

BROADCAST & TELECOMMUNICATIONS PERFORMANCE

SYLLABUS - RTV 3601

Instructor: Maria Fernanda Camacho / m.camachoprieto@ufl.edu

Office: 3326 - Weimer Hall (Inside the Innovation News Center)

CLASS MEETING TIMES / CLASSROOM: TBD

- Tuesday 8:30 AM to 10:25 AM
- Thursday 9:35 AM to 10:25 AM

PURPOSE OF THE COURSE: To help students improve on-air performance in radio and television news. Special emphasis on the class is placed on voice, delivery, live reporting, live and on-tape interviews, anchoring and appearance. Students will gain practical experience voicing for radio, recording commercials, reading the teleprompter, performing in front of camera and preparing for interviews (to interview and/or be interviewed).

COURSE GOALS: The goal of this course is to build a skill set that will enable you to work for a broadcast news organization and be able to excel in different media platforms, this includes:

- Synthesizing theory and putting it into practice.
- Proper breathing techniques, delivery and diction for voicing stories for radio and TV.
- Enhance live reporting, stand-up and interview skills.
- Understand verbal and non-verbal communication techniques.
- Apply knowledge during real world simulations.
- Combining all above goals to produce content including scripts, VOSOT, PKG and/or others for WUFT.

EVALUATION: Semester grade will be determined in the following way

1. Class Attendance: 20%
2. Participation, critiques and feedback: 30%
3. Essay 1: 15%
4. Essay 2: 15%
5. Interview final project: 20%

Participation, critiques & feedback: These are a vital part of this course and the broadcast news industry. The instructor reserves the right to show your projects publicly both on UF media properties and in class, which will be followed by public critiques. All critiques are meant to be constructive in nature and designed to facilitate professional growth. This score is a combination of attendance and giving a good faith effort during any and all in class exercises, discussions and activities. Verbal and/or writing critiques will be conducted weekly. In case of written critique, students are expected to provide a paragraph or two of substance that highlight multiple aspects of performance (voice, appearance, overall presentation, etc...).

Essay: A 2-3 page (Time New Roman, Size 12 font, standard margins).

Essay (1) critiquing one on-air personality featured during one news, sports, entertainment or weathercast during a regularly scheduled newscast. Multiple aspects of the talent's performance must be addressed in an in-depth manner. You must take aspects of performance discussed in class and evaluate these aspects of performance.

Essay (2) critiquing one on-air personality or a journalist interviewing someone for a specific topic you might find interesting. Multiple aspects of the talent's performance must be addressed in an in-depth manner. You must take aspects of performance discussed in class and evaluate these aspects of performance. Make sure to highlight what went well, what could have been improved and if you were the journalist interviewing then what would you have done differently, please explain.

Interview final project: A 3 to 5 minutes interview that you do to an expert, someone you admire, etc. The interview should have a formal presentation of yourself and the interviewed person. Evaluation will be based on your pre-interview preparation, execution of the interview, and classmate critique. You must take aspects of performance discussed in class and evaluate these aspects of performance.

*It is imperative that you abide by the rules and comply with the expectations. Points will be deducted for missing class without a viable excuse. Points will also be deducted for not meeting deadlines.

GRADING:

A + 94-100 %

A - 90-93 %

B + 87-89 %

B 84-86 %

B - 80-83 %

C + 77-79 %

C 74-76 %

C - 70-73 %

D + 67-69 %

D 64-66 %

D - 60-63 %

E Below 60

REQUIRED READING: Broadcast News Handbook, Fifth Edition. Writing, Reporting, and Producing in the Age of Social Media. Authors: C.A. Tuggle, Forrest Carr, Suzanne Huffman. Chapter 5: Interviewing, getting the facts and the feelings. Chapter 12: The Care and Feeding of Television Live Shots. ** Chapters will be available to you on Canva through University of Florida digital library Ares.

AI POLICY: Students are prohibited from using AI tools to generate, write or substantially edit field assignments. Stories must be your original work. Using AI to generate content is considered plagiarism and subject to the university's academic integrity policies. Students may use AI tools for research, to find sources or to verify facts and data. Reporters may use AI to find story ideas or sources but must confirm the accuracy of names, places, organizations and events before pitching the story. If in doubt about any use of AI for coursework, please consult your instructor.

In this course, honesty is so valuable. Be honest with yourself, your instructor and classmates. Do not copy anybody's work. If you're going to use elements from someone else's story, be authorized first. All assignments have to be completed by the person enrolled in this class. Remember, "you may not turn in work that is not your own, including work generated by Chat GPT and other AI programs."

TIPS FOR EVERYONE

- Be in constant contact with your instructor for feedback on your writing, interviewing, and reporting skills. You will enhance your learning, and learn quicker, by seeking this feedback during class lectures or activities in the newsroom, and any other time you meet 1-on-1 with your instructor.
- Always have a backup plan (PLAN A (what you have in mind will work), PLAN B (what could work if something goes wrong with plan A), AND PLAN C, if possible).

RESOURCES: Students requesting classroom/newsroom accommodation must first register with the Dean of Students Office. This office will provide documentation to the student, who must then provide this to his/her instructor when requesting accommodation. UF Counseling & Wellness Services: <https://counseling.ufl.edu> or call 352-392-1575.

NOTE ABOUT RECORDING CLASS: Students are allowed to record videos or audio of class lectures. However, the purpose 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 instructor-led discussion that form part of the presentation, and delivery by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as a patient history, academic exercises involving solely student participation, assessments (tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during class session. Publication without permission from 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 published 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.

FULL SCHEDULE (Tentative & Subject to change)

INTRO - Week of 08/25 (introductions, syllabus, overview)

WEEK 1 & WEEK 2 - RADIO (voice, delivery and performance)

- Radio (history and how it has changed/improved)
- Radio personality and performance
- Voice exercise
- Voice critique
- Voice exercise

WEEK 3 & WEEK 4 - TV (anchoring and live reporting)

- Anchoring instructions
- Common news formats
- Exercise (News in 90 style) - or depending on the group it could be full newscast practice
- Discussion and critique of the practice
- Live shot instructions followed by practice and critique

WEEK 5 - How do we combine radio and TV skills to have a better performance in journalism/telecommunications career? – **ESSAY 1 DUE.**

WEEK 6 - Breaking News

- Coverage
- Exercise, discussion/critique

WEEK 7 - Personal preparation to perform

- Clothing, hair, makeup
- Your own research

WEEK 8 & WEEK 9 - Interview skills (to interview & be interviewed) – **ESSAY 2 DUE.**

- Interviews
- Interview practice (someone we don't know)
- Interview discussion/critique
- Interview practice (someone we know directly or indirectly)

WEEK 10 - Verbal and nonverbal communication

- Body language
- Reading the room

WEEK 11, WEEK 12, WEEK 13 - Exercises, critiques, discuss examples, work on final project. **INTERVIEW FINAL PROJECT DUE NOV. 20TH.**