

JOU 4930 SPECIAL STUDY: TV ANCHOR Section ANCH Class # 23298
TV ANCHORING (various roles) SPRING 2020 SYLLABUS
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TV NEWSCAST TALENT & TRAINEE ROLES:

- 5PM NEWS ANCHOR
- 5PM NEWS CO-ANCHOR
(there may be a few TBD reporting assignments for news anchors)
- 5PM ENTERTAINMENT ANCHOR/PRODUCER/REPORTER
- 5PM POLITICAL ANCHOR/PRODUCER/REPORTER
- 5PM EDUCATION ANCHOR/PRODUCER/REPORTER
- 5PM HEALTH ANCHOR/PRODUCER/REPORTER
- 5PM CONSUMER ANCHOR/PRODUCER REPORTER
(in some terms the show does not include specialty beats)
- 5PM SPORTS ANCHOR/PRODUCER/REPORTER
- 5PM WEATHER ANCHOR/PRODUCER/REPORTER
(“facebook flex” mini-shows may not include sports or weather)
- 5PM NEWSCAST ASSISTANT PRODUCER

FACULTY INSTRUCTOR OF RECORD:

- Mark Leeps (office hours: M-F 1-2p, Weimer 2324)

STAFF FOR TVNEWS PRODUCTS including WUFT NEWS First at Five:

- Mark Leeps (News)
- Kalisha Whitman (News)
- Steve Russell (Sports)
- Eric Esterline (Sports)
- Jeff Huffman (Weather)
- Ken Pemberton (Production)

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: startup varies as assigned for training weeks

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 whenever possible**
2. Reporting possible each month
special assignments TBD

5PM ENTERTAINMENT ANCHOR/PRODUCER/REPORTER

5PM POLITICAL ANCHOR/PRODUCER/REPORTER

5PM EDUCATION ANCHOR/PRODUCER/REPORTER

5PM HEALTH ANCHOR/PRODUCER/REPORTER

5PM CONSUMER ANCHOR/PRODUCER REPORTER

1. Co-producer for specialty segment in 5pm show every week
shifts run 1p-6p minimum, all-day welcome; extra work to arrange
2. Beat reporting for assigned segment every other week
pre-reporting during regular weekly shifts, field reporting TBA
3. Anchor for specialty segment in 5pm show on rotating basis
anchor must attend the 2:30pm meeting

5PM SPORTS ANCHOR/PRODUCER/REPORTER

1. Co-producer for sports segment in 5pm show every week
shifts run 10a-6p minimum, all-day welcome; extra work to arrange
2. Anchor for sports segment in 5pm show every 2nd or 3rd week
anchor 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 WEATHER ANCHOR/PRODUCER/REPORTER

1. All duties assigned by weather department

5PM NEWSCAST ASSISTANT PRODUCER

TV NEWS – OTHER TRAINING ROLES

1. AP's will shadow & assist 5pm newscast producer every week
as available, one day per week (often will sub as producer before end of term)
2. Other roles TBA/TBD
as available, normally one day per week in the INC

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, from on-air work, from any INC work (at the discretion of the newsmanagers), and these normally start at 1 week and double or triple in length if imposed a second or third time in a given term. In the end, 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 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 13+ 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...we must be competitive with TV20 to attract viewers.

- Special Days in the Spring 2020 term:
MON 01/20, MLK DAY, no show, no shifts
MON 03/02 through FRI 03/06, SPRING BREAK, no shows, no shifts
THUR 04/23, FRI 04/24, volunteer shows, make-up shifts
- There are times we need to do something a little different than the normal "contract" for the course, with products ranging in size from full newscasts on Channel 5 with all-volunteers...to Flex Shows on Facebook...to brief updates on either Channel 5 or 6 and/or the web. For programming reasons, we sometimes switch between full shows on 5 and flex shows on Facebook during certain weeks of Spring, Fall and sometimes all Summer; these products may require fewer anchors so we will arrange schedules accordingly, on a voluntary basis.

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

80% (100% if never assigned reporting) - anchor work

You will 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).

20% - reporter work, if any

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 POLITICAL ANCHOR/PRODUCER/REPORTER

5PM EDUCATION ANCHOR/PRODUCER/REPORTER

5PM HEALTH ANCHOR/PRODUCER/REPORTER

5PM CONSUMER ANCHOR/PRODUCER REPORTER

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

50% - beat reporting

When you are in, especially when not anchoring, you should be setting up (and arranging to gather) 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

25% - 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.

25% - 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.

25% - 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 being late turning the form into Mark *before* you next anchor), you will be suspended from anchoring for a week and lose an anchor rep. In the end, you will also lose a grade level for every suspension.

25% - 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.

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 may 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.

5PM NEWS ASSISTANT PRODUCER or OTHER TRAINING ROLE

100% - AP work (or other)

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.

TV Newsroom Basics

- All reporting work is done for potential broadcast on WUFT-TV (or perhaps WRUF-TV or an online outlet), 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 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 local network storage).
- Your swipe access to the INC that comes with registration in this class will expire at the end of the term.