

RTV 3401 Electronic News Producing and Management Fall 2012

Instructor: Christine Eschenfelder

Office Hours: Tuesdays and Thursdays: 2:30-3:30 p.m. Weimer G038
(Other hours by appointment)

Phone (office): 352-846-1107

Email: cesch@ufl.edu

Class Meetings: Tuesdays: Period Six
Thursdays: Periods Five and Six
Weimer 3024

Recommended Text: Power Producer: A Practical Guide to TV News Producing
4th Edition – By Dow Smith

Course Objectives:

RTV 3401 will introduce you to the skills required to produce television newscasts and write newscast content. You will learn how to use the ENPS program (Associated Press Electronic News Producing System) to produce news programs. Your instruction will include lessons on using various sources for news content, determining news content, creating graphics, writing headlines and teases, writing news and sports scripts, using live elements in newscasts, managing stress and dealing with difficult personalities in the newsroom.

Course Requirements:

You will **not** be editing any audio or video for this course. You will be required to observe the partial preparation of and airing of one live WUFT-TV evening newscast. You also must maintain knowledge of current local, state, national and world news events. There will be quizzes on current events.

Much of the success of this course depends upon each student's **active** participation in class discussions. You are expected to make positive contributions to our discussions every class meeting.

News producing track students are required to have some producing training before signing up to produce the half-hour evening newscast at WUFT-TV. If you are on the news producing track, it is your responsibility to let me know right away so I can give you further contact information on scheduling your producing experience with WUFT-TV.

Prerequisite:

In order to qualify for RTV 3401, students **must have completed RTV 3303** (with a 'C' or better).

Attendance:

Acceptable reasons for excused absences from class include illness, serious family emergencies, special curricular requirements (such as judging trips, field trips and professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations such as jury duty will be excused. Other reasons also may be approved. If you must be absent from class, please let me know the nature of your absence in order for it to be classified as excused. You may be asked to provide documentation in some cases.

You are allowed two unexcused absences during the semester. Beyond that, each unexcused absence will result in the loss of two points from your final, overall grade.

Laptops and cell phones:

As a courtesy to your classmates and instructor, please turn off and store your cell phones during class. Please do not use laptops during class unless we are using them as part of a class exercise or project. If you need an accommodation that requires laptop use for note taking, please discuss this with me early in the semester.

Make-Up Exams and Late Assignments:

If you experience a genuine emergency on a quiz day you will be allowed to take the quiz within 7 business days. You may be asked to provide documentation in some cases. If a missed quiz is not taken within 7 business days, you will receive a grade of zero for that quiz.

Any projects turned in late will be penalized unless proof of a genuine emergency is provided. Projects are due by the beginning of class on the due date. Projects turned in late will be penalized 10 points per late day.

Turning in your projects late is considered the equivalent of missing a professional deadline. In the business of television news, meeting your deadline is **essential**.

Topical Outline:

The Producer's Role in the Newsroom
Thinking Like a Reporter
Knowing Your Market and Audience
Getting the News/Growing Lead Stories
Writing Broadcast News
Building a Newscast
The Newscast Format
Calculating the News Hole/Back-timing a Newscast
The Importance of the Weather Forecast
The Role of Sports
Franchises, Sweeps and Going Live
Designing and Using News Graphics

Writing Effective Teases
The Producer as Team Leader/Coach
Dealing with Difficult Personalities
Ratings and Research
Law and Ethics
Beginning and Managing Your News Career
Dealing with Stress

Projects:

You will be required to complete four projects for this course.

Project 1: The first project will require you to observe a portion of the preparation of as well as the airing of a WUFT-TV half-hour evening newscast and write an observation report.

Project 2: The second project will require the writing and producing of a short news update. A final rundown and all story scripts, properly formatted, must be turned in along with all background information used.

Project 3: The third project will require a thorough critique of a newscast that will be selected for you to view. You will also recreate a portion of the news rundown based on what you see in the newscast.

Project 4: The final project will require the writing and producing of a half-hour newscast that includes news, sports and weather segments. There is a strong emphasis on news writing in this course, so the second and final projects will require you to write factually correct news and sports scripts, in addition to developing the production values. This newscast must also be appropriately timed and scripted, using the skills you will learn in class.

Quizzes:

There will be several quizzes throughout the semester on reading assignments, class lectures, ENPS training and current events in local, state, national and world news.

Grading:

Project One:	15%
Project Two:	20%
Project Three:	15%
Project Four:	25%
Quizzes:	25%

Important Dates:

Project 1 Due:	September 27
Project 2 Due:	October 16
Project 3 Due:	November 8
Project 4 Due:	December 6 by 5:00 p.m.

Grade scale:

A	95-100
A-	94-90
B+	89-87
B	86-84
B-	83-80
C+	79-76
C	75-73
C-	72-70
D+	69-67
D	66-64
D-	63-60
E	59-0

Academic Honesty Note:

In addition to what is stated in the Student Honor Code, please be advised that under no circumstances is any sharing of work, writing, stories, scripts or rundowns allowed in any form for this course. This includes, but is not limited to scripts or rundowns that may be written, produced or saved in any computer program. Any collaboration on any quiz or project will result in a zero grade for that quiz or project and may result in a failing grade for the class and/or additional sanctions from Student Judicial Affairs, the College of Journalism and Communications and any other academic body deemed appropriate, depending upon the nature of the violation.

Academic Honesty:

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

Preamble:

In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from

the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Student Responsibility:

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

Violation of the Student Honor Code will result in an automatic 'E' grade for the assignment and may result in an E grade for the course.

Accommodations for Students with Disabilities:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

University Counseling and Mental Health Services:

The college years can sometimes be stressful. The University of Florida's Counseling Center is a resource for students to talk about issues with trained counselors. The services are confidential and free to currently enrolled UF students. You can find out more about services or make an appointment by calling 352-392-1575.

