

RTV 4302 (TV2) – FALL 2012 SYLLABUS – INSTRUCTOR: MARK LEEPS

Basics

Prerequisite: **Grade of C or better in TV1**

Class: Tuesdays & Thursdays 8:30am-9:20am, Weimer 1078

Newsroom component: One full day per week (9:30am-6:00pm) pre-arranged

Project component: 1 required on your own time, 2nd project optional

Required Text:

Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World (4th Edition)

by Charlie Tuggle, Forrest Carr, Suzanne Huffman

Recommended Text:

A Reporters Guide to the Art of TV Storytelling (DVD)

by John McQuiston (available at www.johnmcquiston.com)

Suggested Pro Development Texts:

Shorter, Sharper, Stronger: Writing Broadcast News

by Merv Block

Make it Memorable: Writing and Packaging TV News with Style

by Bob Dotson

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

by Al Tompkins

The Course

TV2 is *Advanced TV Reporting* at the college level, but **the core work is basic daily-deadline General Assignment Reporting** in the commercial news world. In TV2, you will practice the role of an entry-level tv news reporter, or to be more precise, **as a tv news reporter/photographer/editor**. The newsroom component is fulfilled as a student worker in the WUFT Integrated News Facility (INF). Everyone is expected to conduct themselves professionally and to maintain compliance with all US/FL and UF/CJC/DMP/INF workplace rules.

Your work will routinely be broadcast to a 17-county FL area and can be seen online (www.wuft.tv) by people anywhere. That's your work, *good or bad*, and people will notice either way. If you're a self-starter who fights for winning story elements, your daily shift work will show it. If not, that will also show. Same with your enterprise "in-depth" project...if you cut corners on a rush job, I will notice...if you make a good story idea the best it can be, everyone will notice. This makes UF an extraordinary opportunity to gain practical experience, compared to many other schools.

Objective

The objective of TV2 is to develop a growing base of skills & knowledge needed to succeed in an **entry-level reporter** position at a commercial television news station, to develop skills & experience you can include on your **resume**, and to create items you can include on your **resume tape** which reflect your reliable work-product skill level.

Goals

Demonstrate the following **professional skills**:

- story selection & viewer benefit
- story development & treatment
- writing & storytelling craftsmanship
- mastery of nat sound & photography/editing craftsmanship
- time management & deadlines
- editorial control & countering bias
- dealing with the public & public service.

Demonstrate a **professional work ethic**:

- follow industry standards for ethics & professionalism (FCC compliance)
- follow UF rules (academic honesty, etc)
- follow CJC DMP INF rules (dress code, loading zone, equipment, etc.)
- show respect for others in the classroom (no cellphone/PED/laptop use)
- behave as a pro representative of a business.

Course Outline

1. introduction and orientation
2. field gear training & avoiding rookie mistakes
3. story selection, writing, storytelling, elemental analysis
4. short formats
5. packaging techniques, standups
6. in-depth reporting
7. live reporting, live truck safety
8. producing: as a career & what reporters need to know
9. deceptive practices & libel, privacy, other law matters
10. ethics: professional codes and “everyday” advice
11. bias & diversity: why and how
12. resumes, resume tapes, contracts, other practical matters

Grading

- **30% - Newsroom Shift Performance** Shifts begin Week 2 (MON 9/4) and last through the last day of classes (WED 12/5). We will also have shows on 12/6 & 12/7, which is a limited opportunity to make-up a missed shift or perform an additional one for extra credit. Each missed shift will lower your grade for this component by one grade level (for instance B-work downgrades to C+). 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, ability to think your way around daily obstacles in newsgathering, plus your effort and success “beyond the tv platform” dealing with with social media, sharing material with radio, and reworking material for online.
- **5% - Written Story Treatments** Turn in one—and *only one*—fully developed written story idea *every time you work*...and come armed with extra ideas in your head. This should be a single paragraph about the idea and what treatment. This is not just an idea (one sentence) but a treatment which describes your vision for how it will turn out: your storytelling angle, specific *ideas for what you would shoot to visually tell the story* (think “action video” and “money shots”), and the likely sources you would interview—at in generic terms but preferably as specific as you can with contact info. Make it something new (NOT out of that day's in-market newspapers) and something that you've done enough basic checking already to know you can turn it that same day. This grade component is based on the *quantity and quality* of written treatments you turn in on time. Turn-in your single-page treatments in each morning--*make a copy* if you want to take the info with you in the field.
- **5% - Classroom Attendance** Attendance is mandatory. *Professional student behavior is expected at all times...meaning portable electronic devices should always be turned off.* Any class absences must be excused in advance or count as zero. Each missed class will lower your grade for this component by one grade level.
- **30% - Pop Quizzes** We will have a few quizzes scattered throughout the term. All will be 10 questions...multiple choice...based on lecture material, handouts, textbook material, and news current events. If you miss one for any reason, it's up to you to take the initiative to make it up within *two weekdays* or get a zero for that quiz.

- **30% - In-depth Project** You are responsible, *on your own time*, for creating one enterprise reporting project, an in-depth (“sweeps-style”) report of a non-dated issue of your choice. This story must be completely original work...not a reworking of a daily shift story, and not a re-working of a project for another class. Any use of file, feed or handout video must be pre-approved. The sweeps-style report must have at least 3 sources, at least 3 pops of nat sound full (though should really show a mastery of nat sound throughout), at least 1 active/creative standup, personalized storytelling (with a central character when possible), and have an overall length of 2:00 to 2:30, 3:00 max. Plan ahead for possible delays and stay ahead of the deadline:

Deadline: 5pm WED Oct 31st

Reward: +1 grade level extra credit if completed by Oct 12th

Penalty: -1 grade level for EACH DAY late

This should be the best story you’ve ever done in terms of craftsmanship. It is a huge part of your grade, a chance for you to show what you can do (outside of the daily-deadline drill) to really develop and polish a tv pkg.

Grading Scale

The grading scale for TV2 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

For more information about minus grades and UF grading policies, visit this website: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Policy Matters: UF Honor Code, Accommodations For Students With Disabilities, WUFT-TV Dress Code, WUFT News Loading Zone Policy, Dept. of Telecommunication and WUFT-TV Student Gear Policy, Computer Policy

Academic Honesty: Team vs. Solo Work

Your lab work is a shared responsibility, but I expect reporters to take the lead on writing and editing their own packages. Quizzes, tests, story ideas, story analysis papers, and any other written material handed in must be your own work with no help from others and no consultation with others. Your in-depth projects should be all your own work (your idea, your shooting, your writing, your editing) *except* you can recruit someone else to shoot your standup (only) for you.

UF Honor Code

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 Semester. The Honor Code reads as follows:

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. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the 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 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.**"

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Accommodations For Students With Disabilities

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

CJC/DMP/INF Policies

It is your responsibility to learn and comply with the posted WUFT INF policies (these apply to everyone, regardless of the platform involved: WUFT-TV, WUFT-FM, wuft.org, WRUF-TV, ESPN850, etc.) especially the well-established policies involving dress code, ethics, computer usage, and field gear usage & liability.

There are specific rules in the Dress Code but the bottom line is **you will not be treated as a professional if you do not look business-like**. 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 Loading Zone 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. Because of construction, we may be “borrowing” loading zone space elsewhere. **Follow instructions closely, you are personally responsible for any tickets you get.**

The Student Gear Policy emphasizes that **gear checkout is for official course or INF 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 INF 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 everytime 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 INF is that no eating or drinking is allowed, nothing except for drinking (bottled) water...but be careful not to spill onto computers or gear. There are nearby areas where you could take a break: you can buy coffee in the 3rd floor Aha! Lab, you can buy soda at various CJC vending areas, and there is a 1st floor DMP break room you are welcome to eat in (if you can't afford enough time to visit the Reitz Union or to make a pitstop while in the field.)

TV2 Newsroom Basics

- To start your newsroom shift, be present and prepared (*one* developed story idea printed out and ready to turn in) at **9:30am** for the morning **editorial meeting**.
- A **typical WUFT reporter crew workload is 1 pkg and maybe 1 vo/sot** which is less than you'll be expected to do in one shift at a commercial station. If you come across spot news in the field, take 5 minutes to get some b-roll and call the desk (we may want you to file something for social media or to transmit a file from the field); likewise if you see an opportunity for a second vo/sot or a breakout story, talk to the producer and news director. The photographer can take the lead on writing up and editing the vo/sot's...*the reporter should be in charge of all pkg's*.
- Again, in our shop, **reporters edit their own pkg's**. This varies in the commercial world: sometimes there is the luxury of letting a skilled photographer/editor finish a piece, sometimes that person has to go out on another news assignment and the reporter finishes, sometimes it's a team effort or it varies. We want reporters to take the lead and take ownership of what goes on air.
- Always **call in** to the assignment desk before returning to the station from the field, especially when you've traveled out of town. WUFT-TV serves a 17-county area; out-of-town news coverage is routine and essential...and 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.
- Deadlines, Deadlines, Deadlines! The **tape & script deadline is 4:30pm**; by this time all tapes 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 the news director, associate news director or assignment manager. When you finish your assignment, check with the producer and assignment manager to see if you can help in another way, and you should use "spare" time to work on setting up stories for your next shift or your in-depth projects.
- All work is done for potential broadcast on WUFT, 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. Do not **post any work-product or air clips to YouTube** or otherwise provide free public redistribution of copyright material.
- Be aware that **our aircheck system has a shelf life of one month**, and on any given date we're usually recording over the same date from the previous month. Make a copy within a few weeks if you want to save an aircheck version for resume tape purposes.

- 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**, not just the computers, **is really for newsroom business only.** Treat all items with care, and do not abuse the privilege of using 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 tape/file 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 tape and/or data backup.
- In addition to the three newsroom staffers, other station staffers (Brad Noblitt, Ken Pemberton, Reed Erickson, etc.) may provide feedback at any time. All **criticism from the pro staff is meant to be professional, not personal**...learn to accept it and learn from it.
- We have outside partnerships ongoing with NBC NewsChannel Florida and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with Mark first.**