

**RTV 4905 INDEPENDENT STUDY (TV3 – SOLO TV/MMJ REPORTING)
FALL 2017 SYLLABUS MARK LEEPS (mleeps@wuft.org, 352-294-1504)**

Basics

Prerequisite: Post-TV2 selection of instructor

Newsroom Shift (TV): One full day per week pre-arranged (9:30am until 6:00pm)

TV shifts on daily-deadline, digital shifts may often require extra work to finish.

This is a lab-based course, no lectures or projects or quizzes, but there may be group training sessions TBA.

Instructor's office hours: M-F 1-2p, Weimer 2324

Texts

There is no required text, though buying an **AP Stylebook** will help you in this experience and in this field...help you now and in any pro reporting jobs.

Suggested Pro Development Texts:

Shorter, Sharper, Stronger: Writing Broadcast News

by Merv Block

Make it Memorable: Writing and Packaging TV News with Style

by Bob Dotson

Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV

Producers and Reporters

by Al Tompkins

Course

TV3 is solo daily-deadline reporting for tv & digital; we expect you to help lead our shop on MMJ work (especially social media) for all stories.

Background

The pro stations make UF an extraordinary place to gain practical experience, compared to many other J-schools. Many places create campus news for a campus audience (perhaps a weekly on a totally academic calendar), with a student/campus target audience, “broadcast” only on campus cable.

Your tvnews work will routinely be broadcast to a 10+ county area.

Objective

The objective of TV3 is to create reporting clips at a high level that serve our audience (across all platforms) and can be included in your **portfolio** which reflects your reliable skill level as a tv & digital reporter.

Goals

Demonstrate the following **professional skills**:

1. Station/brand in-house leadership in story selection/treatment and pre-reporting effort
2. tv news package reporting advanced skill: mastery of nat sound, superior elements and treatments, creativity & storytelling craft
3. developing web reporting skills competitive with JOU reporters

Outline

- We're counting on TV3 to lead the way with newsroom shifts as soon as classes start, often with tv & web duties *combined in the same shift*
- The first two weeks will be primarily web work until the show launches
- You will have designated web-only days throughout the term
- TV shifts should expand to include social media and web reporting whenever possible
- ALL TV shifts are on an EARLY DEADLINE of turning in a "5.1" FILE ASAP when you return to the newsroom (on one timeline: your 5 best shots to tell the story with just b-roll, 30-35 seconds total, followed by your 1 best bite)...export to desktop, copy to DAILY
- Shifts begin MON 8/21 and end WED 12/06 (We will not have required shifts on MON 09/04, FRI 10/06, FRI 11/10, WED 11/22, THUR 11/23, FRI 11/24...but may be looking for volunteers some of those days.)

Grading

- **100% - TV+ INC Reporting Shifts on daily deadline**

You're graded on the quality of your pre-reporting and pitches, and the quality of your tvnews and digital reporting. This grade component is an *end-of-term assessment*, but I'll give you a first-half (if it ended now) grade so you'll know how you're doing (but the interim grade won't count and won't average in, you'll have the full term to complete your portfolio of work and make your case for skills learned/proven)

Red Flags:

If ever during the course of the term you have a late tvnews gear return, or gear suspension, or are warned/suspended for misuse of the Weimer Service Drive, you could lose one grade level for each instance. Lost gear incidents will be treated the same if the items are not found promptly or paid for in short order. Note: TEL charges actual costs—replacement plus shipping—for each item.

Grading Policies

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>
and <http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading Scale

The grading scale for TV2 is as follows:

A	95-100
A-	92-94
B+	89-91
B	86-88
B-	83-85
C+	80-82
C	77-79
C-	74-76
D+	71-73
D	60-70
D-	50-59
E	0-49

UF Honor Code

UF students are bound by The Honor Pledge which states “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu.sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Accomodations

Students with disabilities requesting accommodations should first **register with the Disability Resource Center** (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

TV3 students typically handle 20-30 pounds of gear in all sorts of weather conditions; students with physical limitations or ongoing medical conditions should seek accommodation from the instructor as needed.

Campus Resources

Please be aware of UF's Health & Wellness resources for students:

U Matter, We Care: if you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student

Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>
352-392-1575

First Responders: University Police Department 352-392-1111 or 911 for emergencies <http://www.police.ufl.edu/> & SARS (Sexual Assault Recovery Services) at the Student Health Care Center 352-392-1161

CJC/DMP/INC Policies

It is your responsibility to learn and comply with all INC policies.

There are specific rules in the Dress Code but the bottom line is **you will not be treated as a professional if you do not look business-like.** Anyone who violates the dress code will be notified at the time of the violation and advised to comply in the future or sent home to change, if necessary, in the judgment of the newsroom staffer. Students who appear on tv or the web will get feedback about clothing, makeup and performance...in order to keep our work products on-par with industry standards.

The G020 Loading Zone Student Policy emphasizes that any access to the Weimer Service Drive is only for stopping to load/unload heavy/bulky gear and stops are limited to 10 minutes. **Follow instructions closely, you are personally responsible for any tickets you get.**

The CJC/DMP/INC Equipment Policy emphasizes that **gear checkout is for official course or INC business only.** The college/stations hold the rights to all work-product and published/broadcast material generated, and it may not be redistributed or repurposed in any form without permission of college/station officials. Don't post anything we generate to YouTube or other non-wuft websites without checking.

The Computer Policy emphasizes that **all the computers in the INC are for official station business (including select courses) only.** Many are reserved for people in specific roles at certain times of day. Make sure you work in an area appropriate to your role/course, that you log-in as instructed and save & log-out everytime you walk away.

We embrace the **RTDNA Code of Ethics** and the similar SPJ Code of Ethics, but we also have our own Ethics Policies you should study and follow.

The **food & drink policy** for the INC is that no eating or drinking is allowed outside the break room, nothing except for drinking bottled water...but be careful not to spill onto computers or gear.

Course notes

- You are expected to attend the post-show critique which will normally wrap by 5:50pm but there may at times be additional review work needed (to check scripts or editing timelines or review taped performance) which could take longer
- You may be asked to get more elements before a story can air; if you are able to devote time to that before your next shift, so much the better, you may also have to work it again the next time in (regardless of whether you would normally shoot or report that week)
- **The normal deadline for your 5.1 file is 3:00pm**
- The tv script deadline is 4:30pm and the “tape”/file deadline is 4:45pm; by this time all video files should be delivered in final form and all related scripts should be in final form. Time management to make this deadline each and every time is part of your grade for the newsroom component.
- **Never leave your newsroom shift without prior approval** from a NewsManager.
- All work is done for potential broadcast on WUFT-TV, WUFT-FM and publishing on WUFT.ORG and related in-house platforms but you should **make no promises** to the public about if or when certain stories will air.
- We **never** give copies of our taped material (raw, edited, or airchecks) to anyone, but can take requests from the public to post a particular story on our web site.
- To help secure our gear and help keep our workplace secure, **do not let strangers into the newsroom and do not prop the doors open after normal business hours**. Report any unusual activity to managers and report any suspicious activity to managers or police.
- **Keep backups.** The material on all of our workstations gets routinely deleted at the end of each term...and failures could happen at any time. Protect your best work and save it to your portable hard drive.
- In addition to INC NewsManagers, other station staffers may provide feedback at any time. All **criticism from the pro staff is meant to be professional, not personal**...learn to accept it and learn from it. You may also get feedback from special guests.
- We have outside partnerships ongoing with NBC NewsChannel Florida, CNN, and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with Mark first.**
- **Your swipe access to the INC that comes with registration in this class will expire after the end of the term.**