

JOU 4930 SPECIAL STUDY: TV ANCHOR Section 4E69 Class # 14937
TV ANCHORING (various roles) FALL 2020 SYLLABUS
MARK LEEPS (mleeps@wuft.org 352-294-1504)

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

COVID Changes & Precautions

We will attempt to anchor in person though it could shift to remote work if needed. **Keep in mind we are masking and distancing and limiting numbers no matter where in the building.** For News Anchors, you will not have a co-anchor. For Sports Anchors, we can allow tagteam days with assigned seats for one producer and one anchor but we cannot expand to three member teams. Everyone should make sure to distance and follow other precautions in the INC. In the studios, the news anchor will be in the desk position furthest from the monitor where Sports will perform and there will be no moving closer and probably no chatting. Weather will continue to be solo from its own studio. We will not do a group critique but we'll safely exit those rooms and get feedback by email.

UF Policy on COVID: In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class.

[Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.](#)

- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies.](#)

UF Policy on Zoom Sessions:

There are no lecture sessions planned but if we do any Zoom training, those sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Inclusion & Diversity

CJC JOURNALISM Policy:

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

Statement from Instructors:

The craft of journalism strives to be objective. However, much of the gathering of information for reporting purposes could be from subjective sources that are historically built on a subset of privileged voices. Furthermore, we often find ourselves relying on information about historically important events that were mostly framed through the perspectives of a segment of our society. We acknowledge it is possible there may be both overt and covert biases in the course's material due to the lens and/or period of time in which it was written. Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

The newsroom has many policies for dress and behavior, as does WUFT-TV, but in the classroom we support a diversity of thoughts, perspectives and experiences, and would like to honor your identities (including race, gender, class, sexuality, religion, ability, etc.). To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let us know. .
- If something is said in class (by anyone) that makes you feel uncomfortable, please talk to us about it.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with either Mark or Kalisha. We want to be a resource for you. Or you might prefer to talk to our INC Director Mira Lowe. (lowemira@ufl.edu) The PATH office also has an excellent staff of academic advisors, and active connections to the Dean of Students and the U Matter We Care program.
- Or if you prefer to speak with someone outside of the course, Joanna Hernandez, CJC Director of Inclusion and Diversity, is an excellent resource. You can email her at jhernandez@jou.ufl.edu.

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 FALL 2020 term:
FRI 09/11, launch of weekly FRI First at Five show for 10 reps
MON 09/14, launch of weekly MON Facebook Flex show for 10 reps
TUE 09/15, launch of weekly TUE Facebook Flex show for 10 reps
- 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.