

RTV 3632 SECTION PRD1 CLASS # 16533

BROADCAST NEWS PRODUCING

SUMMER 2022 SYLLABUS MARK LEEPS (mleeps@wuft.org, 352-294-1504)

Basics

Prerequisite: C or better in JOU 3101

Class: THUR 11:00am-1:45pm

Instructor's office hours: M/W/F 1-2p, Weimer 2324 (in the INC)

Text

The required text is ***Broadcast News Producing*** by Brad Schultz.

We may also discuss principles from...

Power Producer by Dow Smith

Broadcast News Handbook by Tuggle/Carr/Huffman

but those texts are not required.

Course

RTV 3632 introduces you to the concepts and skills needed for producing television newscasts. Producing1 is mostly a survey and discussion/design course compared to Producing2 which is an intensive lab course. In Producing1, you will learn about designing content for specific audiences and considering the manpower and resources needed, along with various broadcast/publishing options. For tv work, you will learn about different types of producers and how they fit into the job mix at stations and networks. Early on we'll look at news specials, where there is great freedom of design. We'll later focus on the basics of becoming a tv news "line producer", meaning someone who is generally responsible for one live newscast time period each day at work, something that has to meet specific parameters to look similar on days you do it and days others produce. At the end, you'll spend a learning session and then a graded exercise working with a pro NRCS (Newsroom Computer System)...WUFT-TV uses a popular one for the industry called ENPS which guides both the editorial side (writing scripts) and the production side (formatting scripts to execute various elements) of any sort of tv news product. You'll also learn about various sources for news content (WUFT-TV uses AP and News Service of Florida, plus feeds from CNN and NBC News).

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 be required to attend, watch and analyze various newscasts, some in real-time though others may be posted online. You will begin understanding the skills the Advanced Broadcast News Producing class is working on...which are listed later.

COVID Changes & Precautions-info subject to change

For Summer C, UF may still welcome masking inside buildings (your choice) and may still be offering free testing. You might consider masking for group settings like classrooms, working in or visiting the newsroom (2nd floor INC) and especially when working in or visiting the control room (room on 3rd floor INC).

UF previous guidance on COVID-19, subject to further review/change:

- **If you are not vaccinated, please get vaccinated.** Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit one.ufl.edu to check for UF vaccine appointment availability. If you've been approved for a first or second booster shot, those are commonly available free through a private pharmacy like CVS where you book an appointment online.
- **You are welcome to wear approved face coverings at all times during class and within buildings even if you are vaccinated.** Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
 - 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.
 - Hand sanitizing stations will be located in every classroom.
- **If you're sick, stay home and self-quarantine.** Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire **and schedule your test for no sooner than 24 hours after your symptoms began.** Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at [352-392-1161](tel:352-392-1161) (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the [UF Health Screen, Test & Protect website](#) for more information.
 - 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.
 - If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.
- Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

Recording Lectures

A new law allows FL students to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, **students may not publish recorded lectures without the written consent of the instructor.**

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation. **A class lecture does not include lab sessions**, student presentations, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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 the Instructor:

The craft of journalism strives to be objective. However, in practice, much of the gathering of information tends to come from subjective sources and a subset of voices that may not be representative of society as a whole. The re-telling may also be influenced by the source, editorial slants, and social sensibilities more related to the current times (the era/decade/year in which it was produced). 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 prefer a name and/or set of pronouns that differ from those that appear in your official records, please let me know early on. •
- If something is said in class (by anyone) that makes you feel uncomfortable, please talk to me about it confidentially afterward.
- If you feel like your performance in the course is being impacted by your experiences outside of classtime, please don't hesitate to come and talk to me or another INC news manager. We want to be a resource for you.
- Or you might prefer to talk to our INC Interim News Director Ryan Vasquez.
- The PATH office also has an excellent staff of academic advisors, and active connections to the Dean of Students and the U_MatterWeCare program.
- Another option for someone totally outside of the newsroom is Joanna Hernandez, the CJC Director of Inclusion and Diversity.

Calendar Notes and Weekly Progression

UF Summer C classes: begin 5/9

UF Summer A Holidays: 5/30 Memorial Day

UF Summer C Break Week: 6/20-7/1

UF Summer B Holidays: 7/4 Independence Day

UF Summer C classes: end 8/5

RTV3632 Weeks 1-2: exploring various types of producers and producing; understanding how producers relate to other departments/staffers at media companies, particularly tv stations

RTV3632 Weeks 3-5: producing special shows, analyzing elements, comparing and reimagining two similar specials

RTV3632 Weeks 6-8: comparing standard WUFT tv news products; inventing others while understanding the target audience, options for production methods, staffing, costs, ratings

RTV3632 Weeks 9-12: understanding newscast rundowns, working with ENPS, developing a mock First at Five rundown, logging live newscasts

Goals for Producing2 (informational for 3632)

Develop and demonstrate the following professional skills:

1. Ability to **scour “the world”** for news to consider for your show (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 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.)
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.

Key Points In The Normal WUFT-TV 5pm Producing Day (informational)

- 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

- **10% - Classroom Attendance** Attendance is mandatory, as is “classroom professionalism”. **Cellphones and computers should never be used or out in the open during class,** they should be stored for afterward. Each missed class lowers your attendance grade by 3 points unless you are pre-cleared by the instructor or supply a doctor’s note afterward.
- **10% Questions on the text and reading handouts.** **You will do most reading outside class time and have to email in a set of specific answers to questions about that material.** Think of these as quizzes that are open book but individual work...you can look it up again if you don’t remember, but DO NOT ask anyone else in the course.
- **80% - Assignments**
You’ll get specific instructions for how to complete four different assignments:
 - A. 1-page paper on “authors” of various content
 - B. 1-page paper comparing 2 tv news specials and trying to re-imagine them
 - C. 1-page paper on 2 potential new WUFT-TV news products, including their target audience, daypart, staffing, distribution, etc.
 - D. Exercise in the INC developing a draft ENPS rundown for a 5pm WUFT NEWS Facebook Flex show

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 Orange Book" which explains the code of conduct for all students. It is online at <https://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/) 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

Cost Considerations

I will provide many handouts in order to limit your extra costs to a single required textbook. There is no equipment fee for this course, and the material & supply fee is low, just to contribute to the office basics of paper and printing in the INC. You may need access to broadcast tv for some exercises, and will need basic computer access (email, word processing, internet), but do not need specialty software like audio/video editing. You will be given access to very advanced specialty software (ENPS) in the INC.

Feedback & Evaluations

Although almost all our work will be accomplished outside of Canvas, there will be a minimal shell for this course which will allow easier tracking of graded quizzes and assignments. Please contact me in person or by email (mleeps@wuft.org) for any question you have throughout the course; please do not use the messaging system in Canvas. Students are expected to provide professional and respectful feedback on the quality of the instruction in this course by completing course evaluations online via GatorEvals.