

ONE-YEAR BROADCAST JOURNALISM



IN AFFILIATION WITH NBC News



▲ **NBC's Tom Brokaw** speaks to New York Film Academy's broadcast journalism students at NBC News at 30 Rockefeller Center



▲ **NBC's Brian Williams** sits down with New York Film Academy's broadcast journalism students at NBC News at 30 Rockefeller Center

NBC NEWS has teamed up with the New York Film Academy to train the next generation of journalists to be prepared to navigate the evolving landscape of journalism in the 21st Century. Working together, NBC NEWS and the New York Film Academy created an intensive hands-on curriculum to address the pressing demand for multi-skilled, independent journalists on broadcast television, cable, and the Internet.

The involvement of NBC NEWS in the Journalism program is of incalculable value to students. NBC NEWS professionals conduct master classes during the program. Participants are introduced to cutting edge digital technology and methods that are now being used professionally in the field by NBC's own journalists. Students have the opportunity to learn production behind the scenes on shows like The Today Show, NBC Nightly News, Dateline and MSNBC Broadcasts.

Today's journalists are expected to research, write, shoot, produce, edit, and even appear on camera in their own field reports and investigative segments. In small crews or even solo, these intrepid reporters are the fastest growing part of the journalism profession. Our Broadcast Journalism programs will challenge students to practice and develop these skills in preparation to enter this exciting and competitive field.

PROGRAM OVERVIEW

Through study and hands-on practice, students are trained in the fundamental principles, techniques, and craft of contemporary journalism. This is accomplished through a combination of lecture, demonstration, in-class hands-on production, and the students' own work. Each student produces a series of prerecorded news projects, shot both single and multi-camera and edited on Final-Cut Pro.

Students who complete this program should be able to confidently research, produce, shoot, write, report, narrate, and edit news projects suitable for broadcast and the Internet. The first semester provides a foundation in journalistic skills in this digital age that students apply to more advanced work in the second semester where the focus is on a live weekly newscast. Students learn the process of show production as they rotate positions that include anchor, reporter, writer, producer, camera person and director.

AVAILABLE IN

NEW YORK CITY

Tuition: \$15,000 Per Semester**

*** Please note, Equipment Fee is \$2,000 per semester, students will incur additional expenses on their own productions. This varies depending on how much film they shoot and scale of the projects.*

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CLASSES

BROADCAST JOURNALISM

This course is the spine of the program and encompasses the principles and foundation of news-gathering and production. All student projects are introduced in class and it is the venue where they are viewed and critiqued. Topics include: Story ideas and development, research, basic reporting, producing and directing single and multiple camera shoots, live and remote production. Classes are geared towards preparing students for their own productions throughout the year.

HANDS - ON CAMERA & LIGHTING

Functions, operation, and use of the HD digital video camera and associated equipment. Training for shooting in the field and in the studio. Students learn to operate professional cameras and production equipment enabling them to technically execute single and multi-camera productions and understand the necessities of a variety of shooting environments and conditions. Lighting is a key element in this class, and students will learn basic three-point lighting techniques, lighting for various interview situations, and lighting on location.

HANDS - ON AUDIO

Students learn to record in a multitude of situations. Students also learn mixing and communications. Training encompasses wireless, interview, and boom microphone techniques.

PRODUCTION WORKSHOP

In these teacher-supervised labs, the process of producing, shooting, interviewing and sound recording for news projects is put into practice. Each workshop is an opportunity for students to implement and examine in a controlled environment the techniques they are learning in class.

Prior to the execution of their individual projects, students meet with the Production Workshop instructor for review of their preparation. Required materials may include scripts, location details, and shooting schedule.

EDITING

Students train on the non-linear editing system, Final Cut Pro. They master fundamental editing tools and techniques using this software. Students edit their own projects, and can supplement classes with individual consultations at the editing station. Students are taught the skills of editing non-fiction material, both practical and aesthetic. Topics include editing terminology/vocabulary, time code, cutting styles, organizational tools and rules for editing, and building the story in post.

SPECIAL TOPICS

This class addresses subjects of specific relevance to outside projects. Topics include story structure; writing commentary; rights, ethics and law; broadcast studies.

FIRST SEMESTER PROJECTS

As producers, students have to identify and make arrangements for their subjects, choose and secure locations, prepare equipment, arrange the preparation and set up of the locations, and make final technical checks. Student journalists are required to edit and deliver their projects for viewing and critiques. Projects to be completed include the following:

VO: In the VO project students use video and natural sound to help tell a story. Each student chooses a topic, shoots video, writes copy, and edits a 30 second segment.

VOSOT: The VOSOT is comprised of video, the natural sound associated with that video and a short sound bite to tell a story. The video rolls over the anchorman or reporter speaking and then opens up full for the sound on tape (SOT). Students shoot their own footage, conduct interviews, write, edit and narrate the VOSOTS. Completed projects run approximately 45 seconds.

VOSOT with stand-up: Students learn introductory techniques of “stand-ups.” The stand-up, the on-location appearance of the reporter on camera, will be written, taped and added to the VOSOT.

THE INTERVIEW: An in depth interview is an important way to use a character to tell a story. Students learn to identify good interview subjects, appropriate locations and work on the skills and techniques of asking questions that elicit news, a relevant story and/or important information. Each student finds an interview subject who has a newsworthy tale to share. Students conduct the interview and write a script that uses the subject’s responses to tell the story. The “in your own words” piece will run, approximately, 1 minute and 30 seconds.

THE PACKAGE: Students in the One-year Program will create two packages. A package is an individual stand-alone news segment that airs within a broadcast or webcast.

- **The News Package:** Each student introduces a newsworthy idea, presents the story as a “pitch,” edits his or her visual (video, graphics, etc.) and interviews with a narration. The News Package runs approximately 2 minutes in length.
- **The Investigative Package:** During the first semester, students produce an in depth investigative report. Investigative research, both on computer and on foot, fact checking, and interviews are necessary. Students may use archival footage, if desired. The Investigative Package will run approximately 3 minutes and 30 seconds.

SEMESTER ONE FINAL PROJECT – a news piece of the student’s own choosing. Students must professionally pitch the idea for approval from the journalism instructor. Stories may be hard news, human interest, opinion piece, or an “in-your-own-words” piece. The final project will run approximately 2 to 3 minutes and 30 seconds.

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SECOND SEMESTER CLASSES & PROJECTS

Through the second semester, students gain full understanding of news coverage from inception to broadcast, as they produce their own weekly newscasts. There is focus on both the practice and theory of studio and location reporting and the combination of these elements from every aspect of production. There is also a strong emphasis on web casting and the use of new and next media in the news industry.

Depending on world events and NBC News programming, students may have the opportunity to attend and participate in actual news broadcasts.

BROADCAST PRODUCTION WORKSHOP

Broadcast Production Workshop comprises the bulk of Second Semester class, production time and projects. Students devote the majority of their week to story research and development, and preparation and production of the weekly broadcast. The second semester instructor acts as Executive Producer, as students fill the roles of show producers, assignment desk editor, anchors, reporters writers, field producers, cameramen and directors.

In these teacher-supervised labs, live and remote production methods are put into practice. The instructor assigns stories to student news reporters and the accompanying crews with real-time deadlines for live coverage. This Production Workshop will break down the various elements of news

broadcasting operations and build towards combining the elements into a complete show involving the control room and studio, live remotes and the employment of the various associated technologies. At times, students will be reporting live. The broadcast is viewed weekly in the classroom.

Additional topics include in-studio and in-field communications, and well as live sound mixing, and advanced editing tools and techniques using Final Cut Pro.

Through their work in this Production Workshop, students build a substantial portfolio that adds to their work from first semester, and can be used to develop a professional reel for presentation to potential employers.

BUSINESS OF BROADCAST JOURNALISM

The news organization and industry infrastructure will be examined. Students explore the hierarchy of the personnel and distribution of finances in broadcast news. Students also learn to pitch and explore avenues by which to sell a story. Career options are discussed, including internships, apprenticeships and other positions, as well as creating a reel and resumé development.

**Please note: Special Topics classes address subjects of specific relevance to support the information being covered in class, and will meet as needed and/or upon availability of the lecturer or guest speaker.*



Journalism students at the switcher in the New York Film Academy control room.