

OFFICIAL 2021 SYLLABUS  
JOU 4201 | NEWS PRACTICUM

# THE BREAKDOWN

W U F T   N E W S



# CONTENTS.

**0 3**

C R E W



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Y O U R N E W S C O N C E P T



**0 6**

L A Y O U T



**0 8**

T I M E L I N E & D E A D L I N E S



**1 0**

G O O G L E D R I V E



**1 9**

F I L E N A M E S



**0 8**

G R A P H I C S



# Crew.

## HOST

ANCHORS EPISODE COMPLETELY, HANDPICKS CONTENT WITH EXECUTIVE PRODUCER, CREATES GRAPHICS, AND SCRIPTWRITES EPISODES.

## EXECUTIVE PRODUCER

HANDPICKS CONTENT WITH HOST, SCRIPTWRITES EPISODES, AND EDITS THE EPISODE ENTIRELY.

## PROJECT MANAGER

OVERSEES CONTENT ORGANIZATION, COPYEDITS ALL CONTENT, MAINTAINS GOOGLE DRIVE, AND UPLOADS FINAL EPISODE.

## INSTRUCTOR

APPROVES FINAL CONTENT PRIOR TO UPLOADS.

# YOUR NEWS CONCEPT

The Breakdown focuses on its audience's preferences while maintaining journalistic integrity. The Breakdown is a product of the WUFT News – via The University of Florida College of Journalism and Communications and The Innovation News Center. The course meets Tuesday and Thursday 1:55pm – 2:45pm

The INC is designed to allow student journalists the opportunity to create, produce and test through academia. A news breakdown aims to put a selection of daily news into context. It summarizes the most important stories of the day relevant to the audience. The show – The Breakdown – began as a new approach to produce content at an elevated level while simultaneously concentrating on training journalists' individuality. The Breakdown caters to its audience's preferences when it comes to the daily rundown. TB carefully selects its news content in order to provide not only journalistic news content, but entertaining pieces as well. This can range from local to national to international coverage of news relevant to our audience's demographic of ages 18 through 35.

The first episode of The Breakdown aired July 20, 2021.

# Layout.

TB produces concise and captivating news in under 2 minutes that our audience can quickly engage with on the go. TB grants the host discretion in producing the show in order to determine the news agenda of the episode. Thus, the following three formats are permitted:

Format A	Format B	Format C
INTRO (0:10 - 0:15)	INTRO (0:10 - 0:15)	INTRO (0:10 - 0:15)
STORY 1 (0:15 - 45)	STORY 1 (0:15 - 1:00)	STORY (0:15 - 1:45)
STORY 2 (0:45 - 1:15)	STORY 2 (1:00 - 1:45)	OUTRO (1:45 - 2:00)
STORY 3 (1:15 - 1:45)	OUTRO (1:45 - 2:00)	
OUTRO(1:45 - 2:00)		

# Production Timeline.

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1

Host & Executive Producer send the prepared script to Project Manager for copy edits. Project Manager relays final script to Supervisor for approval.

2

Host and Executive Producer prepare script & graphics with relevant/new daily stories, sends to Project Manager for copy edits who relays to Supervisor for final approval pre-filming.

3

Host films, Executive Producer edits and sends to Project Manager for copy edits who relays to Supervisor for final approval. The final episode is posted after noon.

## **CLASS I – WEEKLY**

Host and Executive Producer prepare script & graphics with relevant evening/late night stories, then sends to Project Manager for copyedits.

1

Host & Executive Producer send the prepared script to Project Manager for copyedits. Project Manager relays final script to Supervisor for approval.

## **CLASS II – WEEKLY**

Host and Executive Producer prepare script & graphics with relevant/new daily stories, sends to Project Manager for copy edits who relays to Supervisor for final approval pre-filming.

2

Host and Executive Producer prepare script & graphics with relevant/new daily stories, sends to Project Manager for copy edits who relays to Supervisor for final approval pre-filming.

3

Host films, Executive Producer edits and sends to Project Manager for copyedits who relays to Supervisor for final approval. The final episode is posted after noon.

## **POST – WEEKLY**

Host films, Executive Producer edits and sends to Project Manager for copyedits who relays to Supervisor for final approval.

# GOOGLE DRIVE

## SCRIPTS

- Template
- Episode Air Date

## B-ROLL

- Episode Air Date

## ANCHOR TRACK

- Episode Air Date

## GRAPHICS

- Standard
- Episode Air Date

## AUDIO

- Standard
- Episode Air Date

## FINAL EPISODE

- Episode Air Date

# Graphic Design

- Tan: #CFB691
- Green: #CFDDBC
- Yellow: #FFEFCE
- Black: #000000

## OTS GRAPHICS

1. **(via Canva)** Use blank template: "YouTube Thumbnail"
2. Insert visuals & minimal text providing a general story overview.
3. Export graphics as .PNG file.

## CAPTION GRAPHICS

Summarize the key points here.

- Bullet points help!
- Bullet points help!
- Bullet points help!
- Bullet points help!

## LOWER THIRD GRAPHICS

Summarize the key points here.

- Bullet points help!
- Bullet points help!
- Bullet points help!
- Bullet points help!

## 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>



## Grade Scale

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	0-4

## Academic Honesty: Team vs Solo Work

Your lab work is a shared responsibility. **I expect reporters to take the lead on writing and editing on deadline (ownership) of their packages.** Quizzes, tests, story ideas, story analysis papers and other written material submitted must be your original work — with no help for others. **Extra credit — any in-depth project should be all your original work.** You are allowed to recruit someone to film a compelling standup.

## UF Honor Code

You are required to abide by the Student Honor Code.



Any violation of the academic integrity expected of you will result in a minimum academic sanction of Zero for the assignment. Any alleged violations of the Student Honor Code (academic cheating, false statements for academic advantage) will result in a referral to Student Conduct and Conflict Resolution with a minimum recommendation of **Zero for the Assignment and a grade of E for the course.**

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/)

## Grade Scale

## 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. TV II 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**

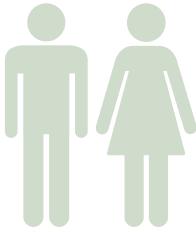
U Matter, We Care: if you or a friend is in distress, please reach out [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team member can respond Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> 352-392-1575. First Responders: University Police Department 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 I DMP I 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.

There are specific rules in the Dress Code. **You may not be treated as a professional if you do not appear professional.** 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 receive.** 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 every time 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. Please be careful not to spill onto computers or gear.

### Important Notes about Wrapping Up the Course

- Editing computers may have memory cleaned during the term. **Please make sure you save your project as you go.** Before the end of term, make sure you have a digital copy of **everything.** Please don't depend on being able to find anything later on computers, the playback servers or

in the archives. Please create multiple backups (to a portable hard drive or cloud storage) as you go.

- **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.** This course 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.

### Inclusion & Diversity



**CJC JOU 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



**Mira Lowe**

Assistant Dean for Student Experiences Innovation News



**Joanna Hernandez**

Director of Inclusion and Diversity  
Department of Journalism Lecturer

might prefer to talk to our INC Director Mira Lowe ([lowemira@ufl.edu](mailto:lowemira@ufl.edu)). The PATH office also has an excellent staff of academic advisors, and active connections to the Dean of Students and the UMatterWeCare program. If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC Director of Inclusion and Diversity, is an excellent resource ([jhernandez@jou.ufl.edu](mailto:jhernandez@jou.ufl.edu)).



### Academic Misconduct

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 ([sccr.dso.ufl.edu/process/student-conduct-code/](http://sccr.dso.ufl.edu/process/student-conduct-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



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academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or course teacher assistant. Note that failure to comply with this commitment will result in disciplinary action compliant with the UF Student Honor Code Procedures (<http://www.dso.ufl.edu/sccr/procedures/honorcode.php>) Ethics are paramount in journalism. Always ask questions before you submit something, if you are afraid you might be committing a violation.

### Kalisha Whitman | [KalishaWhitman.com](http://KalishaWhitman.com)

Kalisha Whitman serves as the Senior TV News Manager at the University of Florida College of Journalism and Communications Innovation News Center. She has been an EMMY® award-winning TV anchor and multimedia reporter for more than a decade, including stints at WTVA in Tupelo, Mississippi, WVTM in Birmingham, Alabama, and WCTV in Tallahassee. At UF, she trains students to report and produce engaging original content that connects with



diverse audiences for television and digital platforms. Her specialty — mobile usage and

media innovation. She also enjoys teaching people with unique needs. Her experience allows her to foster multimedia integration in the newsroom. She administers **WUFT's First at Five, The Lede and The Breakdown**.

\*\*\*Syllabus may be revised at any point during the semester at the discretion of the instructor.