

## RTV 4930 SECTION 9013 – FALL 2015 SYLLABUS

### 5PM TV NEWSCAST TALENT ROLES:

- NEWS ANCHOR/REPORTERS
- ALL SPECIALTY ANCHOR/REPORTERS  
(Sports, Weather, Entertainment, Political, Consumer, Health)
- ALL LIVE REMOTE SPORTS REPORTERS  
(with or without AP duties)

### INSTRUCTORS:

- Mark Leeps
- Bridget Grogan

### INC SPECIALTY NEWS MANAGERS:

- Steve Russell (Sports)
- Jeff Huffman and Marithza Calderon (Weather)

### Basics

Prerequisite: selection by INC News Managers, most roles require significant INC experience, for most specialty roles TV1 or equivalent is strongly preferred, for Weather roles a growing level of MET coursework is strongly preferred

Hours: varies, show production/editorial meeting is at 2pm each day  
the show airs live 17:00:00-17:30:00 on WUFT-TV 5.1 (Cox-Gainesville Ch. 3)  
[live stream available at wuft.org]

Calendar: Fall 5pm shows begin MON 8/24/15 and end FRI 12/18/15, and we will need volunteers for certain UF holidays and perhaps some break week days

Substitutes: please DO NOT line up anyone without first asking Mark/Bridget (or Steve/Jeff) if they have particular people in mind...we can usually give you a short list of options to explore; except for sudden illness you should work a couple weeks ahead on lining up a substitute for an upcoming absence

### 5pm talent News Anchor main duties:

1. Anchor 5pm show as assigned each week  
news anchoring is 2p-6p work, **you must attend the 2pm meeting**
2. Community event reporting every other week  
events will be nights/weekends; vo/sot's & chat in next show

### 5pm talent Weather Anchors main duties:

1. Anchor 5pm show as assigned each week  
someone should attend the 9:30am meeting, anchor should attend the 2pm meeting
2. Reporting duties as assigned each term  
you may be assigned feature or spot news...with varying deadlines

### **5pm talent Sports Anchors main duties:**

1. Anchor 5pm show as assigned each week  
sports anchor is near full-day, **you must produce segment & present at 2pm meeting**
2. Report as assigned each week  
you will be assigned a sports beat to "own"

### **5pm talent Sports Live Remote Reporters:**

1. Beat reporting  
includes games, pressers, features
2. Live remote reporting  
normally game previews for tv, wraps possible for other platforms
3. AP duties  
one day per week, if assigned

### **5pm talent Sports Specialty Anchors:**

1. Anchor 5pm show as assigned each week  
**specialty anchor is 1p-6p work**, you must produce segment & present at 2pm meeting
2. Beat reporting for the segment each week  
some work may needed outside of regular shifts

## **The Course**

This course is a graded, immersive training experience as talent for a live half-hour tv newscast: WUFT NEWS First at Five

## **The 5pm Show**

**Your work will routinely be broadcast to a 14-county area** and can be seen online by people anywhere. That's your work, *good or bad*, and people will notice either way.

UF student newscasts are among the most competitive in the nation. Opportunities are few (and earned through hard work in this shop). Standards are high (our goal is to be the #1 rated local newscast in the Gainesville tv market at 5pm, so our newsgathering power and presentation standards must be competitive with GTN and TV20 to attract viewers). Success as a student newscast is expected. At times over the decades our tvnews products have scored National #1's in every major national student competition: College Emmy, NBS, BEA, SPJ...as well as FAPB recognition. Our best student reports have won numerous college awards, pro FAPB awards, pro Regional Murrow Awards, and national scholarship contests.

**Last year alone UF student tv news products were awarded...**

- FAPB (statewide) college contest – 1<sup>st</sup> Place newscast**
- SPJ (regional/national) MOE – Regional 1<sup>st</sup> Place newscast**
- NBS (national) NUSEMC – National Finalist newscast**
- BEA (national) FMA – National #1 "Best in Show" newscast**

## **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:

<http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

For more information about minus grades and UF grading policies, visit this website: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

## **Grading Scale**

The grading scale for all students in this section of RTV4930 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

## **Grading for News Anchor/Reporters**

### **50% - anchor work**

You will get regular feedback, often in a pair of critique sessions immediately after each show. We meet in the studio for a 5-10 minute joint news/production critique. After that, Mark or Bridget may lead an additional 5-10 minute news-only critique, sometimes followed by tape review or script/rundown reviews. Your grade is an end-of-term overall assessment of your writing, performing, and “employee” achievement (arriving on time, meeting deadlines, following rules, working with others, showing leadership)

### **50% - reporter work**

You will be assigned 8-10 community events to cover. Tell people in the field you’re an anchor for WUFT NEWS First at Five and wanted to come see for yourself what the event is all about...and you plan to do a little shout-out in the next show. (Make sure you wear a WUFT News ID.) Gather enough info to bring a VO/SOT to the show and tease if there’s anything more (a tv or radio or web feature) to be found online...or in a future specialty segment...or advance how people who missed this event can next find something like it (when/where). We expect quality (it’s your reporting—your name on the line) but you will be graded only on quantity...and will lose a grade level per missed story/event if your overall count falls under 7 stories.

## **Grading for Sports Anchor/Reporters**

### **25% - 5pm anchor work**

Your anchor work takes close to a full day due to the producing, writing, editing & other chores. You won't get an A in the course just for showing up, you must participate fully in the feedback/training systems to achieve a high grade.

This is an overall end-of-term assessment.

### **25% - 5pm producer work**

Your final draft of producing the segment should be complete in time for you to present it at the 2:30pm show meeting. You are required to consult with Steve Russell each day...while you work on a draft of the rundown...BEFORE the show meeting. Each time you fail to do this before the afternoon editorial/production meeting lowers this score 5 points.

### **25% - performance critiques with the Sports Director**

Find time to have Steve Russell do a tape review of one your recent anchoring days ONCE PER WEEK. Each week missed will lower this score 5 points.

**25% - beat reporting work** This end-of-term assessment will look at how well you performed on your assigned beat, including aspects of being a self-starter and volunteering to meet team needs.

## **Grading for Sports Live Remote Reporters**

### **50% - live shot reporting**

You were chosen to join the "anchor" 4930 group because you're close to a performance level where we think you could perform live in the flagship newscast. At the end of the term you will be graded on quantity...and other factors. On the "quality" side, you will not be graded on how smoothly you perform on your live remotes (that is in your own self-interest), but you will be graded on elements you try to work into your live remote reporting to flesh-out the story (are you going to roll-in a particular vo or sot or FS to illustrate points, perhaps a live interview, any fan-info updates you can work in, any live blocking you attempt, etc.) anything that adds beat reporter insight (cites facts or attribute everything--we don't want your opinions) to make this story more informative for the viewer than the anchor could have provided on their own without you.

### **50% - beat reporting and/or AP work**

This end-of-term assessment will look at how well you performed on your assigned beat and with special assignments, including aspects of being a self-starter and volunteering for more work. If you have a AP assignment, beat reporting work and AP work will be equal factors in the score.

## **Grading for Weather Anchor/Reporters**

### **30% - producing work**

Observe, analyze, and project forecast data for entry into the systems used to create a presentation. You will get regular feedback, but the grading is an overall end-of-term assessment.

### **50% - presenting work**

Tell the daily weather story in a well-produced and accurate presentation, delivered in a professional and engaging manner. You will get regular coaching, but the grading is an overall end-of-term assessment.

### **20% - reporting**

You will be asked to report on a weather story—an evergreen piece like a “Weather Why” or coverage of a weather event somewhere in the market or beyond. A good story makes the technical forecast come to life for viewers in practical, easy-to-understand ways...and reinforces your credibility and identity as a weather expert/personality. Our seasoned pros (Jeff & Marithza) will assist you if necessary based on your skill levels.

## **Grading for Specialty Anchor/Reporters**

### **50% - anchor/producer work**

You are expected no later than *1pm* each anchor day to make sure your best draft of producing the segment is complete in time for you to present it at the 2pm show meeting. This part of your grade will be an overall end-of-term assessment on the quality of your work.

### **25% - beat shifts**

You are expected in every week during another regular daypart to work on setting up (and gathering) local vo/sot's to put into your weekly segments. Consult with Mark on what you're finding and what you're chasing. This end-of-term assessment will be based on the *quantity* of local/regional items (vo, fs, vo/sot or pkg) you get into your segments throughout the term.

### **25% - reporting vo/sot's and pkg's**

You should try to work in some reporter presence into all of your vo/sot's (and of course if you do any pkg's). We're trying to establish you as a local expert on this subject, to see you out talking to people involved in this arena, to hear what they tell you, to get your extra insight from being a reporter who is an “insider” with great passion and great knowledge...or at least great connections. This will be an end-of-term assignment of how much you put your personal stamp on your local segments with *quality* local/regional vo/sot's (maybe a rare pkg).

## UF Policy Matters

### UF Honor Code

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 Semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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.**”

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### Accommodations For Students With Disabilities

Students requesting classroom accommodation must first **register with the Dean of Students Office**. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

## **CJC/DMP/INC Policies**

It is your responsibility to learn and comply with the INC policies (usually posted online, and these apply to everyone, regardless of the platform involved: WUFT-TV, WUFT-FM, wuft.org, WRUF-TV, ESPN850, etc.) and please pay particular attention to the well-established policies involving dress code, ethics, computer usage, and field gear usage & liability.

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 Zones 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. Because of construction, we may be “borrowing” loading zone space elsewhere. **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.

## TV Newsroom Basics

- All reporting work is done for potential broadcast on WUFT-TV, 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. Do not **post any work-product or air clips to YouTube** or otherwise provide free public redistribution of copyright material.
- All the camcorder packages we have are expensive. The cheapest costs about \$3000, the TV2 HVX200 kits cost about \$7,000, we have some kits that cost almost \$20,000. **Treat all gear with care, you are responsible—for any reason other than normal professional handling wear and tear—if it is not returned in similar condition as when you checked it out.** You are required to sign a gear liability acknowledgement at the start of the semester and to sign a daily checkout form for the specific gear you're taking every time you use college gear.
- **All our equipment**, not just the computers, **is really for newsroom business only.** Treat all items with care, and do not abuse the privilege of using them. Do not download any software onto the station computers.
- 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.
- We have outside partnerships ongoing with NBC NewsChannel Florida and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with Mark first.**

## Important notes about wrapping up the course

- Editing computers may have their memory cleaned weekly, so make sure you are saving as you go and before the end of Finals Week make sure you have a digital copy of *everything* dear to you (don't depend on being able to find anything later in the machines, or in HDSHOWS or in Nexio).
- Your swipe access to the INC that comes with registration in this class will expire after 12/19/15.