

## JOU 4905 SPRING 2020 SYLLABUS

# INDIVIDUAL PROJECTS FOR TV NEWS: SOLO DAILY-DEADLINE TV/MMJ REPORTING (“TV3”) NON-DEADLINE G.A. REPORTING (“TV3.5”) FEATURE REPORTING (“TV4”) (variable credit hours)

MARK LEEPS ([mleeps@wuft.org](mailto:mleeps@wuft.org), 352-294-1504)

KALISHA WHITMAN

### **Basics**

Prerequisite: Post-TV2 selection of instructor

TV3/3.5: Newsroom Shift: One full day per week pre-arranged (9:30am - 6:00pm)

TV3 shifts are on daily-deadline, though digital work may often require extra time to finish.

TV3.5 also work a dedicated day/wk (plus you should expect extra time TBA) but each story takes 2-3 weeks to finish.

TV4 is flexible time, requires multiple drafts/re-working, 1 feature per cr hr

All of these independent studies are lab-based, no lectures or exams, but there may be group training sessions.

Instructor's office hours: Mark... M-F 1-2p, Weimer 2324

### **Texts**

There is no required text, though buying an **AP Stylebook** will help you in this experience and in this field... help you now and in any pro reporting jobs.

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**

TV3 is solo daily-deadline reporting for tv, but we expect you to lead our shop on MMJ cross-platform work (especially web reporting) for all your stories.

TV3.5 is working on general assignment stories but taking extra days of shifts to gather more elements before wrapping up the story and airing.

TV4 is tv features reporting, taking a story through multiple digital drafts over several weeks to make each story as compelling as possible before airing.

## **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.

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

## **Objective**

The objective of TV3/TV3.5/TV4 is to create stories at a pro level that serve our audience (across all platforms) and can be included on your **resume reel**, reflecting your proven skill level as a reporter/photographer/editor.

## **Goals**

Demonstrate the following **professional skills**:

1. In-house leadership in story selection/treatment and pre-reporting effort
2. tv news package reporting advanced skill: mastery of nat sound, superior elements and treatments, creativity & storytelling craft
3. develop web reporting skills competitive with JOU reporters

## **Outline**

- We're counting on TV3 to lead the way with tv reporting for the re-launch of the 5pm newscasts; TV2 enrollment is low and they are rookies at package reporting
- We will not have a rotation involving dedicated web shifts...but you will often be asked to turn your daily story for web as well as tv on any given shift...expect that to become the normal drill
- As leaders you are on-call on your shift day the first two weeks before shows begin (you can always publish straight to the website)
- Pitches and regular Shifts begin TUE 01/21 and end WED 04/22
- 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

## **Grading**

- **70% - TV Work**

TV3: You're graded on the quality of your pre-reporting and pitches, and the quality of your tvnews packages. This is an *end-of-term assessment*.

TV4: You're graded on the quality of your feature packages. *This is an end-of-term assessment.*

Red Flags:

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

- **30% - Digital work**

TV3/TV3.5: We expect same-day or next-day completion on at least four shifts. We will make an end-of-term assessment of how strong you have grown with web reporting skills compared to anyone else—JOU or TEL.

TV4: Any feature you broadcast should also be published to the web.

## **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 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

### **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/](http://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.

TV3 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](mailto: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.**

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.

## Course notes

- **Anytime your work airs in the 5pm show, 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
- **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
- 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.
- 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.**
- **Your swipe access to the INC that comes with registration in this class will expire after the end of the term.**