

## **RTV 3303 Electronic News Media One Fall 2013**

Instructor: Andrew Selepak, Ph.D.  
Section: 6904  
Room: 1074 Weimer Hall  
Periods: 4 & 5 on Thursdays (10:40 – 12:35)  
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RTV 3303 is designed to offer instruction and training in news gathering, writing, interviewing and reporting. Special emphasis is placed on improving writing skills, basic news production, and actual radio reporting assignments. Students receive practical experience in the WUFT newsroom.

Objectives and goals of the course include:

- (1) writing news stories acceptable for on-air use under deadline pressure
- (2) ability to record audio via phone or in-person, and edit audio
- (3) ability to write “sound stories”
- (4) an understanding of the variety of sources used
- (5) an opportunity, and an expectation that work produced in the class and the newsroom can and will be used on the air and web
- (6) opportunity to voice your work, live or recorded, on the air
- (7) a better understanding of news and current events
- (8) an understanding of websites for research, as well as to produce content for radio station website
- (9) and finally, “develop a nose for news”

Course Eligibility: You must be in the College of Journalism and Communication----you must have had a “C” grade in RTV 2100 and RTV 3007, and passed a typing/writing test. If you haven’t met this requirement, please come forward ASAP.

Required Equipment: you will be able to check out digital audio recorders for projects, and the newsroom has recorders for you to use as well (See guidelines for checking out equipment).

Class demeanor expected: students will be expected to participate in class discussions, turn off all cell phones BEFORE class starts or be prepared to surrender cell phone to instructor if it goes off in class, and treat your instructor and classmates with respect. Be on time for class----quizzes are given at start of class and are allotted a certain amount of time. If you miss them, or are late, you will be penalized.

Course Evaluation. Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

**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.**

**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.

University counseling services and mental health services:

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

### **Grading Components**

Current Event Stories	15%
Project One	10%
Project Two	15%
Project Three	20%
Newsroom	25%
Test	10%
Website	5%

<b>Grading Scale:</b>	<b>A</b>	<b>(93-100)</b>
	<b>A-</b>	<b>(90-92)</b>
	<b>B+</b>	<b>(87-89)</b>
	<b>B</b>	<b>(83-86)</b>
	<b>B-</b>	<b>(80-82)</b>
	<b>C+</b>	<b>(77-79)</b>
	<b>C</b>	<b>(73-76)</b>

<b>C-</b>	<b>(70-72)</b>
<b>D+</b>	<b>(67-69)</b>
<b>D</b>	<b>(63-66)</b>
<b>D-</b>	<b>(60-62)</b>
<b>E</b>	<b>(below 61)</b>

**Newsroom Work:** Training sessions will be held during the third and fourth weeks of the semester at WUFT in the INC. 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. In lieu of a final 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 either with you presenting an original story idea to one of the news directors at the station, or you will be notified of a story to cover on a day when you would not otherwise be scheduled to work. These additional shifts may be at night or on the weekends.

**Current Event Stories:** Each week, in a team of three, you will present what your group believes is the most important state, national and international story for the week. Your group will have five-minutes to present the three stories with justification for why they represent the most important stories for the week and who you would interview to cover these stories. Think of this as a morning meeting pitch. Each group member will present one of the stories. You will be graded based on the stories you select, the justification, and who you would interview for each story.

### **Class Projects/details to come**

Project One:

Wrap with two sound bites  
 Story should include a photo  
 1:30 long

Project Two:

Wrap with minimum of three sound bites  
 Story should include a photo and a web story  
 2:00-2:30 minutes in length

Project Three:

Wrap with 4 sound bites  
 Story should include multiple photos and a web story  
 2:45-3:00 minutes in length/feature story

**You will need to pitch three story ideas at least one week before your project is due. We will review these pitches in class to ensure you are on the right path. You can also email me your pitches ahead of time, but you must have three ideas either by email or in class.**

**Participation:**

Participation requires attending class. Absences prevent you from participating in class discussions and gaining a full understanding of the material and handouts (which will be the basis for the test). Not being in class means you will not be prepared for the test and not have full knowledge of how to be successful in the Newsroom.

**Website:**

Your goal should be to have your work seen by as many people as possible to improve your brand and to begin to establish yourself as a professional and experienced reporter. This means getting your stories on the WUFT website and having a means to present this work to potential employers. The goal is for you to create your own personal website where you can showcase your work this semester. We will review websites in class at the end of the semester, but you should begin setting up your website by week FIVE.

You must be prepared to create a personal website to showcase your work.

The most user friendly option to create your own website is WordPress. If you do not already have a WordPress account (or your own site), you can create one by going to <http://wordpress.com/>. Step-by-step instructions on how to create your site are provided.

You can use a host other than WordPress, such as Weebly or Webs.

A finished site includes any stories you can link to you did from the WUFT site, a professional Twitter account to scroll on the site, a LinkedIn account connected to the site, and any photos you took that were not included in a story for the WUFT site.

You can go beyond the minimum requirement, but it should be something that will benefit you as you continue your career in media.

**COURSE SCHEDULE**

Week #1	8/22	Intro to class, basic info about course
Week #2	8/29	Writing for Broadcast & What is News
Week #3	9/5	Story Flow, Building on the Lead, Wrap Script, Intros & Closes, and Pitches Newsroom training begins
Week #4	9/12	Writing with audio (Nat sound), audio terms & Interviews Newsroom training continues & Shifts start.
Week #5	9/19	Getting story ideas, and Local Angles/brainstorming <b><u>Provide website URLs</u></b> <b><u>Assign project One</u></b>

Week #6	9/26	Website content, Online News & Multimedia, and taking Photos Project One Story Pitches due
Week #7	10/3	<b><u>Project One due</u></b>
Week #8	10/10	Emergency coverage/weather/hurricanes as news <b>Assign project Two</b>
Week #9	10/17	Courts & Libel
Week #10	10/24	The Industry, Election, & Politics <i>Bring in a story you have completed at WUFT that aired</i> Project Two Story Pitches due
Week #11	10/31	<b><u>Project Two due</u></b> <b>Assign project Three</b>
Week #12	11/7	Ethics <i>Bring in a story you have completed at WUFT that aired and went on the website</i>
Week #13	11/14	<b>TEST</b> Project Three Story Pitches due
Week #14	11/21	<b><u>Project Three Due</u></b>
Week #15	11/28	<b>NO CLASS - THANKSGIVING</b>

Newsroom Lab shifts run through 12/13, in lieu of final exam.

Recommendations:

1. Get a three-ring notebook
2. Don't wait – just do