

## **RTV 3632 Electronic News Producing & Management Fall 2018**

Instructor:

Kathy Chambers

Office:

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Office Hours: by appointment

Class Time:

Tuesday Period Six: (12:50-1:40)

Thursday Period Five/Six: (11:45-1:40)

Class Location:

Weimer 1092

Recommended text: Broadcast News Producing-Brad Schultz

Suggested text: Write Like You Talk-Jeff Butera

Prerequisites: In order to qualify for RTV 3632, students must have completed RTV 3301, or receive special permission.

Course Objectives:

RTV 3632 will introduce you to the skills required to produce television newscasts and write newscast content. You will learn how to use the AP Electronic News Producing System (ENPS) to produce news programs. Your instruction will also include lessons on using various sources for news content, determining news, content, using graphics, writing headlines and teases, writing news and sports scripts and incorporate social media into newscasts.

You will not be editing any audio or video for this course. You will be required to observe preparation of and airing of one live WUFT newscast.

Much of the success of this course depends upon each student's active participation in class discussions and class projects. You are expected to make contributions to our discussions every class meeting and give your full attention to other students while they are contributing to discussions.

Note: In addition to this course, news producing track students are required to have some live producing training before signing up to produce the half-hour evening newscast at WUFT-TV. If you are on the news producing track, it is your responsibility to let me know right away so I can give you further contact information on scheduling your live producing experience with WUFT-TV.

Class demeanor:

You are expected to be on time to class meetings. Also, as a courtesy to your classmates and instructor, please silence and put away your cell phones during class. Please do not use laptops during class unless we are using them as part of a class exercise or project. If you need an accommodation for laptop use, please review the section in the syllabus on accommodations for students.

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

#### Attendance:

You are allowed 3 unexcused absences during the semester.

Beyond that, each absence will result in the loss of five points from your final overall grade.

#### Missed quizzes and late assignments:

If you have an excused absence or experience a genuine emergency on a quiz day you will be allowed to take the quiz within 7 business days. You may be asked to provide documentation in some cases. If a missed quiz is not taken within 7 business days, you will receive a grade of zero for that quiz.

Students will be able to turn in projects late only in the event of a personal or family emergency, such as a serious family illness. Students must provide proof of emergency in order to be granted extension. Projects are due at the beginning of class on the due date unless otherwise noted. Turning in your project late is considered the equivalent of missing a professional deadline. In the business of television news, meeting your deadline is essential. Any work turned in late loses 5% per late hour and 10% per late day.

#### Student evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. 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. These evaluations are conducted online at <https://evaluations.ufl.edu>

Summary results of these assessments are available to students at <https://evaluations.ufl.edu/result>

#### Academic Honesty:

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

#### University Counseling and Mental Health Services:

The college years can be stressful. The UF Counseling and Wellness Center is a resource for students to talk about issues with trained counselors. You can find out more about services by calling 352-392-1575 or online at <http://www.counseling.ufl.edu/cwc/Default.aspx>

**Projects:** You will be required to complete 4 projects for this course. You will be given a sheet

with specific instructions for each project.

**Project 1: Social Media:** This project requires you to observe the newsroom, studio and control room and send to me what you learned. Specific details/instructions will be given to you.

**Project 2: Newscast Critique:**

The second project will require a thorough critique of a newscast that will be selected for you to view. You will also recreate the rundown portion of the newscast based on what you see, including the appropriate format, segment, visual and talent information.

**Project 3: Control Room:**

We will meet in the control room on this day. Each student will play the producer role. You will be in charge of line producing a short cut -in that will be set up like a live newscast. I will throw changes at you and you will be required to adjust on the fly just like a real newscast setting. You must come to class on this day. There are no excused absences unless there is a personal/family emergency.

**Project 4:**

The final project will be an A block newscast. There is a strong emphasis on news writing in this course, so this project will require you to write factually correct news and sports scripts. You will also be graded on scripting and presentation.

**Quizzes:**

There will be several quizzes throughout the semester on reading assignments, class lectures, and ENPS training.

**Grade Scale:**

A 95-100, A-94-90, B+ 89 -87, B 86-84, B 83-80,  
C+ 79-76, C 75-73, C- 72-70, D+ 69-67, D 66-64  
D 63-60, E 59-0

Further information on UF grading policies can be found online at  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

WEEKS 1-7-News operations, new writing, ENPS training, scripting, rundowns, camera shots, cold open & tease writing workshops, building a newscast, social media, breaking news

WEEK 8-11-Control room practice, test day TBD

WEEK 12-15-Final project preps

WEEK 16- FINAL PROJECT DUE (day TBD)

NO CLASS: Nov. 23

NO CLASS: Reading Days Dec. 7-9