Electronic News Media 2

Spring 2020
RTV 4301 (TV1)   Friday 10:40am-1:40pm
Weimer #3324 (Digital Editing Lab)
Instructor: Harrison Hove
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Office phone: (352)294-1371
Twitter, Slack: @harrisonhove
Office Hours: Weimer 3105 W 3-4pm, R 2:00-4pm or by appt. Appointments are heavily encouraged so I can dedicate time to you.

PURPOSE OF COURSE:

To begin to prepare you to work in television news. During the course, you will learn how to write, shoot, edit, and report your stories on camera. You will also learn to produce news packages that can be aired on a newscast. You are expected to leave this course ready for internships at television stations or Digital news outlets.

You are expected to give equal attention to all phases of the news-gathering and news-delivering process. In other words, you should leave this course as skilled in editing as you are in working on camera. You will learn how to use the cameras and how to edit what you shoot. There will be one mini and two major projects due during the semester. These projects will weigh heavily in determining whether you pass the course or not.

COURSE GOALS:

The goal of this course is to build a skill set that will enable you to work for a broadcast news organization. This includes:

1. Synthesizing theory and putting into practice.

2. Demonstrating the ability to write for electronic media

3. Shooting usable video with audio

4. Editing and manipulating video, audio and layering these two elements together

5. Exhibit a degree of professionalism and ethics required in this profession

6. Combining all above goals to produce scripts and packages that can be used for WUFT

7. Contributing content on multiple platforms including web and social media

INSTRUCTOR'S ADVICE:

This is a very "hands-on" course because you only develop these skills with practice. That is why your projects and newsroom work weigh so heavily in determining your grade. Strong editing skills are critical to your success in this course. I strongly encourage everyone to concentrate on developing skill and speed as video editors. This will require you to spend time practicing your editing skills on your own time. You will need to spend some time shooting video as well. I encourage you to spend a couple of hours "out in the field" with a camera before you attempt to shoot your first project. All of the shooting and editing of your major projects will be done outside class. This is your "homework". It is your responsibility to decide the focus of your projects and then submit your project ideas to me via e-mail for approval. After your project idea is approved, you can schedule your interviews. Please plan ahead as we have a limited number of cameras and camera availability is not an excuse for missing a deadline.

I want to see every student grow and be successful. I need you to do your part- show up and participate. I am here to help you with this process. You are welcome to ask for help, more in depth information, assistance, or offer comments and suggestions. This course is designed specifically with you in mind.

REQUIRED READING:

The textbook will reinforce material taught in class. Our book can also be used as a resource with many examples to help facilitate understanding.

Required: ***Write Like You Talk: A Guide to Broadcast News Writing.*** By: Jeff Butera (available to order at www.WriteLikeYouTalk.com) ISBN 978-0-578-20364-5

Optional: *Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media.* (5th Edition) By: C.A. Tuggle, Forrest Carr, and Suzanne Huffman. Publisher: McGraw-Hill. ISBN 978-0-07-352622-5

Optional: *Television News: A Handbook for Reporting, Writing, Shooting, Editing, and Producing.* (3rd Edition) By: Teresa Keller and Steve Hawkins. Holcomb Hathaway Publishers ISBN 978-1-890871-96-3

GRADING:

Grading will be very strict in this course to mirror the pressure professional broadcast journalists face. The **point-based** grading scale in this class is: 93 - 100 (A), 90 - 92.99 (A-), 87 - 89.99 (B+), 83 - 86.99 (B), 80 - 82.99 (B-), 77 - 79.99 (C+), 73 - 76.99 (C), 70 - 72.99 (C-), 67 - 69.99 (D+), 60 - 66.99 (D), Below 60 (E). Note that there is *no rounding* in the points system. UF grading policies: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

**Disregard any percentage grades you see in Canvas. You will strictly look at the number of points you acquire in this course (point total) to determine your grade in this course.

The following are the components of your grade for the term:

Writing style and format quiz: 5 points
News Quizzes: 12 points (6@2 points each, 8 total and drop 2 lowest)
In class exercises: 15 points (5@3 points each)
Newsroom Work: 20 points
*Mini Project (VoSot): 10 points
*Project #1 (Pkg): 20 points
*Project #2 (Pkg, Web): 28 points

*Please note: critiques are a vital part of this course and the broadcast news industry. The instructor reserves the right to show your projects publicly both on UF media properties and in class, which will be followed by public critiques. All critiques are meant to be constructive in nature and designed to facilitate professional growth.

Writing style and format quiz: This quiz will focus on broadcast writing, style and format, as described in our required text book, "***Write Like You Talk.***"

News Quizzes: A current events/general news knowledge quiz will be given in eight different classes. Each quiz will test your knowledge of national, state, and local current events, leaders, and geography. A working journalist must keep up with the world around them. You must do the same.

In Class Exercises: Aspiring journalists must experience what professional journalists encounter. There will be five exercises that take place in class to mirror these "real world" experiences. You can expect to write on deadline, role play, and participate in a press conference.

Newsroom Work: Students will be assigned to work one (1) 4-hour continuous shift per week in the INC. Students must pitch an acceptable story at least 24 hours BEFORE your newsroom shift. You will be sent into the field during your shift, expected to write, shoot, and edit a **VoSot** (Vo/B/Vo). If you do not complete a VoSot (cannot get an on-camera interview or only have a sot with no B-roll), you will need to make up a shift or receive a zero. You will receive a zero for any missed shift unless your absence is excused (see absence policy below). Make-up shifts can be scheduled throughout the term with the instructor's permission until 4/17.

Mini Project (due by (THURSDAY) February 27 by 5:00pm Eastern): VoSot. 40-50 seconds in length. Required elements: *One 3-shot sequence, *one sound bite (SOT), *Script typed with proper format (including commands VO, SOT, NatSOT, PKG, etc), *Video uploaded to youtube and links submitted in Canvas *Submit to Canvas a screencap of each full timeline in Adobe Premiere *Write script in ENPS rundown.

Project #1 (due March 27 by 5:00pm Eastern) Package with anchor intro and tag.   Running Time: 1:15-1:45 (not including anchor intro and tag). Required elements: *At least two sound bites (SOTS) from 2 different interviewees. *One standup. The standup cannot start or end your package.   *At least one 3-shot video sequence (noted on script). *One instance of natural sound (Nat SOT) full (correctly marked on script). *Script typed with proper format (including commands VO, SOT, NatSOT, PKG, etc).   *Video uploaded to youtube and link submitted in Canvas *Submit to Canvas a screencap of the full timeline in Adobe Premiere *Write script in ENPS rundown.

Project 2 (due April 17 by 5:00pm Eastern) Package with anchor intro and tag. Running Time: 1:30-1:45 (not including anchor intro and tag) Required elements: *At least three bites (SOTS) from at least two different interviews. *One standup. The standup cannot start or end your package. *At least one 3-shot video sequence (noted on script) *One matched action sequence involving at least three pieces of video (noted on script). This MUST be part of the project – not separate from it. *Two instances of natural sound (Nat SOT) full (correctly marked on script) *This must be a character centered story. *Script typed with proper format (including commands VO, SOT, NatSOT, PKG, etc). *Video uploaded to youtube and link submitted in Canvas *Submit to Canvas a screencap of each full timeline in Adobe Premiere *Write script in ENPS rundown.

STUDENTS MAY NOT USE ANY EDITING SPECIAL EFFECTS LIKE COLOR CORRECT, TRANSITIONS, ETC IN ANY OF THEIR WORK. YOU MAY NOT ALTER VIDEO IN THIS COURSE (STRETCHING, ROTATING, ZOOMING IN, ETC) THESE

ITEMS MAY BE ADDED ONLY <u>AFTER CONTENT HAS BEEN GRADED</u>. ANY VIOLATION WILL RESULT IN PENALTY (UP TO AND INCLUDING A ZERO) AND A REFERRAL FOR AN HONOR CODE VIOLATION.

The instructor reserves the right to offer extra credit assignments, which all students will have the opportunity to complete.

ABSENCES: Requirements for class attendance, newsroom shifts, and make-up exams, assignments, and other work in this course are consistent with university policies that can be found her: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx Students **will not** be permitted to make up in class assignments when absences are **unexcused** (including vacation or illness without doctor's note). The same policy applies to students arriving or leaving class early/late. Because project due dates are assigned in this syllabus at the beginning of the term, all work must be submitted by these deadlines. If you are absent on these days, you will need to submit the work ahead of time or make arrangements with the course instructor BEFORE the deadline. Students must submit documentation for excused absences in advance, unless the excused absence is unforeseen. Students will be required to submit documentation for unforeseen excused absences like sickness within one week of the miss class in order to make up any missed work. I do not re-teach any missed lessons. It is your responsibility to gather up notes, refer to my handouts, and learn the material you missed. **<u>Lastly, students will incur a five point FINAL grade deduction for each unexcused absence starting at the third unexcused absence. This includes any combination of class meetings AND newsroom shifts. Arriving late or leaving early will count as .25 of an absence. Four tardies equal one absence.</u>**

Note: Students are NOT allowed to turn in any project work for this class that has also been used or will be used as an assignment, project, report or interview for any other class without prior agreement from the instructor. Students must write, shoot, edit, produce their own work in its entirety. Students may not interview any friend, family member, sorority sister/fraternity brother, fellow organization member etc. on camera. This is unethical and not considered a best practice in the industry. Do not ever tell someone a story will not air. I reserve the right to air any content you create in this course on UF media platforms. Failure to adhere to these rules will result in a zero and a referral for academic dishonesty.

Missed deadlines result in loss of points. Students will lose one point for each hour an assignment is late during the first five hours. After that, a student will lose five points per day. For projects this means links must be emailed and hard copy scripts must be submitted on time or the assignment is NOT complete. Example: If an assignment is worth 20 points and it is turned in two days late, a student can only earn a maximum of 10 points. Fact errors can also result in failure of the assignment/project. Stories with conflicts of interest of the reporter will result in automatic failure. Grades on stories can be lowered (e.g. to zero) as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments.

WITHDRAWAL POLICY

Not all classes fit your schedule or your academic plan, and I understand that. Please know, however, that I very much wish to meet with you before you drop (especially the deeper we get into the semester) to see what we can do to work through any challenges together. If you do have questions about how to drop or the impact on your transcript or financial aid, please visit the Academic Advising website.

SYLLABUS

Every effort has been made to create a syllabus that is as comprehensive and accurate as possible, but each class is a living entity and changes may arise. Please know I will notify you in writing as soon as any syllabus change may arise.

ACADEMIC MISCONDUCT:

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 (sccr.dso.ufl.edu/process/student-conduct-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.

Note that failure to comply with this commitment will result in disciplinary action compliant with the UF Student Honor Code Procedures.
See http://www.dso.ufl.edu/sccr/procedures/honorcode.php

Campus Resources

Health and Wellness

UF Counseling Services –Resources are available on-campus for students having personal problems or lacking clear career and academic goals. The resources include:

-UF Counseling & Wellness Center, 3190 Radio Rd, 392-1575, http://www.counseling.ufl.edu/cwc/Default.aspx, counseling services and mental health services.

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

-Sexual Assault Recovery Services (SARS). Student Health Care Center, 352-392-1161

-University Police Department 352-392-1111 or 911 for emergencies. www.police.ufl.edu

Academic Resources

-Career Resource Center, Reitz Union, 392-1601, career and job search services.

-E-Learning technical support, 352-392-4357 (select option 2) or email learning-support@ufl.edu

-Library Support, cms.uflib.ufl.edu/ask

-Teaching Center, Broward Hall 352-392-2010. www.teachingcenter.ufl.edu

-Writing Studio, 302 Tigert Hall (352)846-1138. This service offers help with brainstorming, formatting, and writing papers. www.writing.ufl.edu/writing-studio

-Student Complaints: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Accommodations for Students with Disabilities

Accommodation for Students with Disabilities – Students Requesting classroom accommodation must first register with the Dean of Students Office. That office will provide the student with documentation that he/she must provide to the course instructor when requesting accommodation.

SOFTWARE USE

Software Use – All faculty, staff and student of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/ .

COURSE SCHEDULE

(tentative, subject to change as needed) Reading should be complete before attending class.

Week 1 (1/10)
-Syllabus Review
-Introductions
-Equipment Policy review
-What makes a great story (story pitch)
-Newsroom Vocabulary (and examples)
-Writing for Electronic Media Overview
-Read *Write Like You Talk*

Week 2 (1/17)

-News Quiz #1

-Writing for Electronic Media Review

-ENPS demo

-Deadline writing exercise practice and graded #1 (VO, VOSOT)

-Read *Write Like You Talk*

Week 3 (1/24)

-Deadline writing exercise #2 (VOSOT)

-Interview Techniques

-How to mic interviewees, camera audio check (headphones!)

-Interview Framing, 2 shots

-Start sequences discussion

-The gear, what is in each kit, how to properly use and care for the gear.

-Review *Write Like You Talk*

Week 4 (1/31)

-News Quiz #2

-News Writing Style and Format Quiz

-Establishing Shots

-Sequences (close/tight, medium, long)

-Jump cuts

-Matched action sequences

-Camera/Gear Review

-Hands on Camera exercise (save footage on your SD card: need 2 interviews, 25 shots including a sequence)

Week 5 (2/7)

-News Quiz #3

-Editing can make or break a story

-Adobe Premiere Demo

-Adobe Premiere exercise (editing sequences, manipulating audio, inserting nat pops)

-Last minute Newsroom Shift questions

Week 6 (2/14)

NEWSROOM SHIFTS BEGIN MONDAY, FEBRUARY 10th

-Newsroom shift feedback/discussion

-Package Writing

-Examples of packages and discussion

-Standups (framing, background, placement, purpose)

-Informative vs demonstrative；Bridge standup vs closing

-Internship and job search

Mini Project Story Idea due via email by Friday, 2/14 by 5:00pm Eastern time.

Week 7 (2/21)

-News Quiz #4

-Mini project critiques

-Storytelling techniques

-Storytelling examples, discussion, and critique

-Deadline writing practice (package) in or out of class depending on time.

Week 8 (2/28)

-News Quiz #5

-Deadline writing exercise #3 (Package, graded)

-Storytelling examples, discussion, and critique continued

*Mini Project (script and video) due <u>Thursday, 2/27</u> by 5:00pm Eastern time.

Week 9 (3/6)

No Class- Spring Break

Week 10 (3/13)

- Editing a pkg #4 (graded)

-Visit UF Health Shands for media tour

-Social Media contributions

-Web Scripts/Writing for Web

Project #1 Story Idea due via email by Friday, 3/13 by 5:00pm Eastern time.

Week 11 (3/20)

-News Quiz #6

-Mock Press Conference, Deadline writing #5 (graded)

-Ethics 101

-Ethical Dilemmas

-Project 1 critiques

Week 12 (3/27)

-News Quiz #7

-Public Records

Project #1 due by Friday, 3/27 5:00pm Eastern time.

Week 13 (4/3)

-Work independently on project 2.

Project #2 Story Idea due via email by Friday, 4/3 by 5:00pm Eastern time.

Week 14 (4/10)

NEWSROOM SHIFTS END 4/10

- News Quiz #8

-News Package Critiques

-Job Search

-Interviewing for a job, Contracts, and Contract Negotiations

Week 15 (4/17)

-Reporter life skills

-Parting thoughts

Project #2 due by Friday, 4/17 by 5:00pm Eastern time.

Students can make up excused missed newsroom shifts through 4/17. Students will receive a zero for any newsroom shifts not completed by 4/17. Students can also complete one extra credit newsroom shift acting as an MMJ for up to +2 points added to final grade until 4/22.

Please note: This schedule is subject to change