

RTV 4681-4343 TELEVISION NEWS 2 “TV2”
SPRING 2017 SYLLABUS MARK LEEPS (mleeps@wuft.org, 352-294-1504)

Basics

Prerequisite: Grade of C or better in RTV4301 (“TV1”)

Class: Tuesdays & Thursdays 8:30am-9:20am, Weimer 1078

Newsroom Shift (TV): One full day per week pre-arranged (9:30am until 6:00pm)
[makeup shifts possible on Reading Days]

Newsroom Saturday Shift (MMJ): One Saturday TBD
[You will be assigned a random Saturday, but can swap/change days]

Optional Project: 1 non-deadline feature for extra credit

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

Texts

Required Text:

Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World (4th Edition)
by Charlie Tuggle, Forrest Carr, Suzanne Huffman

Highly Recommended Text:

A Reporters Guide to the Art of TV Storytelling (DVD)
by John McQuiston (available at www.johnmcquiston.com)

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

TV2 is *Advanced TV Reporting* at the college level, but in the commercial tvnews world is pkg-driven ***daily-deadline general assignment reporting***.

In TV2, you will practice the role of an entry-level tv news reporter (including some related work for radio/online/social media, particularly on your Saturday shift, which will refresh your radio skills).

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.

We do something totally different in your “labs” at the INC for UF Media outlets. We serve a much broader audience (generally age 25+, and throughout the pro market area), and WUFT-TV broadcasts can be received by more than a half-million homes, so our challenge in the INC is to do student work that’s competitive with the other pro options in the market (TV20, GTN, WKTK, Gainesville Sun, Ocala StarBanner, WJXT, etc).

Your tvnews work will routinely be broadcast to a 13+ county area...

of course around Gainesville, but also from Jacksonville to Lake City to Live Oak to Cedar Key to Ocala to Palatka...and your work can be seen online (www.wuft.tv) by people anywhere in Florida (or elsewhere).

That’s your work, *good or bad*, and people will notice either way.

If you’re a self-starter who fights for winning story elements, your daily shift work will show it. If not, that will also show.

Objective

The objective of TV2 is to develop a growing base of skills & knowledge needed to succeed in an **entry-level reporter** position at a commercial television news station, to develop skills & experience you can include on your **resume**, and to create reporting clips you can include on your **resume reel** which reflects your reliable skill level as a reporter/photographer/editor. If you score in the top tier on your newsroom shifts, you may be able to further your craft & skills in a future term with an independent study (TV3) in solo daily-deadline reporting. If your work shows hints of outstanding craftsmanship, particularly if you do something extraordinarily well-crafted for an extra-credit feature, you may be able to further your craft in a future term with an independent study (TV4) in tv features reporting.

Goals

Demonstrate the following **professional skills**:

1. story selection & story treatment strategy
2. weekly scouting work (pre-reporting work days before you make a pitch)
3. writing & storytelling craft
4. mastery of nat sound
5. tvnews (broadcast quality) photography craft
6. tvnews video editing craft
7. time management & deadlines
8. teamwork with radio/web platforms
9. gatekeeping/editorial influence and quality control
10. dealing with the public & public service.

Demonstrate a **professional work ethic**:

1. follow industry standards for ethics & professionalism (FCC compliance)
2. follow UF rules (academic honesty, etc)
3. follow CJC DMP INC rules (dress code, loading zone, equipment, etc.)
4. be attentive in the classroom/office (no cellphone/tablet/laptop use)
5. behave as a pro representative of a business

Outline

Weeks 1-2: introduction & orientation, field gear & workflow training

Weeks 3-4: story selection, target audiences, understanding viewer benefit, writing tips & strategies (*Handbook Chapters 1-5*)

Week 5: short formats common to tv news (*Handbook Chapters 7 & 8*)

Weeks 6-8: package basics, storytelling toolbox, elemental analysis, interview/source treatments, reporter presence (*Handbook Chapter 9*)

Week 9: features, ICE TEA enterprise stories, advanced techniques

Week 10: Spring Break

Week 11: producing (*Handbook Chapter 11*)

Week 12-13: live reporting (*Handbook Chapter 12*)

Weeks 14-16: ethics, deceptive practices & libel, privacy, trespass, situational best practices (*Handbook Chapter 13*)

Grading

- **40% - Newsroom Shift Performance** Shifts begin the first day of classes and continue until the last day of classes (except for UF Holidays) and completing all shifts is mandatory. Any missed shifts must be made up before the end of the term (if you're sick, please stay away from the INC—just bring in your doctor's note when you return), preferably by the time Reading Days end. Each missed shift not made up will lower this overall grade by 5 points (up to 2 grade levels). You're graded on the quantity and quality of your package reporting and your ability to handle general assignment daily-deadline work. This grade component is an *end-of-term assessment* of what skills you've demonstrated on your newsroom shifts—particularly photography, reporting, editing, time management, and your proven ability to think your way around daily obstacles in newsgathering on deadline. You may be required to rework a piece to make it airworthy, which may require extra “lab” time on your own.

Red Flags:

If ever during the course of the term you have a late 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.

Special Notes:

Week 1,2: SHIFTS BEGIN WED 1/4/17. For your first day (only) do not pitch a story, do not report to the 9:30am morning meeting in the INC conference room; instead come to my office at 9:30 am for gear review and a shift exercise. We will NOT have shifts THUR 1/12 & FRI 1/13...but this is a key time for pre-reporting for regular shifts, so make sure you've been putting in the work at exploring a story idea, making calls, refining a pitch, and submitting it on our website.

Week 3: MON 1/16 is MLK Day, a FL and UF Holiday. There are no classes at all, no TV2 shifts at all, and no tv news products at all scheduled to air on CH5. Monday reporters do not have to come in (and do not have to make-up this shift); however, if one TV2 wants to volunteer to come in and report for radio/digital/tv that will count in place of a Saturday MMJ shift.

Weeks 4,5,6,7,8,9: Normal drill: Your pitch should be submitted at least 24 hours in advance, preferably 48 hours. You will make a 1 minute pitch for your pre-reported story idea at the 9:30am editorial meeting in the INC conference room (every TV2 pitches every week regardless of whether you think you're likely working as a reporter or photographer that day—you never know until the assignments are final each day). You will work an assignment on daily-deadline, often in pairs but sometimes as a one-man-band. You will work with the 5pm Producer on how your tv story is coming along throughout the day and during the process you may report on social media. When you get back you may share elements with radio and the web as you prepare your tv story for copyediting. After getting copyediting approval (normally from Mark) you will edit your pkg on deadline while finishing your scripts (our script deadline is 4:30pm, our video editing deadline is 4:45pm). When done video editing, you will submit your edited video file(s) (we normally edit in Premiere Pro and make an FTP upload to our Nexio HD-playback server). You may or may not host your story live in the newsroom or studio or in the field. You will attend critique immediately after the newscast in the studio (unless you are live in the field and cannot get back in time). You will be cleared from your shift no later than 6pm, but do not plan on getting out before then.

Week 10: UF Holidays for Spring Break run from SAT 3/4 through SAT 3/11. We do not have TV2 shifts or MMJ shifts on any of those days, however we are likely making a small tvnews product for CH5 and would welcome reporter volunteers. Even if just a VO or VO/SOT, volunteer reporting over Spring Break would count as a full day of a make-up shift or extra-credit shift.

Weeks 11,12,13,14,15: Normal drill.

Week 16: The last day of classes of the term and last day of regular TV2 shifts is WED 4/19. For Reading Days and Finals Week there are no scheduled shifts, but you are welcome to do make-up shifts and extra credit shifts. We prefer you finish make-up shifts by FRI 4/21 which is the day of the last half-hour newscast, but we will be doing a tiny product throughout Finals Week and could accommodate a make-up shift that produces a VO for the cut-in and/or perhaps a PKG for the website.

20% - Story Ideas/Pitches The key is to expand your “radar”, find something interesting, make calls on it in advance (pre-reporting) to sharpen your focus, and put it in the Slack pitch system 24-48 hours BEFORE you pitch it verbally at your morning editorial meeting. At that morning meeting you should ALREADY be our “expert” on this story...should already know the basics from talking to sources and already know this is a good day to cover this story, and you must already know/check whether anything like this has been done recently in the paper or TV20 or on our air or website. Good news pitches MUST be something NEW to be newsworthy, and not a rehash of what WUFT or TV20 aired last night or was in the local papers this morning. Your grade is my overall end-of-term assessment of how viable your ideas were for local tv news reporting in general, how much pre-reporting work you put into them (did you not just put in calls or actually hear back from sources and start to tentatively set up a treatment), and how much you avoided the known pitfalls (like student-interest-only stories, or Annual Day/Week stories that lack mass community participation, or stories straight-out-of-the-paper without advancing the elements to get ahead.)

- **10% - Classroom Attendance** Attendance is mandatory. Participation is optional but college learning “classroom professionalism” is not...don’t be late or overly loud, try to pay attention and/or take notes, don’t become a distraction for others trying to learn this material. Cellphones and computers should never be used or out in the open, they should be stored for afterward...we only meet for 50 minutes max, sometimes a little less. If you must make/take a call during class for any reason, leave the room for that and take a partial absence penalty for the day (-1 point on this overall score). Anyone arriving late (more than 5 minutes into the class session) will also lose 1 point each time. Attendance checks are frequent, supplemented by whether you missed a quiz or failed to pick-up a returned quiz, so make sure you’re there on time to get all handouts. Each missed class lowers your attendance grade by 3 points...and means you’ll probably struggle on the next quiz.
- **30% - Pop Quizzes** All will be 10 questions...multiple choice...based on lecture material, handouts, textbook material, and news current events. If you miss one for any reason, it’s up to you to take the initiative to make it up within *two weekdays* or get a zero for that quiz. One key to becoming a better reporter/producer of news is to become a better consumer of news (especially local news, across platforms), so current events (local & national) should never be a problem for a local media reporter.

- **Extra Credit - Feature Story** You have the option, *on your own time*, to create an enterprise feature story worth up to 1 overall grade level of extra credit. If a re-do is recommended for Finals Week, that would be for additional extra credit.

This story must be *fresh original work*...not a re-working of a daily shift story, not a re-working of a project for another class, not a re-working of reporting you already did for an internship or parttime job. Any use of file, feed or handout video must be pre-approved.

The sweeps-style report must have at least 3 sources (and make sure they are not all “insiders” with similar viewpoints—look for at least 1 outsider to add perspective), at least 5 pops of nat sound full, at least 1 active/creative standup, personalized storytelling (with a central character when possible), and have an overall length of 2:30 to 3:30.

If you decide to do one, the deadline to turn it in is **5pm FRI 4/7**. We have SD card cameras for features, DO NOT do this on P2.

This package should be *the best story you've ever done in terms of craftsmanship*. The grading analysis will follow the ICE TEA formula explained in class, where the Idea times Craftsmanship equals Effectiveness, and Craftsmanship can be thought of as the sum of your Treatment, Elements, and Artistry. Look out for one-stop-shopping; we don't want an event other than as a jumping-off point to meet someone in a setting with action video...features almost always have to “follow them home” to different settings and go out of the way for creative treatments.

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

Course Fees

This course requires 2 additional fees.

A Materials & Supplies fee of about \$50 covers expendables.

Roughly \$10 covers paper/toner for printer/copier supplies for course handouts and for your access to INC printers and copiers.

Roughly \$40 covers SD memory cards you will be given to use on your project.

An Equipment fee of about \$265.00 covers access to professional field gear kept as an earmarked fleet for TV2 use in G020 (temporary relocation: probably G217 for this Summer), plus access to professional edit gear maintained in the INC, plus a share of the costs of studio gear which supports TV2 work being able to air on WUFT-TV newscasts.

Academic Honesty: Team vs Solo Work

Your lab work is a shared responsibility, but **I expect reporters to take the lead on writing and editing on deadline (“ownership”) of their own packages.**

Quizzes, tests, story ideas, story analysis papers, and any other written material handed in must be your own work with no help for others. If you do one for extra credit, **any in-depth project should be all your own work** *except* you can (and should) recruit someone to shoot a compelling standup.

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.

Accommodations

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.

TV2 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 (posted online: wuft.org/newsroom), and these apply to everyone regardless of platform involved: WUFT-TV, WUFT-FM, wuft.org, WRUF-TV, ESPN-am/fm/web, etc. Please pay particular attention to the well-established policies involving our newsroom 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 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.

TV2 Newsroom Basics

- To start your newsroom shift, be present and be prepared (with at least one *fully researched and scouted-out* story idea) at **9:30am** for the morning **editorial meeting**
- **You could perform in the newscast**, presenting your story in a newsroom live shot or on-set live shot or a field live shot
- **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
- A **typical WUFT reporter crew workload is 1 pkg** on daily deadline, but we may ask you to pick up an extra vo or vo/sot, and if you come across spot news you should take a few minutes to gather something and call in. You need to get your news event out on social media ASAP from the field...you may need to work with digital and radio before you air on tv or may need to finish work on those other platforms afterward
- **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)
- In our shop, **reporters should edit (or at least co-edit) their own pkg's**. This varies in the commercial world: sometimes there is the luxury of letting a skilled photographer/editor finish a piece, sometimes that person has to go out on another news assignment and the reporter finishes, sometimes it's a team effort or it varies. We want reporters to take the lead and take ownership of what goes on air.
- Always **call in** to the assignment desk before returning to the station from the field, especially when you've traveled out of town. WUFT-TV serves a 17-county area; out-of-town news coverage is routine and essential...and you will be expected to assume these costs as part of your normal lab shift duties (we generally work in teams of two and alternate driving when possible) unless you can demonstrate an extreme hardship.
- 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.

- 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 is for newsroom business only.** Treat all items with care, and do not abuse the privilege of borrowing 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. 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.**

Important notes about wrapping up the course

- Editing computers may have their memory cleaned during the term, so **make sure you are saving as you go** and before the end of term make sure you have a digital copy of *everything* dear to you. Don't depend on being able to find anything later in the editing machines, or in the playback servers, or in the archives of newscasts....you might get lucky, but don't count on it when you can make your own luck by making multiple backups (to a portable hard drive or cloud storage) **AS YOU GO**.
- **Students are expected to provide feedback** on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.
- **Your swipe access to the INC that comes with registration in this class will expire after the end of the term.** TV2 does not come with automatic access to the 3rd floor editing lab; we generally edit our projects in the newsroom after-hours.