

RTV3632 Broadcast News Producing; Section 2520 (3 hours)

Instructor: Alicia Coleman

Class Schedule: W 11:45PM – 1:40 PM

Location: WEIM 2052

Office Hours: MTF 10:00 AM - Noon or by appointment

Office: Innovation News Center; Weimer Hall; Room 2310

Phone: (352) 294-3930

Email: aliciacoleman@wuft.org

Course Description: Producing news content for television. Includes instruction in AP ENPS software, field producing techniques, and production of long-form programs, with considerable emphasis on the role of the producer as gatekeeper and newsroom manager.

Prerequisites: C or better in JOU 3101 or permission from instructor

Recommended Textbook

Broadcast News Writing, Reporting & Producing; Frank Barnas; 7th Edition; ISBN: 9781138207486

Upon Completion of this Course Students Will:

- Identify components of newsworthy content.
- Analyze and understand the Associated Press style of writing.
- Create newsworthy content.
- Apply learned practices in a newsroom environment.

Recording Lectures

Florida students are allowed to record video or audio of class lectures. Students may not publish recorded lectures without the written consent of the professor or instructor. The only allowable purposes are:

- For personal educational use
- In connection with a complaint to the university
- As evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited.

Course Schedule: This schedule is subject to change at the instructor's discretion.

Date	Theme/Topic
<i>January 14th</i>	Introduction to Producing/Common News Terms AP Style Guide Rundown Building Exercise
<i>January 21st</i>	What makes a Story Newsworthy? (Newsworthiness Quiz) AP Style Guide
<i>January 28th</i>	Writing & Formatting: Leads and VO'S AP Style Guide VO & Lead Writing Assignment
<i>February 4th</i>	Writing & Formatting: VOSOTS and Teases VOSOT & Tease Writing Assignment AP Style Guide
<i>February 11th</i>	Intro to ENPS -- Understanding Rundowns
<i>February 18th</i>	Intro to ENPS – Building Rundowns/Making Graphics
<i>February 23rd – April 17th</i>	Midday or First @ 5 AP Shifts
<i>April 20th – 22nd</i>	Makeup AP Shifts

Grading

You can earn a total of 1000 points for this course. Each assignment is worth 100 points and all writing assignments will have a rubric for you to follow.

- 20% - Assignments & Quizzes
 - Newsworthiness story quiz
 - Lead & VO Writing Assignment
 - VOSOT & Tease Writing Assignment
- 80% - Associate Producer work in the Innovation News Center (INC)
 - You will work with the Advancing Producing students on WUFT Midday or the First at 5 newscasts. Your duties will include writing, making graphics, communicating with the talent and/or production and timing the newscasts. You must complete seven AP shifts to receive full credit.

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: [Grades and Grading Policies < University of Florida \(ufl.edu\)](#)

Grading Scale

The grading scale is as follows:

- A: 90 – 100
- B: 80-89

- C: 70 -79
- D: 60 – 69
- F: 59 or below

Use of Artificial Intelligence

The College of Journalism and Communication will adhere to the WUFT policy on the use of Artificial Intelligence within the newsroom. Please familiarize yourself with the policy which can be found here: [Artificial intelligence usage at WUFT News](#)

UF Honor Code

University of Florida students are required to adhere to “The Orange Book.” You can find the honor code and conduct code here: [Student Honor Code and Student Conduct Code | SCCR \(ufl.edu\)](#)

The university’s honesty policy regarding cheating, plagiarism:

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 Conduct Code specifies several behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. You can find how to get started here: [Get Started with the DRC - Disability \(ufl.edu\)](#)

Campus Resources:

Health and Wellness U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

******This syllabus is subject to change at the discretion of the instructor. Such changes will be communicated verbally and through your Canvas course shell.******