This paper discusses a class project in which a broadcast education professor's students at Southern Arkansas University produced campus news stories for the local NBC affiliate—the affiliate ran the stories once a week on their newscasts. The paper begins with a short explanation of course requirements for Advanced Electronic News Gathering and how news stories are selected and reported. The paper continues with an edited videotape consisting of news stories recently produced and aired, followed by scripts of productions. Some of the scripts reproduced in the paper contain news stories about homecoming, non-traditional students, residence hall life, the business school, the political affairs club, and agriculture students and cattle ranching. The paper notes that in the course special attention is paid to video editing by phrase or complete sentence; writing in a conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that "stand-ups" further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves. (NKA)
Texas Association of Broadcast Educators Conference
February 28-29, 1992
Dallas, Texas

"Producing University Television News Reports for a Network Affiliate."

James E. Reppert
Department of Theatre and Mass Communication
Southern Arkansas University
SAU Box 1229
Magnolia, Arkansas 71753-5000
Phone: (501) 235-4258
Fax: (501) 235-5005
E-mail: jereppert@saumag.edu

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."
In 1990, I reached an agreement with the NBC affiliate near my institution to broadcast campus news stories on its newscasts once a week. Students in my Advanced Electronic News Gathering course are responsible for producing these reports, and I as executive producer critique them and suggest changes if necessary. These reports consist of hard and feature news events taking place at the university.

This intensive hands-on experience runs the gamut of news gathering and editing procedures students can expect to encounter in entry-level news reporting positions. They use industrial Super-VHS equipment in the production process and transfer completed stories to 3/4 inch videotape for broadcast by the NBC affiliate.

The program will begin with a short explanation of course requirements and how news stories are selected and reported. This will be followed by an edited videotape consisting of news stories recently produced and aired. Scripts of productions follow this page. VHS videotapes of these and other student-produced reports are available upon request.

Of significance to broadcast educators are the methods by which agreements can be reached with stations to air college news reports on stations serving communities adjacent to their institutions. In addition, special attention will be paid to: video editing by phrase or complete sentence; writing in a
conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that stand-ups further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves.
VIDEO

(MS, ALUMNI IN BRUCE CENTER)  (NATURAL SOUND UNDER)
(NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
A VARIETY OF EVENTS HIGHLIGHTED
HOMECOMING FESTIVITIES AT SOUTHERN
ARKANSAS UNIVERSITY.

(CU, SIGN/PAN RIGHT)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
REUNIONS WERE HELD FOR THE CLASSES OF
1951, '66, AND '81.

(MS, TABLE SETTINGS)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
AN ALUMNI LUNCHEON AND ANNUAL MEETING
WAS HELD IN THE BRUCE CENTER.

(MS, SMITH AT TABLE)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
THE OLDEST OF THE ALUMNI ATTENDING WAS
ODESSA SMITH, A 1919 GRADUATE OF
MAGNOLIA A & M.

(MCU, CORSAGE)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
WEARING CORSAGES FOR IDENTIFICATION,
THREE DISTINGUISHED ALUMNI WERE HONORED
FOR EXCELLENCE IN THEIR PROFESSIONS.

(CG: LOIS GEAN KELLY
MAGNOLIA BUSINESSWOMAN
IN:  "THE SCHOOL HAS MEAN..."
OUT:  "...DIDN'T EXIST LONG AGO."

(MS, NORRIS)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
DR. DAVID NORRIS IS STUDENT AFFAIRS
VICE PRESIDENT AT SOUTHEASTERN OKLAHOMA
UNIVERSITY.

(CU, NORRIS)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
(DAVID NORRIS)
IN:  "IT'S AN HONOR..."
OUT:  "...PEOPLE THEY EVEN PICK."

(MS, COUCH WITH ALUMNI)  (NATURAL SOUND UNDER)
(REPORTER CHARLES PEARCE)
DISTINGUISHED ALUMNUS DR. RUTH COUCH WAS
THE FIRST FACULTY MEMBER TO ACHIEVE FULL
PROFESSOR STATUS AT ARKANSAS STATE
UNIVERSITY-BEEBE.
A HOMECOMING CEREMONY WAS HELD FOR ADDITIONS TO THE SAU HONOR WALL, NOW REPRESENTING 333 COMPLETED ENDOWMENTS.

THESE ACTIVITIES HELPED PAST AND PRESENT STUDENTS SHARE THE SPIRIT OF THEIR INSTITUTION.

(NATURAL SOUND UNDER)
THIS IS CHARLES PEARCE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
THE SAU FARM
REPORTER: LEESA RICE
TIME: 2:07

VIDEO

(WS, CHICKEN HOUSES)

(WS, FARM BUILDINGS)

(MS, CATTLE)

(WS, BACKHOE LOADING TRUCK)

(WS, FARMLAND)

(MCU, CHICKENS)

(CU, BEEF CALF)

(WS, DAIRY CATTLE)

(WS, HOGS)

(WS, SHEEP)

(CU, EGGS)

(CG: LEWIS PORTERFIELD
SAU FARM FOREMAN

AUDIO

(NATURAL SOUND UNDER)
(REPORTER LEESA RICE)

THE SAU FARM, LOCATED ON THE SOUTHERN ARKANSAS UNIVERSITY CAMPUS IN MAGNOLIA, IS AN IMPORTANT PART OF AGRIBUSINESS IN THE ARK-LA-TEX.

WHEN THE SCHOOL WAS ESTABLISHED IN 1909, IT WAS NAMED STATE AGRICULTURAL AND MECHANICAL COLLEGE.

THE FARM ORIGINATED ALONG WITH THE SCHOOL.

IN THE 83-YEAR HISTORY OF THE FARM, IT HAS GROWN TO ACCOMMODATE MORE PRODUCTION AND MORE STUDENTS.

THE SAU FARM ENCOMPASSES 630 ACRES, AND HOUSES CHICKENS, BEEF CATTLE, DAIRY CATTLE, HOGS, AND SHEEP.

IT PRODUCES VARIOUS PRODUCTS THAT SERVE BOTH SAU AND THE COMMUNITY.

CON-AGRA BROILER COMPANY OF EL DORADO IS CONTRACTED THROUGH THE FARM TO BUY BROILER CHICKENS.

THE MILK IS SOLD TO CENTRAL ARKANSAS MILK PRODUCERS OF LITTLE ROCK.

(NATURAL SOUND UNDER)

(LEWIS PORTERFIELD)
IN: "BUT WE ARE A STATE..."
OUT: "...BACK TO THE STATE."
THE SAU FARM
REPORTER: LEESA RICE
PAGE 2

VIDEO

(MS, FARM WORKER USING TORCH)

(WS, FARM WORK/PAN RIGHT)

(MCU, PIGS)

(MS, RESEARCH PROJECT)

(MS, ROGERS)
CG: DAN ROGERS
SAU AG STUDENT

(WS, CLASSROOM)

(WS, CHILDS HALL)

(MS, AG STUDENTS)

(MS, RICE)
CG: LEESA RICE
SOUTHERN ARKANSAS UNIVERSITY

(AUDIO)

(REPORTER LEESA RICE)
THE SAU FARM EMPLOYS MORE THAN 40 STUDENTS.

(NATURAL SOUND UNDER)
THESE WORKERS PROVIDE FOR THE DAILY UPKEEP ON THE FARM.

(NATURAL SOUND UNDER)
IN ADDITION TO THE PRODUCTS AND SERVICES PROVIDED BY THE SAU FARM,

STUDENTS AND FACULTY ARE ALSO INVOLVED IN RESEARCH.

(DAN ROGERS)
IN: "ON THE ANIMAL WASTE..."
OUT: "...LEFT IN THIS DIGESTER."

(REPORTER LEESA RICE)
THESE RESEARCH METHODS PROVIDE AGRICULTURE STUDENTS WITH KNOWLEDGE THAT MAY SOMEDAY AID THEM IN THEIR CAREERS.

STUDENT ENROLLMENT IN AGRICULTURE IS INCREASING.

MANY OF THESE STUDENTS WORK ON THE SAU FARM TO SUPPORT THEMSELVES THROUGH COLLEGE.

THE SOUTHERN ARKANSAS UNIVERSITY FARM OFFERS EXPERIENCE TO STUDENTS OF SAU AS WELL AS PROVIDING A SERVICE FOR THE COMMUNITY. THE FARM EMPLOYS STUDENTS WHO ARE MAJORING IN AGRICULTURE OR WHO ARE INTERESTED IN FARMING.

AGRICULTURAL STUDENTS ARE GETTING THE BENEFIT OF TRAINING AS THE STATE AND COMMUNITY RECEIVE BETTER FARMERS.

(NATURAL SOUND UNDER)
THIS IS LEESA RICE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
The beginning of the 1991 school year at Southern Arkansas University brought a tremendous rise in student enrollment. 868 of these students live in on campus housing.

The freshmen are set apart and housed separately. The freshmen males are housed in Greene Hall, while the freshmen females are in Harrod Hall. All upperclass males are housed either in Talley Hall, or in Talbot Hall.

The upperclass females are housed in Bussey Hall, or in Nelson Hall. Talbot Hall’s East Wing is reserved for upperclass males with a grade point average of 3.0. Nelson Hall is the upperclass female honors hall.

Each resident is given a free private room and a refrigerator in these honor areas. Apart from these areas, studying could be rather difficult.

(Jeff Holcombe) In: "Yeah, noise is a problem..."

Out: "...it always fluctuates."
THE ADMINISTRATION OF SAU IS TRYING TO MAKE CHANGES IN ITS IDEA OF RESIDENT HALL LIFE.

IN: "LAST YEAR..."
OUT: "...WITHIN THE HALLS."


ALTHOUGH FEW RENOVATIONS HAVE BEEN COMPLETED, MORE HAVE BEEN PLANNED FOR LATER.
SOUTHERN ARKANSAS UNIVERSITY STUDENTS ARE BEING CHARGED MORE TO ATTEND SCHOOL THIS SEMESTER.

ALONG WITH THE REGULAR INCREASE IN TUITION,

A FOUR DOLLAR PER CREDIT HOUR ATHLETIC FEE IS BEING IMPOSED.

THE ADDED FEE IS AN ATTEMPT TO RID THE UNIVERSITY OF ITS DEFICIT IN THE ATHLETIC DEPARTMENT.

ATHLETIC DIRECTOR W.T. WATSON EXPLAINS WHAT THE FEE PRESENTLY COVERS.

ATHLETIC DIRECTOR W.T. WATSON
IN: "TRAVEL, COVERS THE..."
OUT: "...QUALITY ATHLETIC PROGRAM."

SOME STUDENTS FEEL THE FEE IS UNFAIR IN LIGHT OF THE REGULAR TUITION INCREASE.

ONE COMMUTER FEELS THE FEE COULD BE COLLECTED IN A DIFFERENT MANNER.

SOME STUDENTS FEEL THE FEE IS UNFAIR IN LIGHT OF THE REGULAR TUITION INCREASE.

THERE IS A QUESTION IN THE AIR AS TO HOW THE DECISION CAME ABOUT. MOST STUDENTS THINK IT WAS HANDLED STRICTLY BY THE BOARD OF TRUSTEES. BUT AS WE FOUND OUT, IT CAME FROM AN ACT OF THE STATE LEGISLATURE.
ATHLETIC FEE
REPORTER: ROBERT MORRIS
PAGE 2

VIDEO

(WS, TENNIS PRACTICE)
CC: VOICE OF W.T. WATSON
(MS, STUDENTS WALKING)

(WS, BASEBALL SIGN)

(WS, ATHLETIC BUS)

(MS, BASEBALL GAME)

(WS, FOOTBALL KICKER)

AUDIO

(W.T. WATSON)

IN: "THE LEGISLATURE AS YOU..."
OUT: "...BEING TREATED AS IT IS."

(REPORTER ROBERT MORRIS)

THE ATHLETIC FEE IS EXPECTED TO GENERATE ABOUT 260-THOUSAND DOLLARS FOR THE PROGRAM.

IT'S NOT CLEAR EXACTLY WHAT IMPROVEMENTS WILL BE MADE IN THE ATHLETIC DEPARTMENT WHEN THE DEFICIT IS CLEARED.

STUDENTS AND ATHLETES BOTH HOPE THE RESULTS WILL BE POSITIVE.

THIS IS ROBERT MORRIS REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
THE SCHOOL OF BUSINESS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA HAS QUIETLY BECOME A NATIONALLY COMPETITIVE PROGRAM.

THE SCHOOL CONTINUES TO GARNER COUNTLESS AWARDS AT COMPETITIONS ACROSS THE COUNTRY.

ACTIVITIES ARE FREQUENTLY SCHEDULED WHICH ALLOW BOTH STUDENTS AND FACULTY THE OPPORTUNITY TO VISIT WITH SOME OF THE MORE SUCCESSFUL BUSINESS EXECUTIVES.

IN "YOU KNOW, OUR STUDENTS..." OUT: "...TOP BUSINESS EXECUTIVES."

IN ACCOUNTING ALONE, SAU STUDENTS HAVE MORE THAN TRIPLED THE STATE AVERAGE ON FIRST-TIME PASSAGE OF THE CPA EXAM.

THE SCHOOL ALSO HAS THE LARGEST STATEWIDE MEMBERSHIP IN PHI BETA LAMBDA, THE OFFICIAL COLLEGE BUSINESS ORGANIZATION.

THE ACCOMPLISHMENTS OF SAU'S SCHOOL OF BUSINESS HAVE BEEN RECOGNIZED THROUGHOUT THE COUNTRY. STUDENTS AND FACULTY MEMBERS AGREE THAT THERE ARE MANY REASONS WHY THIS PARTICULAR PROGRAM IS ONE OF THE BEST AMONG LEADING UNIVERSITIES.

"I THINK WE'VE CERTAINLY..." OUT: "...OF A SUCCESSFUL PROGRAM."
IN A RECENT BUSINESS TOUR OF RUSSIA, DR. RANKIN OBSERVED THAT AMERICAN COLLEGES NEED A PROGRAM FOR SOVIET STUDENTS, AND THE POSSIBILITY NOW EXISTS THAT SAU WILL BECOME A PART OF A TEACHER-STUDENT EXCHANGE PROGRAM.


THESE POSSIBLE ADDITIONS WILL NO DOUBT STRENGTHEN THE PROGRAM AND HELP STUDENTS PREPARE FOR A CHALLENGING JOB MARKET.

THIS IS CHARLIE PEARCE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.
SOUTHERN ARKANSAS UNIVERSITY IS BECOMING AN INSTITUTION OF CHOICE FOR MORE NON-TRADITIONAL STUDENTS EACH SEMESTER. AS A RESULT, A CAMPUS ORGANIZATION HAS BEEN FORMED DEALING WITH THEIR MUTUAL NEEDS AND CONCERNS. THE NON-TRADS, AS THEY ARE CALLED, MEET ONCE A MONTH TO INSURE THEY HAVE A VOICE IN CAMPUS MATTERS.

Non-Traditional Students bring a wide variety of backgrounds into the organization. President Sonia Trudell is a costume designer for SAU plays and musicals. Vice President Butch Walden is a physical education major. Anyta McDonald is a broadcasting major who works part-time as an SAU secretary. Art major Treva Wiggins works in the SAU post office to supplement her income.

The organization is open to all of SAU's non-traditional students, and serves as a support group and a voice on campus.
NON-TRADITIONAL STUDENTS
REPORTER: GARY BROWN
PAGE 2

VIDEO

(MS, CORTEZ) ADVISING THE NON-TRADITIONAL ORGANIZATION IS THEATRE AND COMMUNICATION DEPARTMENT CHAIRMAN, DR. JERRY CORTEZ.

(MS, CORTEZ ADVISING McDONALD) A RECENT SAU STUDY SHOWED MORE NON-TRADS WOULD BECOME STUDENTS BY THE TURN OF THE CENTURY.

(MS, WIGGINS/PAN RIGHT) UNDERSTANDING THEIR UNIQUE CONCERNS AS STUDENTS WILL HELP THE INSTITUTION BY EFFECTIVELY UTILIZING THEIR ABILITIES.

(MS, STUDENTS) (NATURAL SOUND UNDER) THIS IS GARY BROWN REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

AUDIO

NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.
THE POLITICAL AFFAIRS CLUB AT SOUTHERN ARKANSAS UNIVERSITY RECENTLY HELD FORUMS INVOLVING SEVERAL AREA CANDIDATES.

LOCAL CANDIDATES RUNNING FOR COUNTY JUDGE AND COUNTY CLERK WERE FEATURED AT ONE FORUM, ALONG WITH TWO OTHERS SEEKING A STATE SENATE SEAT.

THIS STATE RACE INCLUDED INCUMBENT MIKE ROSS AND CHALLENGER PERCY MALONE, BOTH OF WHOM WAGED BITTER CAMPAIGNS.

THE CAMPUS CLUB RESPONSIBLE FOR THESE POLITICAL FORUMS WAS REINSTATED ON THE MAGNOLIA CAMPUS LAST YEAR BY DR. DONALD WATT, WHO NOW SERVES AS THE FACULTY ADVISOR.

HE SAYS THAT THE FORUMS HELP STUDENTS STAY INFORMED ON CURRENT ISSUES IN POLITICS.

THE SECOND FORUM CONSISTED OF CANDIDATES VYING FOR THE U.S. 4TH CONGRESSIONAL DISTRICT SEAT.

BILL MCCUEN EDGED OUT PAT PAPPAS IN THE PRIMARY ELECTION HELD MAY 26TH, THEN IN A RUNOFF DEFEATED INCUMBENT BERYL ANTHONY, WHO DID NOT ATTEND THE FORUMS.

IN: "TWO POLITICAL FORUMS..."
OUT: ....THE GENERAL ELECTION."
VIDEO

(CU, CLARK)
CG: JIM CLARK
POLITICAL AFFAIRS CLUB

(WS, CANDIDATES)

AUDIO

(JIM CLARK)
IN: "I WOULD LIKE...
OUT: ...A NEW FORUM."

(NATURAL SOUND UNDER)
(REPORTER BRAD LANE)
THIS IS BRAD LANE REPORTING FROM
SOUTHERN ARKANSAS UNIVERSITY.

NEWS ANCHOR: THESE REPORTS ARE PRODUCED
EACH WEEK BY THE ADVANCED ELECTRONIC
NEWS GATHERING STUDENTS AT SOUTHERN
ARKANSAS UNIVERSITY.
Southern Arkansas University agriculture students are learning the latest in cattle ranching techniques. The SAU farm sports various breeds of dairy and beef cattle. Presently, SAU has two breeds of dairy cattle, Holstein and Jersey. It will acquire some Guernseys by late July. The profit from these cows comes from the sale of milk. The cows are milked twice a day, 12 hours apart. The breeds of beef cattle raised at SAU are registered Polled Herefords, registered Limousins, and Brahma-Hereford cross-breeds. The profits from the beef cattle come from the sale of meat or the animals themselves. Agriculture students are involved in research with in-vitro fertilization of beef cattle.
VIDEO

(MS, BEEF CALVES)

(THERE HAVE BEEN SEVERAL SUCCESSFUL PREGNANCIES.)

(MCU, STEPHENS)

(CG: ROBIN STEPHENS
SOUTHERN ARKANSAS UNIVERSITY

(IN: "THE SAU FARM..."

(OUT: "...MILKING THE DAIRY COWS."

(CU, MILK BULB)

(AS THE CATTLE INDUSTRY EXPANDS, SAU IS KEEPING PACE.)

(CU, STUDENT ATTACHING MILKER)

(THESE CATTLE-RANCHING TECHNIQUES WILL ALLOW SAU STUDENTS TO UTILIZE THEIR AGRIBUSINESS SKILLS.)

(MS, DAIRY CATTLE)

(NATURAL SOUND UNDER)

THIS IS ROBIN STEPHENS REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

ANCHOR: THIS REPORT WAS PRODUCED BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.
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