

RTV 4681 SECTION 8890 CLASS # 13404

# ADVANCED TV REPORTING (“TV2”)

SUMMER 2020 SYLLABUS

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## Basics

Prerequisite: Grade of C or better in RTV4301, JOU3101

Class: **Tuesdays & Thursdays 8:30am-9:20am, remote instruction**

INC lab: Reporting shifts = **one full day/wk**

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

## Texts

*Required Text:*

**Broadcast News Handbook (5<sup>th</sup> Edition):** *Writing, Reporting & Producing in the Age of Social Media* by Charlie Tuggle, Forrest Carr, Suzanne Huffman

*Highly Recommended Text:*

**A Reporters Guide to the Art of TV Storytelling (DVD)**

by John McQuiston (available at [www.johnmcquiston.com](http://www.johnmcquiston.com))

*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

TV2 is *Advanced TV Reporting* at the college level, but in the commercial tvnews world is basic pkg-driven **daily-deadline general assignment reporting**.

In TV2, you will practice the role of an entry-level tv news reporter, including some related work for radio/online/social media.

## Objective

The objective of TV2 is to develop a growing base of skills & knowledge needed to succeed in an **entry-level reporter** position at a commercial television news station, to develop skills & experience you can include on your **resume**, and to create reporting clips you can include on your **resume reel** which reflects your reliable skill level as a reporter, photographer, editor.

## Goals

Demonstrate the following **professional skills**:

1. story selection & story treatment strategy
2. weekly scouting work (**pre-reporting work days before you make a pitch**)
3. writing & storytelling craft
4. **mastery of nat sound**
5. tvnews (broadcast quality) photography craft
6. **tvnews video editing craft**
7. time management & deadlines
8. teamwork with radio/web platforms
9. gatekeeping/editorial influence and quality control
10. dealing with the public & public service.

Demonstrate a **professional work ethic**:

1. follow industry standards for ethics & professionalism (FCC compliance)
2. follow UF rules (academic honesty, etc)
3. follow CJC DMP INC rules (dress code, loading zone, equipment, etc.)
4. be attentive in the classroom/office (no cellphone/tablet/laptop use)
5. behave as a pro representative of a business

## Outline

Week 1: introduction & orientation, field gear & workflow training

Weeks 2-3: story selection, target audiences, **understanding viewer benefit**, writing tips & strategies (*Handbook Chapters 1-5*)

Week 4: short formats common to tv news (*Handbook Chapters 7 & 8*)

Weeks 5-7: package basics, storytelling toolbox, **elemental analysis**, **interview/source treatments**, reporter presence (*Handbook Chapter 9*)

Weeks 8-9: **ICE TEA enterprise stories**, advanced techniques

Week 10: live reporting (*Handbook Chapter 12*)

Week 11: producing (*Handbook Chapter 11*)

Week 12: ethics, deceptive practices & libel, privacy, trespass, situational best practices (*Handbook Chapter 13*)

## Red Flags:

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

### Calendar Notes:

- LECTURE BEGINS TUESDAY 05/12
- LAB SHIFTS BEGIN THE WEEK OF MONDAY 05/18
- LAB SHIFTS END THE WEEK OF MONDAY 08/10
- SPECIAL DAYS:  
Summer Break, WEEKS OF 06/22 AND 06/29

### The normal daily-deadline drill:

We will expect up to a full day of field work per week, with exercises building toward testing how well you can turn a package on daily-deadline.

You need to be exploring a story idea, making calls and getting answers, refining a pitch, and submitting ONE into our website 48 hours in advance of your shift.

After getting copyediting approval (normally from Mark or Kalisha) you will edit your pkg at home—you will need a computer with Adobe Premiere Pro.

When done video editing, you will submit your edited video file to Mark or Kalisha, normally using a simple service like We Transfer.

### Grading

- **50% - Weekly Projects**  
We will give you an interim grade after the first 6 weeks, and a final grade after the final 6 weeks. Grading of shifts looks at **quantity and quality of pkg's** completed during the term...and a judgment of whether you've reached the ability to be assigned a lead story on any given day.
- **25% - Story Ideas/Pitches** The key is to expand your "radar", find something interesting, make calls on it *in advance* (pre-reporting) to sharpen your focus, and put it in the Slack pitch system 48 hours BEFORE you work. Good news pitches MUST be something NEW to be newsworthy, and not a rehash of what WUFT or TV20 aired last night or was in the local papers this morning.
- **25% - Pop Quizzes** All will be 10 questions...multiple choice...based on lecture material, handouts, textbook material, and news current events. 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 reporter.

## **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 TV2 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

## **Course Fees**

This course requires 2 additional fees.

- A Materials & Supplies fee of about \$50 covers expendables. Roughly \$10 covers paper/toner for printer/copier supplies for course handouts and for your access to INC printers and copiers. Roughly \$40 covers SD memory cards you will be given to use on any projects.
- An Equipment fee of about \$265.00 covers access to professional field gear kept as an earmarked fleet for TV2 use in G020, plus access to professional edit gear maintained in the INC, plus a share of the costs of studio gear which supports TV2 work being able to air on WUFT-TV newscasts.

## **Academic Honesty: Team vs Solo Work**

Your lab work might be a shared responsibility, but **I expect reporters to take the lead on writing and editing on deadline (“ownership”) of their own packages.** Quizzes, tests, story ideas, story analysis papers, and any other written material handed in must be your own work with no help for others.

## **UF Honor Code**

**You are required to abide by the Student Honor Code.**

Please review the Student Honor Code and Student Conduct Code at

[www.sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/](http://www.sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)

### **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.

TV2 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 reach out** [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team member can respond  
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: [wuft.org/newsroom](http://wuft.org/newsroom)), and these apply to everyone regardless of platform involved: WUFT-TV, WUFT-FM, [wuft.org](http://wuft.org), WRUF-TV, ESPN-am/fm/web, etc. Please pay particular attention to the well-established policies involving our newsroom dress code, ethics, computer usage, and field gear usage & liability.

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.

If we are allowed in the INC at any time this Summer, 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.

## **TV News Basics**

- 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.
- **Save your best work as you go** to a portable hard drive or personal cloud storage. Don't count on being able to find it in UF computers at the end of a term.

## **Important notes about wrapping up the course**

- **Students are expected to provide feedback** on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. 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. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.
- **Your swipe access to the INC that comes with registration in this class will expire after the end of the term.** **TV2 does not come with automatic access to the 3<sup>rd</sup> floor editing lab**; we generally edit our projects in the newsroom after-hours. This course is starting remotely, so please consult with Mark or Kalisha before ever going to Weimer Hall and the INC for any reason related to this course.