



RTV 6105 Electronic Media Fall 2012

Instructor: Andrew Selepak, Ph.D.
Section: 12CE
Room: Weimer G037
Periods: Periods 7 & 8 (1:55 – 3:50)
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RTV 6105 is designed to offer practical instruction and training in audio news gathering, writing, interviewing and reporting. Special emphasis is placed on producing feature length news stories as part of your Newsroom work and multimedia web stories for class projects. Students will also receive practical experience in the WUFT newsroom.

Objectives and goals of the course include:

- (1) writing feature stories acceptable for on-air use
- (2) an opportunity and an expectation that work produced for the class and the newsroom can and will be used on air and on the web
- (3) opportunity to voice your work, live or recorded, to be aired on WUFT
- (4) a better understanding of news and current events
- (5) an understanding of web research and to produce content for the web
- (6) develop a better understanding of the roles and duties of radio positions in the newsroom including completing assigned projects as a team

Texts:

Kern, Jonathan (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. Chicago: University of Chicago Press.

Required Equipment:

All of you should already have a digital recorder as part of your equipment requirement for the program. You will be using these recorders for this course.

Disability Awareness. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

1. **Courtesy.** If you arrive late, settle in with minimum disturbance. **TURN OFF YOUR CELL PHONE DURING CLASS, and NO TEXT MESSAGING, and NO FACEBOOK or TWITTER.** If your instructors are not on their phone, then neither should you.
2. **Incompletes.** A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

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.**

Grading Components

Class Presentation	10%
Projects (Six Total)	90% - 15% each

Grading Scale:	A	(93-100)
	A-	(90-92)
	B+	(87-89)
	B	(83-86)
	B-	(80-82)
	C+	(77-79)
	C	(73-76)
	C-	(70-72)
	D+	(67-69)
	D	(63-66)
	D-	(60-62)
	E	(below 61)

Chapter Presentations

You will give a brief presentation on one of the topics discussed in an assigned chapter from the course book. Offer a summary of the topic discussed from the reading as well as additional information you will need to find on your own. Include personal anecdotes of your experience with the topic being presented as well.

The purpose is not to summarize what the chapter, but to take the information and topic and expand it through your own experience and additional information you present to the class. Each presentation will be 20 - 25 minutes. Take 10 to 20 minutes to provide a brief overview of the topic and related issues, and leave 5 to 10 minutes for discussion. The class is expected to have read the assigned chapters on the day of the presentation, so it is not your job to summarize what they have read but to provide your own insight into the topic and lead on discussion on it.

PowerPoint tips:

- The most boring presentations use only words and involve the presenter reading the words aloud. Instead, use relatively few words and discuss the material. In addition, offer visuals (pictures, graphics, charts, etc.)
- Use the PowerPoint default for type size, which is usually 32-point. That keeps the slides readable and ensures that you use fewer words.
- A typical presenter takes about two minutes per slide. So for a 20-minute presentation, that's just ten slides.

Chapter & Topic	Date	Presenters
Chapter 2 – Fairness & Ethics Chapter 13 – Production	Monday, September 10 th	Joanne
Chapter 4 – Reporting & Chapter 6 – Story Editing	Monday, September 17 th	Keran
Chapter 5 – Field Producing & Chapter 17 Studio Editing	Monday, September 24 th	Junior
Chapter 8 – Reading On the Air & Chapter 9 - Hosting	Monday, October 8 th	Jonothon
Chapter 10 – Newscasting & Chapter 15 – Program Editing	Monday, October 22 nd	Belinda
Chapter 12 – Producing & Chapter 14 – Program Producing	Monday, October 22 nd	Lisa
Chapter 18 – Beyond Radio	Monday, November 26 th	Ericka

Newsroom Work:

Training sessions will be held during the second and third weeks of the semester at WUFT on how to use Newsroom. The sessions will be held at 6pm. Attendance is mandatory! You are required to work six hours per week during the semester at the station, which is where your newsroom grade is derived. You will be working one six-hour shift per week.

In lieu of an exam, lab shifts extend through the end of finals week. Mark this down! This should not be a surprise at the end of the semester.

Newsroom shifts must be covered----check news director with questions---- if you can't work, you will need to get someone to work for you.

In the event of a holiday, when you would otherwise be scheduled to work, you must make up your shift work. This is also true if you are sick and can show documentation of your illness. In both cases your shift work will be made up and may be at night or on the weekends.

Your work in the newsroom will focus on completing the audio form of a feature which will be the basis for your project grades (the accompanying multimedia stories - see below). But, you may also be asked to assist with other duties depending on need and availability. This means you cannot expect to only work on features and projects during your six-hours, so you must still arrive on time for your shifts and determine if you are needed to cover other events and stories. Should you need to work on your features at a time outside of your normal shifts, inform the instructor in advance, as well as one of the members of the newsroom staff. NOTE – This does not mean you can skip your newsroom shifts with the excuse you are working on features. Time will need to be spent outside of your shifts to complete stories.

You all want to be professional media broadcasters, writers, and reporters, and being required to complete other tasks at the station should not be seen as extra work, but as an opportunity to gain experience and advance your career.

Participation:

You will need to attend two additional training sessions with Donna Green-Townsend. During the sessions you will learn how to mix and edit audio using Adobe Audition. The two sessions will be September 5th and 12th in Weimer 2058. Failure to attend will drop your Newsroom grade by ONE LETTER GRADE. This is important, so mark it on your calendars.

Multimedia Class Projects:

You will be completing multimedia feature stories for use on wuft.org from the audio feature stories you work on during your newsroom shifts. The stories you complete as part of your Newsroom work will be used for your multimedia projects – you will not be completing separate projects, but using the work you completed from your shifts for the multimedia projects.

Essentially, you will be expected to complete stories in both formats for a finished assignment. This means that your projects must be submitted as complete audio stories for your Newsroom shifts and then multimedia stories for the WUFT website for your project grade.

Multimedia projects will be submitted for a grade and returned with revisions and comments.

Part of your grade will be based on making corrections and submitting stories for approval to be

posted to the WUFT website (5%). The web stories will include multimedia in images or video – if you are using images you should do more than just provide a slideshow of photos, but include a Soundslide of images.

Projects One through Four will be completed in teams with partners working together to create the final multimedia and feature story products. You will be assigned a partner for the first two projects based on experience and ability. Working in a newsroom is a collaborative effort and you will have to demonstrate the ability to work together with someone else. You will be given new partners for projects three and four to work together. One member of the group should act as a producer/editor and the other member of the group will be the reporter and voice for the radio story. You will switch for your second project with that partner.

For projects five and six you will be working individually but still expected to complete the multimedia and radio feature.

Prior to a project being due, you must pitch three stories to the instructor (see p. 93 of text for more), which will be part of your overall project grade (5%). Your instructor will act as a news director in helping you select the best possible story and provide insight in additional ways to view and cover the story. You will work on these projects during your Newsroom shifts. Your audio-only story will need to be completed by 2:00 PM the Friday before it is due. Completing this task will serve as the bulk of your Newsroom grade.

You will need to submit your multimedia web story by noon the Saturday before the date it is listed as due in the Course Schedule so it can be returned to you before class so that we can review the final, revised product. You will email the text story along with the accompanying multimedia to the instructor the Saturday prior. Revisions will be emailed back for you to correct and the final versions will be submitted the Monday projects are due which will be the basis for your grade.

Your story should deal with one of the assigned topic areas. You can chose which topic you would like to cover for any of the assigned projects. But, once you have completed a story on that topic for one of your projects, you **cannot** use that topic again for the semester. This helps to ensure that you do not only report on stories from one area.

These are broad categories dealing with issues that impact the world, country and/or state that you will localize for the WUFT audience.

Topic One:

Economic issue impacting the local Gainesville/Alachua County area

Examples: stories on homelessness, unemployment, business closings, revitalization of the downtown area, etc.

Topic Two:

Environmental issue impacting the local Gainesville/Alachua County area

Examples: stories on Paynes Prairie, sinkholes, drought, new environmental research being conducted at UF, etc.

Topic Three:

Science/Medicine issue impacting the local Gainesville/Alachua County area

Examples: stories on research at Shands, STEM education at UF, breakthroughs in medical research, NASA projects, etc.

Topic Four:

Overcoming adversity story in the local Gainesville/Alachua County area

Examples: individuals with debilitating disease, Shands' NICU unit, the elderly, etc.

Topic Five:

Evergreen holiday story in Gainesville/Alachua County area

Examples: Christmas/Hanukah traditions, Gainesville during winter break, etc.

Projects Four and Five must be on assigned topics in time for the election. Mark this down so there is no confusion.

Project Four topic area:

Election story concerning a topic important to Florida voters in the 2012 Presidential election

Examples: stories on immigration, the economy, gay marriage, etc.

Project Five topic area:

Election story concerning a local race in Gainesville/Alachua County

Examples: stories on Sheriff, County Commission, Congress, etc.

COURSE SCHEDULE

Week #1	8/27	First day of class, syllabus, expectations <u>Read Chapter Three: Writing for Broadcast</u>
Week #2	9/3	NO CLASS – Labor Day
	9/5	Adobe Audition Training, 6:00 – 8:00, Weimer 2058
Week #3	9/10	<i>Presentation One – Chapter 2 & 13</i> Newsroom training begins
	9/12	Adobe Audition Training, 6:00 – 8:00, Weimer 2058
Week #4	9/17	<i>Presentation Two – Chapters 4 & 6</i> Project ONE Pitches – Provide THREE focus statements
Week #5	9/24	<i>Presentation Three – Chapters 5 & 17</i>
	9/28	Audio feature story ONE due by 2:00

	9/29	Multimedia project ONE emailed to instructor by noon
Week #6	10/1	Multimedia Project One Due Review projects in class with peer evaluation
Week #7	10/8	Project TWO Pitches – Provide THREE focus statements <i>Presentation Four – Chapters 8 & 9 and</i>
	10/12	Audio feature story TWO due by 2:00
	10/13	Multimedia project TWO emailed to instructor by noon
Week #8	10/15	Multimedia Project Two Due Review projects in class with peer evaluation
Week #9	10/22	Project THREE Pitches – Provide THREE focus statements <i>Presentation Five – Chapters 10 & 15 and</i> <i>Presentation Six – Chapters 12 & 14</i>
	10/26	Audio feature story THREE due by 2:00
	10/27	Multimedia project THREE emailed to instructor by noon
Week #10	10/29	Project FOUR Pitches – Provide THREE focus statements Multimedia Project Three - Election Story One Due Review projects in class with peer evaluation Begin working on Project Five
	11/2	Audio feature story FOUR due by 2:00
Week #11	11/5	Project Five Pitches – Provide THREE focus statements Multimedia Project Four - Election Story Two Due Review projects in class with peer evaluation
Week #12	11/12	<u>NO CLASS – Veterans Day</u>
	11/16	Audio feature story FIVE due by 2:00
	11/17	Multimedia project FIVE emailed to instructor by noon
Week #13	11/19	Multimedia Project Five Due – Individual Project Review projects in class with peer evaluation
Week #14	11/26	Project SIX Pitches – Provide THREE focus statements <i>Presentation Seven – Chapter 18</i>

11/30 Audio feature story SIX due by 2:00

12/1 Multimedia project SIX emailed to instructor by noon

Week #15 12/3 **Multimedia Project Six Due – Individual Project**

Newsroom Lab shifts run through 12/14, in lieu of final exam.

Flexibility. I believe the semester plan outlined in the calendar is realistic. Nonetheless, I reserve the right to adjust the course content and exercises based on the class's ability to maintain pace.