays for final project.

**Week 15:** April 27-May 1 – Finals week; upload final project components to Canvas no later than 11:59 p.m. Wednesday, April 29.