

RTV 3632 SECTION PRD1 CLASS # 18294

BROADCAST NEWS PRODUCING

SUMMER 2020 SYLLABUS MARK LEEPS (mleeps@wuft.org, 352-294-1504)

Basics

Prerequisite: C or better in JOU 3101 & department permission

Note: you should have already taken JOU3101 Print/Digital Reporting, and to prep for 5pm newscast line producing you should also take a term of AP work (which is a 1crhr 4930 in the INC).

Class: TBA one 2-3hr session per week, 100% Online

Instructor's office hours: M-F 1-2p, Weimer 2324 (in the INC) (email above any time, we may arrange for phone or zoom sessions if needed)

Texts

"Power Producer" by Dow Smith (4th Edition, rtnda.org, ISBN 0-9678432-0-0)

Course

RTV 3632 will introduce you to the concepts and skills for producing television newscasts. You will learn to work with a pro production platform (in this case one called ENPS which is AP's Electronic News Production System) which guides both the editorial side (writing scripts) and the production side (when to execute various elements) of any sort of tv news product. Your instruction will include lessons on using various sources for news content (for example, the INC uses AP and other "feed" services for info, plus tv-based feeds from CNN and NBC News)...plus you'll learn about developing editorial judgment, using graphics, writing headlines and teases, writing stories (news, sports, specialty, weather).

Objective

The objective is to begin growing your knowledge and skillset about producing tv newscasts. We will learn about common industry options and focus on the ones that apply to the WUFT-TV world. You will begin understanding the skills the Advanced Broadcast News Producing class is working on.

Goals for the Advanced Lab (intro/informational for 3632)

Develop and demonstrate the following professional skills:

1. Ability to **scour “the world”** for news to consider for your show and your audience (networks, social media, local competitors, pro partners, feeds, press releases, neighborhood news & local events, etc.)...developing news judgment about what to include in your show for your audience and why.
2. Ability to **match various treatments and formats to stories** for editorial and production reasons...and creativity to sometimes adopt unusual treatments or experiment with novel ones
3. Ability to develop and manage a rundown on a pro newsroom computer system like ENPS (a pro platform used by many commercial stations) in terms of planning how the half-hour of television should look and sound minute by minute. **Make sure everything is correctly formatted.**
4. Ability to work on daily-deadline managing all contributors (reporters and editors) and talent (anchors and reporters fronting their material live) to make sure everyone is prepared and in place to attempt to execute your gameplan. During crunchtime and showtime, **you’re the leader.**
5. Ability to serve frontline in the control room where you **manage the show second-to-second, including all timing issues and “navigating”** to avoid trouble and to recover from it when it happens anyway. (This involves real-time communicating with the director and talent, real-time decision-making, executing “backup plans” or generating new ones on the fly, showing leadership to deliver the best you can for your audience given how your show rolls out in real life.)
6. Ability to **analyze how to improve production-wise and how to pass-the-ball editorially.** During critique, don’t focus on anchor talent performance, go over their readiness and focus and communication and understanding...pay attention to the details we need to correct to keep everyone (cast and crew) on the same page next time. Editorially, send a note to the producers and newsmanagers about how far we advanced certain stories and if there’s more they might consider next.

Calendar Notes:

- LECTURE BEGINS THE WEEK OF MONDAY 05/11
- SPECIAL DAYS:
Summer Break, WEEKS OF 06/22 AND 06/29

Key Points In The Normal 5pm Producing Day (informational for 36632)

- Before your shift: awareness of the coming news of the day, reporter pitches, requests for live shots
- 9:30am morning editorial meeting & reporter assignments
- Morning NBC-FL conference call
- 2:30pm show production meeting—explaining the draft show to anchors, director, newsmanagers
- 4:00pm all local reporters should be back in copyediting or doing video editing by now
- 4:30pm we should be wrapping up most scripts to their final versions
- 4:40pm anchors should be printing scripts by now
- 4:45pm videos should be turned in (if not, you may need to soon switch to a backup plan for the lead or have an alternative for other large components in your z-block)
- 4:50pm everyone should be getting into place, talent in the studio, reporters where they need to be, and producer in the control room
- 5:00pm show starts
- 5:30pm show ends (this is why we preach 30 minutes of focus)
- 5:35pm gather in studio for show critique (producer & director lead off)
- 5:50pm write up notes on show for other producers and newsmanagers

Grading

- **20% - Classroom Attendance** Attendance is mandatory, as is “classroom professionalism”. Each missed class lowers your attendance grade by 3 points...and means you’ll probably struggle on the next quiz.
- **40% - Pop Quizzes** All will be 10 questions...multiple choice...based on lecture material, handouts, textbook material, and news current events. If you miss one for any reason, it’s up to you to take the initiative to make it up within *two weekdays* or get a zero for that quiz. **One key to becoming a better reporter/producer of news is to become a better consumer of news (especially local news, across platforms), so current events (local & national) should never be a problem for a local media producer.**
- **40% - Projects & Papers**
You’ll get specific instructions for how to complete and write up four different projects:
 - A. Logging a live newscast
 - B. Comparing key points across two different competing live newscasts
 - C. Observing the control room action and critique for a WUFT NEWS First at Five live newscast
 - D. Developing you own mock rundown of a First at Five newscast

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/) 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.

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