

**RTV 4930 SECTION 744H SPECIAL STUDY: ANCHORING
SPRING 2018 SYLLABUS MARK LEEPS (mleeps@wuft.org 352-294-1504)
(office hours: M-F 1-2p, Weimer 2324)**

TV NEWS TALENT & TRAINEE ROLES:

- 5PM NEWS ANCHOR/REPORTER
- 5PM NEWS CO-ANCHOR/REPORTER
- 5PM ENTERTAINMENT ANCHOR/PRODUCER/REPORTER
- 5PM EDUCATION ANCHOR/PRODUCER/REPORTER
- 5PM POLITICAL ANCHOR/PRODUCER/REPORTER
- 5PM CONSUMER ANCHOR/PRODUCER/REPORTER
- 5PM HEALTH ANCHOR/PRODUCER/REPORTER
- 5PM SPORTS ANCHOR/PRODUCER/REPORTER
- 5PM SPORTS ASSISTANT PRODUCER/REPORTER
- 5PM SPORTS LIVE SHOT/BEAT REPORTER
- 5PM WEATHER ANCHOR/PRODUCER/REPORTER
- SPORTS IN 60 ANCHOR/PRODUCER
- NEWS IN 90 ANCHOR/PRODUCER
- NOTICIAS 90 ANCHOR/PRODUCER
- SUPER 90 ANCHOR/PRODUCER
- 5PM NEWS ASSISTANT PRODUCER
- FACEBOOK LIVE NEWS UPDATE ANCHOR/PRODUCER

FACULTY/STAFF INC NEWSMANAGERS:

- Mira Lowe (INC Director)
- Mark Leeps (TV News), Harrison Hove (TV News)
- Steve Russell (Sports), Eric Esterline (Sports)
- Jeff Huffman (Weather), Cyndee O'Quinn (Weather)
- Dania Alexandrino (Noticias), Ken Pemberton (TV production)
- Gary Green (Digital), Ethan Magoc (Breaking/Digital/Radio)
- Forrest Smith (Radio News), Ryan Vasquez (Radio News)

The Course

This course is a graded, immersive training experience as on-air talent (or as a trainee in a role that normally leads to future casting as anchor or producer).

The Basics

Prerequisite: selection by INC News Managers

Hours: varies as assigned

Calendar: generally follows UF calendar

Expectations: reps are limited so we expect students to treat this like a pro job:

attendance is mandatory, all aspects are important, on-air suspensions are possible, all roles are graded with an end-of-term assessment

Main Duties by Role

5PM NEWS ANCHOR/REPORTER, 5PM NEWS CO-ANCHOR/REPORTER

1. Anchor 5pm show as assigned each week or every other week
shifts run 2:30p-6p, **you must attend the 2:30pm meeting**
2. Reporting possible each month
special assignments TBD

5PM ENTERTAINMENT ANCHOR/PRODUCER/REPORTER

5PM EDUCATION ANCHOR/PRODUCER/REPORTER

5PM POLITICAL ANCHOR/PRODUCER/REPORTER

5PM CONSUMER ANCHOR/PRODUCER/REPORTER

5PM HEALTH ANCHOR/PRODUCER/REPORTER

1. Producer/Anchor for specialty segment in 5pm show each week
shifts run 1p-6p, **you must attend the 2:30pm meeting**
2. Beat reporting for assigned segment each week
requires weekly effort outside of regular anchor shifts

5PM SPORTS ANCHOR/PRODUCER/REPORTER

1. Co-producer for sports segment in 5pm show *each week*
shifts run 10a-6p, producers should attend 2:30 pm meeting when possible
2. Anchor for sports segment in 5pm show *every other week*
shifts run 10a-6p, **anchors must attend the 2:30 pm meeting**
3. Report as assigned each week
you will be assigned a sports beat to "own", **requires weekly effort including nights/wknds**

5PM SPORTS ASSISTANT PRODUCER/REPORTER

5PM SPORTS LIVE SHOT BEAT REPORTER

1. Beat reporting
includes games, pressers, features...**weekly effort including nights/wknds**
2. Live remote reporting
if assigned, schedule is TBA...normally game previews for tv, wraps possible for other platforms
3. AP duties
if assigned, one day per week (often will sub as anchor once before end of term)

5PM WEATHER ANCHOR/PRODUCER/REPORTER

1. All duties assigned by weather department

SPORTS IN 60 ANCHOR/PRODUCER

NEWS IN 90 ANCHOR/PRODUCER

NOTICIAS 90 ANCHOR/PRODUCER

1. Producer/Editor and Producer/Anchor, perhaps rotating week to week
as assigned, shifts often run 9a-12n, 10a-1p, 1p-5p, 2p-6p

SUPER90 ANCHOR/PRODUCER

1. Producer/Editor/Anchor every week
shifts run 3p-7p every week (each day, both anchors come in *every week* for 2x product output)

NEWS ASSISTANT PRODUCER

1. Shadow & Assist 5pm newscast producer every week
as available, one day per week (often will sub as producer once before end of term)

FACEBOOK LIVE NEWS UPDATE ANCHOR/PRODUCER duties tbd

Sanctions: Grading Deductions & On-Air Suspensions

Because this is an immersive experience on real stations, we expect you to treat course participation like a real job, and **any unprofessional behavior could result in a suspension**...from gear, and/or from on-air work, and/or from any INC work. Suspension terms are at the discretion of the newsmanagers for each case, but suspensions normally start at 1 week then double or triple in length if imposed a second or third time in 1 term. You will also lose an overall grade level for each suspension. Over the years, the most common mistakes leading to suspensions have been: violation of the loading zone policy, violation of the gear policy, violation of the INC dress code, unexcused absence from a shift or leaving shifts early without permission, other policy violations which interfere with professional workplace operations, criminal accusations in your life outside the newsroom which reflect poorly on any business associated with that person.

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.

Reporters 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 at wuft.org/newsroom.

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**. You may be sent home to change...and/or given a suspension.

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**.

Our 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.

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 bottled water...but be careful not to spill onto computers or gear.

If you are becoming so sick as to miss a shift, let us know the night before by email; if you have no natural partner on your shift, try to find a sub among those also air-cleared for your role. **Any other absences should be requested/approved more than a week in advance**. If you have trouble finding a sub, don't just "ask any friend"...check with newsmanagers for more options.

The 5pm Show

Your work will routinely be broadcast to a 10+ county area and can be seen online by people anywhere. That's your work, *good or bad*.

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...we compete with commercial station pros to attract viewers.

For Summer2018 you may be anchoring a "flex show" on Facebook rather than Channel 5; this gives us flexibility in start times and the ability to shrink the show on daily basis, probably varying between 10-20 minutes.

For Summer2018, everyone who anchors regularly must also report regularly; we will agree on reporting shifts at the time of anchor castings.

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 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 Components by Role

5PM NEWS ANCHOR/REPORTER

5PM NEWS CO-ANCHOR/REPORTER

FACEBOOK LIVE NEWS UPDATE ANCHOR/PRODUCER

80% - anchor work (100% if no reporting assigned)

5pm anchors get some feedback at the critique session immediately after each show. You may also be asked to review something on tape or work on your script formatting. 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).

Facebook live anchors produce/write/edit more than 5pm anchors.

20% - reporter work (if assigned)

You may be assigned community events or special stories to cover...or you may volunteer to cover something on a special day or on a regular night or weekend. Your grade is an end-of-term overall assessment of whether you did all that was asked and how well you did it.

5PM ENTERTAINMENT ANCHOR/PRODUCER/REPORTER

5PM EDUCATION ANCHOR/PRODUCER/REPORTER

5PM POLITICAL ANCHOR/PRODUCER/REPORTER

5PM CONSUMER ANCHOR/PRODUCER/REPORTER

5PM HEALTH ANCHOR/PRODUCER/REPORTER

40% - 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 2:30pm show meeting. This part of your grade will be an overall end-of-term assessment on the quality of your work.

60% - beat reporting

You are expected in every week during another regular daypart to work on setting up (and gathering) local items to put into your weekly segments. Consult each week 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 work into your segments throughout the term. 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. You have to be a self-starter and the champion for your beat: put your personal stamp on your local segments by including *quality* local/regional vo/sot’s (and maybe sometimes a pkg).

5PM SPORTS ANCHOR/PRODUCER/REPORTER

30% - 5pm anchor work

Your anchor work takes close to a full day due to the producing, writing, editing & other chores. We have a formal performance feedback system but you will also get feedback at the critique session immediately after each show. We hope to see improvement in your skill level; this is an overall end-of-term assessment.

20% - 5pm producer & co-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 morning on story selection and producing treatments for that story given the elements we can gather or invent.

30% - performance critiques with the Sports Director

You MUST find time to have Steve Russell do a tape review of your most recent anchoring day...*before* you next go on-air...and turn in the form (to Mark) ASAP. If you reach a point of being late with 1 critique (as judged by anchoring again in your normal rotation without having pro review of your previous rep), you will be suspended for up to 2 weeks (up to 2 on-air reps lost for the term). If it happens again, the suspension is up to 6 weeks (up to 6 on-air reps lost for the term).

When it comes to grading, you will also lose a grade level for every suspension.

20% - beat reporting 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. You're expected to also make yourself available for spot duty reporting the night before your shift to cover local sports and deliver those stories for your shifts.

5PM SPORTS ASSISTANT PRODUCER/REPORTER

50% - AP work

You should be shadowing and learning the ropes as a producer but also helping out in whatever way possible. This is an end-of-term assessment on your work.

50% - reporting

This end-of-term assessment will look at how well you performed on your assigned beat and beyond.

5PM SPORTS LIVE SHOT BEAT REPORTER

50% - live shots

Make the most of any opportunities you get. We're looking for real reporting elements in addition to just "going live". This is an end-of-term assessment of your work.

50% - reporting

This end-of-term assessment will look at how well you performed on your assigned beat and beyond.

5PM WEATHER ANCHOR/PRODUCER/REPORTER

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—perhaps an evergreen piece like a “Weather Why”, or coverage of a weather event somewhere in the market or the state. 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 pros will assist you, if necessary, based on your skill levels.

SPORTS IN 60 ANCHOR/PRODUCER

NEWS IN 90 ANCHOR/PRODUCER

NOTICIAS 90 ANCHOR/PRODUCER

100% - cut-in work

This is a pretaped workflow where you write and edit, record your performance, finish editing and deliver your file. We will make an end-of-term assessment of your work product (quantity & quality) and your work professionalism (showing up on time, working well with others, etc.)

SUPER90 ANCHOR/PRODUCER

100% - cut-in work

This is a live-to-tape workflow prepped the same as a live show. We will make an end-of-term assessment of your work product (quantity & quality) and your work professionalism (showing up on time, working well with others, etc.)

5PM NEWS ASSISTANT PRODUCER

100% - AP work

You should be shadowing and learning the ropes as a producer but also helping out in whatever way possible. This is an end-of-term assessment of your work.

Newsroom Basics

- All reporting work is done for potential broadcast on WUFT-TV (or perhaps WRUF-TV or an online outlet or internal radio station), but you should **make no promises** to the public about if or when certain stories will air.
- We **never** give copies of our video material (raw, edited, or airchecks) to anyone, but can take requests from the public to post a particular story on our web site. **Be careful about posting any clips to YouTube** or otherwise providing free redistribution of copyright material.
- All the camcorder packages we have are expensive. The cheapest costs about \$4000, the newer pro kits cost about \$8,000. **Treat all gear with care, you are responsible—for any reason other than normal professional handling wear & 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.** That includes all computers and their accessories. Treat everything with care, and do not abuse the privilege of using them. Do not ever download any software onto the station's 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 material by regularly saving it to a portable hard drive and/or cloud storage.
- 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 long before the end of the 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 machines, or in local network storage).
- Your swipe access to the INC that comes with registration in this class will expire at the end of the term.