



University of North Texas
College of Liberal Arts and Social Sciences
Department of Media Arts
Interviewing & Performance MRTS 3560
Fall 2021

COURSE INFORMATION

Welcome! I'm looking forward to working with you this semester as we explore effective interviewing and performance for electronic media. We've got a lot to cover – this syllabus is intended to outline expectations and set our course of action for the semester. Some of the logistics will change but the basic structure, objectives, and outcomes will remain consistent.

- MRTS 3560.001 & .002. 3 Credit Hours.
- Tuesdays & Thursdays
Sec .001 11:00 am – 12:20 pm
Sec .002 12:30 – 1:20 pm
Plus occasional On-Line Meetings as assigned.
- Location: RTVF Building, Room 1801

Instructor Contact Information

- Charles McMullen, Adjunct Professor
- Available by email at charlesmcmullen@unt.edu
- Put “**UNT Student**” in subject line to ensure I don't miss it!
- Send an email to make arrangements to meet in person on campus from 2:00-2:30 on Tuesdays or Thursdays, or by phone or Zoom at a more convenient time.

Learning Objectives/Outcomes/Goals:

- Demonstrate performance proficiency and compacity to evaluate effective performance technique in electronic media.
- Analyze content essential in conducting interviews through research of both the topic and the interview subject (person).
- Apply theories of interviewing by developing questions appropriate to the situation and demonstrate a narrative flow during the interview.
- Demonstrate verbal skills needed to convey information to an audience across multiple platforms.
- Demonstrate contemporary broadcast standard performance in presentations and recorded interview projects.
- Recognize and discuss the esoteric and practical differences of interviewing across varied professional media careers.
- Prepare students for environments where they are expected to conduct, evaluate, or produce interviews and to evaluate and coach performance of on-air talent.

Course Description & Expectations

This course is designed to teach the fundamentals of on-air performance/communication and interviewing for broadcast across multiple platforms. This course will consider theories of communication as they relate to broadcast media and the practical application of basic skills needed to perform in converged broadcast career.

There are no prerequisites required.

The course will feature student engagement in class and demonstrated interviewing skills as:

- Students lead in-class conversations of performance technique from research and presentation of effective & ineffective use of specific elements of on-air performance.
- Students produce 5 recorded interview segments that will show principles of good preparation and execution of interviewing skills.

Meeting several expectations will help ensure your success in this class:

- **Be on time. Class will start on time.**
- Class assignments will be due on the scheduled date. If you do not alert me to an emergency or unforeseeable situation, late assignments will lose 50% of their possible points. **Deadlines will not be extended without very rare pre-approval.**
- Participation is expected. This is an interactive class and your participation is expected. Your comments and observations in class will be important. Contribute.
- Attendance Policy: **there will be one (1) absence allowed.** After that, please provide either a medical report or other documentation. **After 2 absences without permission, you will be dropped one letter grade for each absence thereafter.** Notify me if you will be absent. Use chas.mcmullen@gmail.com.

Materials and Skills Needed.

- Textbook Required: *Always Get the Name of the Dog* by Nicole Kraft
- Access to watch and review publicly available newscasts, radio programs, and programming available on other media.
- Gear for shooting interviews and assignments is available through the Media Arts checkout system. Please let me know if you have not been trained use the equipment – or if you do not have access to a classmate who can help you.
- Access to Canvass for assignments, to turn in your work, receive feedback, and grades.

Communicating with your Instructor

I am an Adjunct Professor without a permanent office on campus. You are welcome to email my personal email, charles.mcmullen@unt.edu. We can communicate through email, or I'll be happy to set up a time to meet with you in person on campus. Please put **"UNT Student"** in the subject line so that I can prioritize your email. I will respond with in two business days to any email inquiry.

ASSESSMENT & GRADING

Assignments and grades will be posted to Canvass as soon as they are available. Project descriptions follow with a full explanation of assessment and grading criteria for each project. This information is repeated on our class homepage in Canvass.

Distribution of Points Available

<i>Assignment</i>	<i>Points Possible</i>	<i>Percentage of Final Grade</i>
12 Quizzes from textbook <i>Always Get the Name of the Dog</i> by Nicole Kraft	<i>300 points</i>	<i>9%</i>
Interview #1 Self Interview	<i>300 points</i>	<i>9%</i>
Interview #2 Interview Someone	<i>300 points</i>	<i>9%</i>
Interview #3 Researched Interview	<i>300 points</i>	<i>9%</i>
Interview # 4 Radio/Podcast Interview	<i>300 points</i>	<i>9%</i>
In Class Presentations and Participation 2 @ 200 points each	<i>400 points</i>	<i>12.1%</i>
Prompter Reading On-air Performance	<i>200 points</i>	<i>6%</i>
Half Page Reaction to Programs Watched Up to 3 @ 200 points each – only 2 required.	<i>600 points</i>	<i>18%</i>
Final Interview Blow my socks off	<i>600 points</i>	<i>18%</i>
TOTAL POINTS AVAILABLE	3300	100%

Total Points Possible for Semester/Grading Scale = 3300

2801 – 3300 = A
2301 – 2800 = B
1801 – 2300 = C
1301 – 1800 = D
1300 pts or below = F

Evaluation Priorities

It is my goal to help you be successful interviewers and presenters. We learn best by doing.

For anything except the 150 objective questions in the Quizzes, you will earn 40% of the points available just by turning in your work on time. Another 30% if your work is complete – meaning, you followed the instructions and included everything requested (-30% if it is not!). The final 30% of the points are awarded for how well you demonstrate interviewing and presentation skills or recognize these skills in others. Points are awarded based on instructor's evaluation; brief explanations will be included.

My observations, evaluations, and your grade will be posted on Canvass within a week of receiving your completed assignment. Points awarded on Quizzes are posted immediately.

CALENDAR

DATE	IN CLASS	DUE - Submit Online by 11:59 PM If not otherwise specified
TU 8/24/21	Introductions & talk through syllabus and 1st interview	
TH 8/26/21	Discussion - Presenting Yourself	1st Interview - Due 8/26
TU 8/31/21	Discussion - How You Look	Quiz 1 - Welcome to the Conversation
TH 9/2/21	Discussion – Interviewing Basics	
TU 9/7/21	Discussion - Research for Interviews & Investigative Reports	
TH 9/9/21	Independent Workday - No Class	Quiz 2 - Success Starts with Research
TU 9/14/21	Independent Workday - No Class	
TH 9/16/21	Class Presentations - What I Saw	What I Saw - Due 9/16- IN CLASS Quiz 3 - Something about Sources

DATE	IN CLASS	DUE
TU 9/21/21	Class Presentations - What I Saw Discussion - How You Sound	2nd Interview -Due 9/21
TH 9/23/21	Class Presentations - What I Heard	Quiz 4 - Getting it Down
TU 9/28/21	Class Presentations - What I heard Discussion - Teamwork/Interaction	What I Heard - Due 9/28 - IN CLASS
TH 9/30/20	Discussion - Feature Interviews	2nd Interview -Due 9/30 Quiz 5 -Location Matters
TU 10/5/21	Discussion - Body Language Class Presentations - Interaction	Interaction - Due 10/5 - IN CLASS
TH 10/7/21	Class Presentations - Interaction. Discussion - Personality on Air	Quiz 6 - Questions and Answers
TU 10/12/21	Independent workday – No Class	
TH 10/14/21	Participation - Reading Prompter 1	Quiz 7 - Tricks of the Talking Trade
TU 10/19/21	Participation - Reading Prompter 2	
TH 10/21/21	Participation - Reading Prompter 3	Quiz 8 -Covering Sports
TU 10/26/21	Class Presentations - Personality	Personality - Due 10/26 - IN CLASS
TH 10/28/21	Class Presentations - Personality Discussion – Content	Quiz 9 -Interviewing Across Media
TU 11/2/21	Discussion – Podcasts	Researched Interview - Due 11/2
TH 11/4/21	Discussion - Ethics	Quiz 10 - Ethics of Interviewing
TU 11/9/21	Class Presentations – Content	Content - Due 11/9 - IN CLASS
TH 11/11/21	Class Presentations – Content	Podcast Clip - Due 11/11 - IN CLASS Quiz 11 - There are Stupid Questions
TU 11/16/21	Class Presentations - Podcast Clips	

DATE	IN CLASS	DUE
TH 11/18/21	Class Presentations - Podcast Clips	Your Podcast - Due 11/18 Quiz 12 - Let's Talk
TU 11/23/21	Class Review (Be Here!)	
TH 11/25/21	THANKSGIVING - No Class	
TU 11/30/21	Work Day - No Class	
TH 12/2/21	Work Day - No Class	
TU 12/7/21	Final Interview due	Final Interview due 12/7/21
TH 12/9/21	Go Skiing!	

Be Flexible - Things May Change!

Charles McMullen, Prof

PROJECT DESCRIPTIONS

QUIZZES

12 Short Quizzes – 150 Questions total, 2 pts per question: 300 pts available

One quiz from each of twelve chapters of *Always Get the Name of the Dog*. All quizzes are available online from the first day of class. You can take them any time before due date. 10-15 questions for each chapter/quiz. I promise these will be easy-peasy. Questions are taken directly from the text. You'll get 3 chances to ace each quiz. If you just glance through the book, you should be able to do pretty well on these. Quizzes are designed to ensure you engage with the assigned textbook.

INTERVIEWS

4 Recorded Interviews – 2-3 min's each – plus Final Interview – 2-5 min's long.

Three video interviews and one voice only (in podcast/blog/non-traditional format). At least one interview must be shot on location/or in the field and at least one should be shot as a live on-set interview which includes you on camera – your sofa can be a fine interview set. You are welcome to work together to help each other out (I encourage that) BUT everyone must turn in separate interviews. You cannot turn in one interview as a *team project*.

Recorded Interviews will be evaluated based on your demonstrated ability to complete the assignment on deadline, conduct a good interview, and present yourself well reporting it. If you include great video, SOT, editing, B-roll, interspersals, etc. they will be included as part of your "presentation" evaluation. The content and demonstrated research skills will be evaluated as part of "interviewing" ability,

DUE 8/26 Interview Yourself 300 points available

It's OK if recorded with hand-held smart phone or computer camera. Include name, class, what you hope to get out of this course, what you hope to do with your degree. Talk about any experience

you've had in Radio, TV, Film, Internet, or any other Public Communication. What do you enjoy most about this kind of thing? You don't have to cover all that, just fill 2-3 min's.

DUE 9/30 Interview Someone 300 points available

Use professional video and audio equipment to record an interview with someone, anyone, on any topic you choose. Edit to 2-3 minutes. Include yourself doing VO or on-camera intro & questions. An interesting topic, interesting subject, and B-roll are all appreciated but not required. For a good grade: catch & hold my interest.

DUE 11/2 Researched Interview 300 points available

Pick a subject, can be anything that interests you. Your topic must be something that requires some research on your part. You can't just talk about your opinion, knowledge, or experience. Demonstrate your research in the report. Must include B-roll and at least one interviewee who is a credible source or subject-matter expert. Use professional video and audio equipment. Must be 2-3 minutes long.

DUE 11/16 Audio Interview 300 points available

Record yourself interviewing up to two people. Can be on any topic, but must cover a specific subject, not just folks chatting. This interview should be in the format of a radio talk show, podcast, or other audio programming. Your interviewee(s) should have personal knowledge or experience of the topic or be subject-matter experts. Evidence of some research on your part will get you a better grade. Must be 2-3 minutes long.

DUE 12/7 Final Interview 600 points available

Incorporate everything you know, whatever you've learned, or anything you want to try. Blow my socks off! Must include you in VO or on-camera, at least one interviewee, 2-5 min's in length, and be shot on professional video and audio equipment. Other than that, the sky's the limit.

CLASS PRESENTATIONS

2 In-Class Presentations – 10-12 min's each. 200 pts available for each for total of 400 pts.

Identify a 2-3-minute clip from a news or interview program you watched. Bring it to class ready to talk about your impressions of it: Good or Bad. Justify your position from class discussions, lectures, or readings. Engage the class in a discussion about the clip.

Pick two from this list. There is a sign-up sheet on our homepage.

Dates and Topics are:

9/16 What I saw	assessing appearance, wardrobe, movement, all visual
9/23 What I heard*	assessing voice, inflection, emphasis, easy to understand
10/5 Interaction	assessing teamwork, friendliness, "plays well with others"
10/26 Personality	assessing personality traits demonstrated on-air
11/9 Content	assessing ease of understanding info, level of research
11/16 Podcast ^	assessing all the above w/o visual – in audio-only format

*The 9/23 clips can be audio format without visual – radio, podcast, et.al.

^The 11/16 clips must be audio only – preferably from a podcast.

Class Presentations should demonstrate how well you recognize effective or weak presentation skills in others and how well you present your observations about that to the class.

Reading Prompter

Dates: 10/14, 19, & 21m – 200 points available.

We will spend 3 class days in the TV studio asking you to read copy from a teleprompter.

You will be expected to incorporate all you know about professional on-air performance in your reading.

Your classmates will watch and respond to what they see, hear, and how they assess your personality from your performance. Prepare a 2-3 min readings on any topic.

Reading Prompter gives you an opportunity to demonstrate how well you comprehend and exhibit effective presentation skills. Grading will be lenient if you take the assignment seriously and show good presentation skills as have been discussed in class.

Half Pages Due **any time before** 11/30. 200 points available for each, up to 3 for 600 pts total.

Watch up to 3 – Don't repeat a category:

1. Traditional local or national TV newscast.
2. Any publicly broadcast TV interview program.
3. An alternative news or interview program – radio, cable TV, podcast, YouTube, or any other program which includes an interview.

Write 300-400 words in 10-12 pt font. Use language and observation techniques from the text or what we've talked about in class: what you saw, what you heard, content coverage, interaction, and personality of the presenters. You don't need to address all those elements (please don't!). Write about your impression of two or three elements – good or bad – and support your position. Perhaps make suggestions for what could have easily been done to improve your impression.

Half Pages help hone your observation skills as you evaluate news and interview programs. Grading will be lenient if you take the assignment seriously and show evidence of thoughtful response to what you see and hear.

For each paper provide the name of the program and a link to what you watched.

UNT POLICIES

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition

to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.]

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more

information, please visit the website that explains Eagle Connect and how to forward e-mail:

eagleconnect.unt.edu/

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

TECHNICAL REQUIREMENTS/ASSISTANCE

UIT Help Desk: <http://www.unt.edu/helpdesk/index.htm>

The University of North Texas provides student technical support in the use of Blackboard and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Hours are:

- Monday-Thursday 8am-midnight
- Friday 8am-8pm
- Saturday 9am-5p
- Sunday 8am-midnight

- Blackboard technical requirements: <https://clear.unt.edu/supported-technologies/blackboard/blackboard-technical-requirements>
- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.
- Canvas technical requirements: <https://clear.unt.edu/supported-technologies/canvas/requirements>
- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.

Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT