



**WUFT
NEWS**

Advanced Television Reporting

Spring 2023



**WUFT
NEWS**

Course Overview

The work produced in the Advanced Television Reporting course (**RTV4301**) reaches 1.5 million people annually, through the University of Florida's College of Journalism and Communications PBS affiliate WUFT — for more about WUFT and its affiliates please visit the about section of **WUFT.org**. The course familiarizes scholars with the aesthetics and ethics of news culture through an immersive experience. Students work under intense daily deadline pressure. Students identify, pitch, write, capture, edit and report on stories regarding agriculture, business, civics, crime, education, health, human-interest, immigration, infrastructure, politics and technology — in addition to other topics of global interest. Students are also provided the ability to use their coursework to produce work for radio, online and social media platforms through the convergence experience within the Innovation News Center. Scholars apply course-acquired skills to create recognizable and memorable journalism that followers and viewers analyze and crave.

The prerequisite for this course requires a grade C or higher in RTV 4301 | JCU 3101. The class meets Tuesday & Thursday 8:30am – 9:20am, Weimer 1090. The Innovation News Center newsroom TV II shifts are 9:00am – 6pm daily. Each journalist is assigned shift. Morning meetings happen daily via Zoom at 9:00a. Attendance is required on the day of the assigned news shift. However, if journalists are available, it is suggested to attend during days that this practice is not required. This enables a deeper understanding of the daily practice of reporting in the news industry. The flow of the newsroom is designed to be as close to the professional television news journalism practice as possible.

Chase the Chomp with Goals

Demonstrate the following professional skills

- Story selection & story treatment strategy
 - Weekly scouting work (pre-reporting work days before you make a pitch)
 - Writing & storytelling craft
 - Mastery of nat sound
 - TV news (broadcast quality) photography craft
 - TV news video editing craft
 - Time management & deadlines
 - Teamwork with radio/web platforms
 - Gatekeeping/editorial influence and quality control regarding the public & public service
 - Live presentation
- Demonstrate a professional work ethic follow industry standards for ethics & professionalism (FCC compliance)**
- follow UF rules (academic honesty & etc.)
 - follow CJC DMP INC rules (dress code, loading zone, equipment & etc.)



- be attentive in the classroom/office (no cellphone/tablet/laptop use)

- behave as a pro representative of a business



Weeks 1-2 introduction & orientation, field gear & workflow training

The Rundown

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

Week 6 short formats common to tv news (*Handbook Chapters 7 & 8*)

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

Week 10 ICE TEA enterprise stories, advanced techniques

Week 11 producing (*Handbook Chapter 11*)

Weeks 12-13 live reporting (*Handbook Chapter 12*)

Weeks 14-16 ethics, deceptive practices & libel, privacy, trespass, situational best practices (*Handbook Chapter 13*)

A Mention to Consider

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. Lost gear incidents will be treated the same if the items are not found promptly or paid for in short order.

TEL charges actual costs—replacement plus shipping—for each item.

Required Literature

Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World (Fourth Edition)

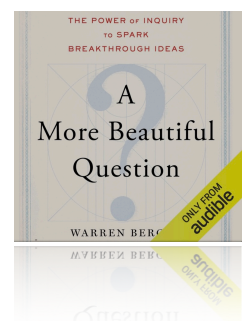
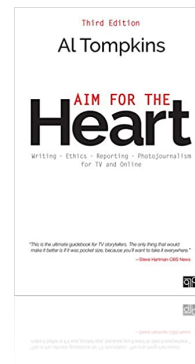
by Charlie Tuggle, Forrest Carr and Suzanne Huffman



Recommended Literature

Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters
by Al Tompkins

A More Beautiful Question
by Warren Berger



WUFT.org & @WUFTNews

Please browse WUFT platforms — and its affiliates — daily to understand your news culture



About the Instructor

Kalisha Whitman | KalishaWhitman.com (office hours posted in the INC)

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*.



About the Teacher's Assistant

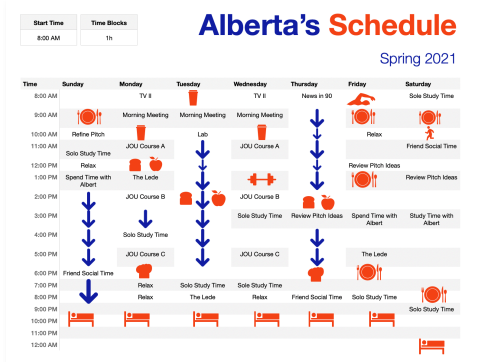
Anna Bernstein | KalishaWhitman.com

My name is Anna Bernstein. I am a third-year public relations major, and I am also working on getting a master's in marketing and mass communications. I have previously been an anchor on First at integration in the newsroom. Five and have been a teaching assistant for TV1, TV2, and The Breakdown. I currently have my own radio show at GHQ and hope to pursue a career in the music and entertainment industry. I am excited to meet all of you and work with you this semester!

Time Management

Your shift runs 9:00am-6:00pm one day per week, but you must complete **advance work (three - four weekdays before each shift)** to make each shift a success. 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*. You will make a max one minute pitch for your pre-

reported story idea at the 9:30am editorial meeting in the INC conference room. Every TV II journalist pitches every week no matter your role for the week. You will work an assignment on daily-deadline, often in pairs but sometimes as a one-person-band. You will work with the 5pm Producer on how your tv story is coming along throughout the day and during the process you may report on social media. Afterward you may be asked to submit a web version. After copyediting approval from Kalisha or a news manager, if for some unforeseen circumstance Kalisha is not



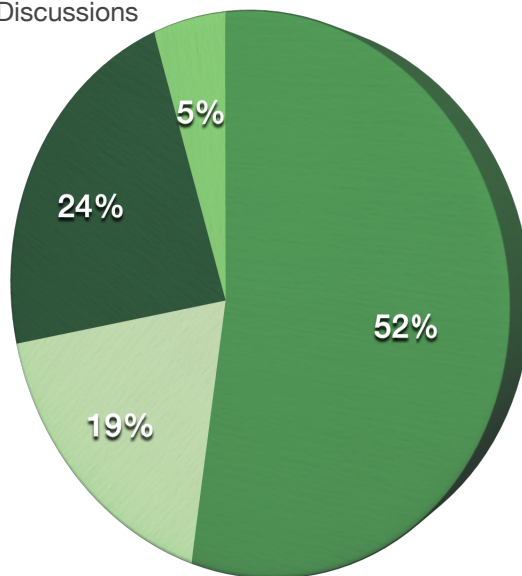
Alberta has an intense course load this semester. She wants to #GoGreater in all aspects. She decided to create a schedule. She thrives when she plans ahead. Even if the schedule doesn't go exactly as projected, planning allows her to adapt and pivot. Alberta thinks you should consider

available. You must complete your PKG by the deadline – a completed PKG includes ENPS script completion. The script deadline is 4:30pm. The video editing deadline is 4:45pm. When done video editing, you will submit your edited video file(s). We normally edit in Premiere Pro and make an FTP upload to our Nexio HD-playback server. You may or may not host your story live in the newsroom or studio or in the field. You will attend critique immediately after the newscast in the studio **(unless you are live in the field and cannot get back in time)**. Shifts are generally complete and cleared no later than 6pm. However one may be required to rework or refresh a piece to provide longer story shelf live (evergreen the story), which may require additional lab time.

Grade Breakdown

Newsroom Lab any missed shifts must be made up before the end of the term **(if you're sick, please email and stay away from the INC—just bring in your doctor's note when you return)**. Each missed shift not made up will lower this overall grade by five points. You're graded on the quantity and quality of your package reporting and your ability to handle general assignment daily-deadline work.

- Lab | Pitches
- Class Attendance | Participation
- Tests | Quizzes | Discussions
- Launch Pad



This grade component is an end-of-term assessment of what skills you've demonstrated on your newsroom shifts—particularly photography, reporting, editing, time management, and your ability to think your way around daily obstacles in news gathering on deadline. 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.

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 pitch it verbally at your morning editorial meeting. **At that morning meeting you should already be our expert on this story. You should know the basics from talking with sources. If you pitch that implies you understand this is a good day to cover this story.** You must know/check whether anything of this nature was reported recently by WUFT News or other journalistic outlets.

Good news pitches are generally new and must be newsworthy. It is ideal not to rehash WUFT, TV20 or any other journalistic outlet regarding old news. Similar to the grade for your shift reporting packages, this is an end of term assessment of your quantity and quality of pre-reporting and story pitches. We will only grade the first entry in the system for each week. The 2nd and 3rd pitches for the same shift will not count into your overall quantity of pitches. As for quality, we'll make an overall end-of-term assessment of how viable your ideas were for local tv news reporting. We will assess how well you avoided the known pitfalls. We encourage finding more than student-interest-only stories or annual day/week stories that lack mass community participation or a new angle, or stories straight-out-of-the-paper without advancing any elements to get ahead.

Classroom Attendance | Participation | Office Hour Check-Ins are mandatory. Participation is optional. Collegiate learning classroom professionalism includes punctuality and professionalism. Please avoid classroom distractions to avoid disrupting the learning process. **Phones and computers should never be used or out in the open during class**

– **unless requested by instructor.** We meet for approximately 50 minutes. Attendance checks are frequent. Each missed class lowers your attendance grade by three points.

Tests | Quizzes | Discussion Boards will be given based on lecture material, handouts, textbook material and news current events. It is your responsibility to coordinate with the instructor to make it up course work within **two weekdays**. Missing assignments receive a zero. **Become better news journalist by enhancing your news diet. Read widely. Watch widely. Keep track of local news across platforms. Gain an understanding of current events (local & national) to engage and retain your audience with you knowledge.**

The Launch Pad is buffer room to lift off. It is an instructor TV II courtesy. This is an intense course. We aim to avoid extra credit. We aim for successful completion of assigned work.



Extra credit | Advanced Feature If you want to attempt a well-crafted feature for extra credit, you will have to do it on your own time and submit before classes end. Any use of file, feed or handout video must be pre-approved. A sweeps-style feature must have at least three sources (**a central character and at least two others weighing-in — make sure they are not all insiders with similar viewpoints—look for at least one outsider to add perspective**), at least three pops of nat sound full, at least one active/creative standup, and an overall length of 2:00 to 4:00. If there is a data hook or key number, think about how to reinforce that or visually translate **the shape of a number. This package should be the best story you've ever done, in terms of craftsmanship.** The grading analysis will follow the **ICE TEA formula** explained in class, where the Idea times Craftsmanship equals Effectiveness, and Craftsmanship can be thought of as the sum of your Treatment, Elements, and Artistry. Look out for one-stop-shopping; we don't want an event other than as a jumping-off point to meet someone in a setting with action video. Features almost always have to **follow them home** to different settings and go out of the way for creative treatments.

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>

TV II Grade Scale

Final Exam – 12/16/2022 7:30 AM – 9:30 AM

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

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 TV II use in G020, plus access to professional edit gear maintained in the INC, plus a share of the costs of studio gear which supports TV II work.

Course Fees

This course requires two additional fees. A Materials & Supplies fee of about \$50 covers expendables. Roughly \$10 covers

TV II Newsroom Basics

- To start your newsroom shift, be present and be prepared (with at least one **fully researched and**

scouted-out story idea) at **9:00am** for the morning editorial meeting.

- **You could perform in the newscast**, presenting your story in a newsroom live shot or on-set live shot or a field live shot.
- **You are expected to attend the post-show critique** which will normally wrap by 5:50pm but there may at times be additional review work needed (to check scripts or editing timelines or review taped performance) which could take longer.
- **A typical WUFT reporter crew workload is one PKG** on daily deadline, but we may ask you to pick up an extra VO or VOSOT, and if you come across spot news you should take a few minutes to gather something and call and update the assignment. You need to get your news event out on social media ASAP from the field – you may need to work with digital and radio before you air on tv or may need to finish work on those other platforms after television deadline.
- **You may be asked to get more elements before a story can air**; if you are able to devote time to that before your next shift, you may also have to work it again the next time in (regardless of whether you would normally shoot or report that week).
- **WUFT reporters should edit (or at least co-edit) their own PKG's**. This varies in the commercial



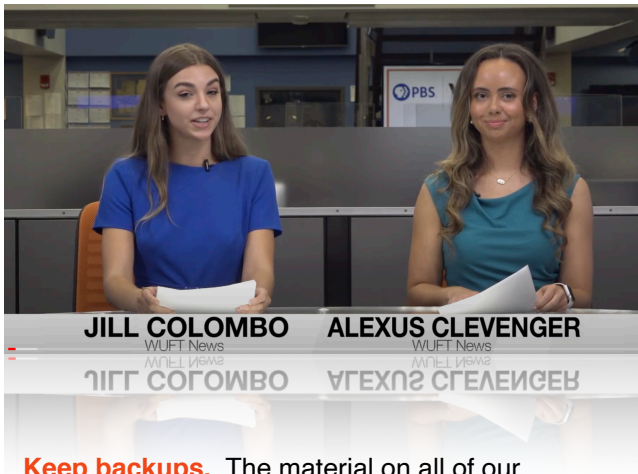
world. Sometimes there is the luxury having a skilled photojournalist/editor compete a piece. Sometimes that person has to go out on another news assignment and the reporter finishes. Sometimes it's a team effort. It varies. We want reporters to take the lead and take ownership on-air output.

- Always **call** the assignment desk before returning to the station from the field, especially if you traveled out of town. WUFT-TV serves a 17-county area; out-of-town news coverage is routine and essential. You will be expected to assume these costs as part of your normal lab shift duties (we generally work in teams of



two and alternate driving when possible) unless you can demonstrate an extreme hardship.

- The tv **script deadline is 4:30pm. The file deadline is 4:45pm**. All video files should be delivered in final form and all related scripts should be in final form. Time management to make this deadline each and every time is part of your grade for the newsroom component.
- **Never leave your newsroom shift without prior approval** from a faculty/staff INC news manager.
- 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.
- All the camcorder packages we have are expensive. The cheapest costs about \$3000, the TV2 HVX200 kits cost about \$7,000, we have some kits that cost almost \$20,000. **Treat all gear with care, you are responsible —for any reason other than normal professional handling wear and 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**. Treat all items with care, and do not abuse the privilege of borrowing them. Do not download any software onto the station 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 and save it to your portable hard drive.
- 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.** Please to accept, grow and build your profession. You may also get feedback from special guests.
- We have outside partnerships ongoing with NBC NewsChannel Florida, CNN, and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with Kalisha first.**

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/

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. 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.

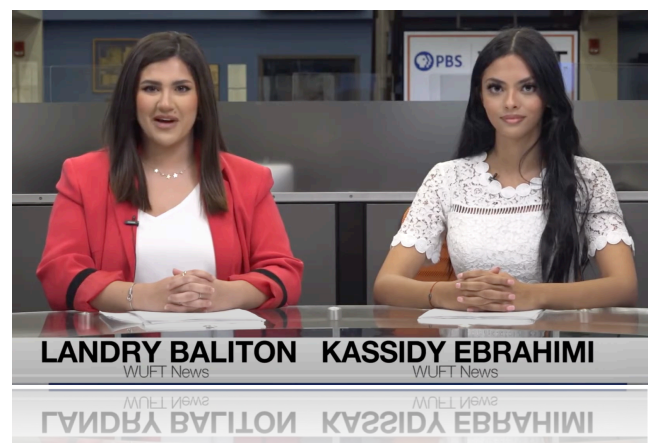
Campus Resources

Please be aware of UF's Health & Wellness resources for students

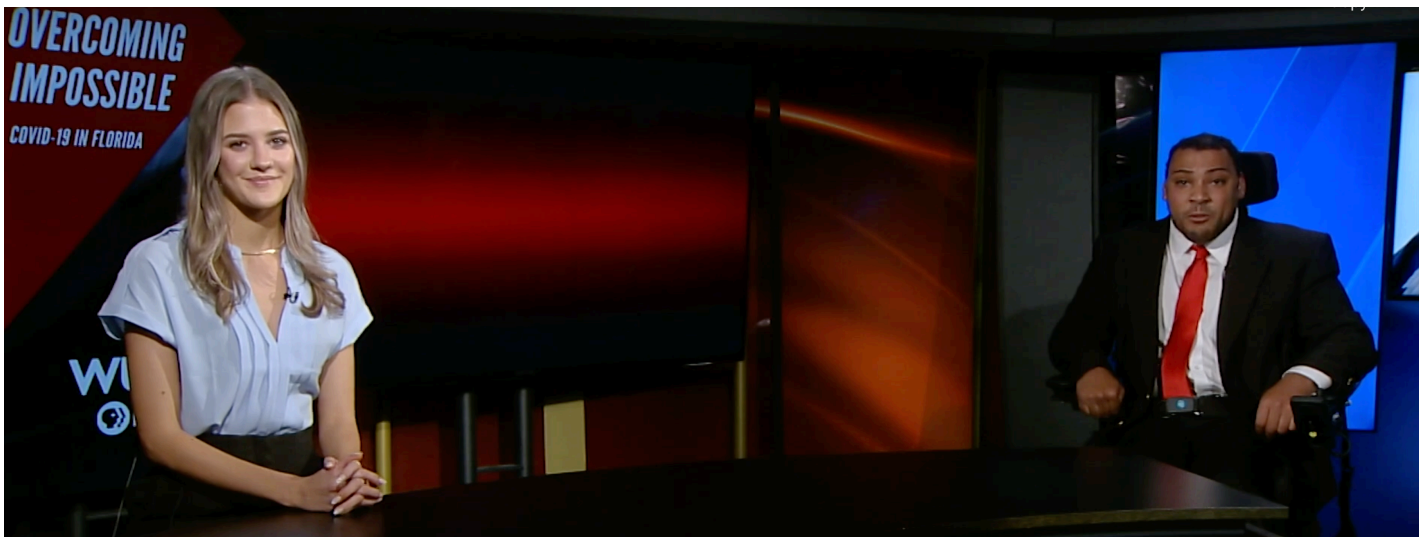
U Matter, We Care: if you or a friend is in distress, please reach out umatter@ufl.edu or 352-392-1575 so that a team member can respond Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> 352-392-1575. First Responders: University Police Department 352-392-1111 or 911 for 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), and these apply to everyone regardless of platform involved: WUFT-TV, WUFT-FM, 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 3rd 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



ETHAN CURTIS

SAMANTHA CHERY

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 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 speak about your experience with Kalisha. We want to be a resource for you. 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. 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).

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/) 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 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.

