

RTV 3303 Electronic News Media One Spring 2013

Instructor: Andrew Selepak, Ph.D.
Section: 6904
Room: 2050 Weimer Hall
Periods: 4 & 5 on Tuesdays (10:40 – 12:35)
Office: 3053 Weimer Hall, Period – 8 on Tuesdays for Office Hours
E-mail: aselepak@ufl.edu



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).

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.”

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.

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

| | |
|-----------------------|-----|
| Current Event Quizzes | 15% |
| Project One | 10% |
| Project Two | 15% |
| Project Three | 20% |
| Newsroom | 25% |
| Test | 10% |
| Website | 5% |

| | | |
|-----------------------|-----------|-------------------|
| 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) |

Newsroom Work: Training sessions will be held during the third and fourth weeks of the semester at WUFT in the INF. 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 Quizzes: are given at the start of each class. Questions are taken from The Gainesville Sun web site (local and regional news) Monday edition, and CNN.com (World, Monday afternoon).

Class Projects/details to come

Project One:

Wrap with two sound bites/70 seconds long
(more explanation will come in class)

Project Two:

Guided Story from specific topic areas
2:00-2:30 minutes in length
(more explanation will come in class)

Project Three:

Wrap with 4 sound bites/one piece of nat sound
Story should also include a photo for possible 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.

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 SEVEN.

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, but it is one of the easier sites to manage.

A finished site includes any stories you can link to you did from the WUFT site and a professional Twitter.

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 | 1/8 | Intro to class, basic info about course |
| Week #2 | 1/15 | Writing for Broadcast & What is News |
| Week #3 | 1/22 | Story Flow, Building on the Lead, Wrap Script, & Intros & Closes Newsroom training begins |
| Week #4 | 1/29 | Writing with audio (Nat sound), audio terms & Interviews Newsroom training continues & Shifts start. |
| Week #5 | 2/5 | Getting story ideas, Local Angles/brainstorming & Pitches <u>Provide website URLs</u> Assign project One |
| Week #6 | 2/12 | Website content, Online News & Multimedia Project One Story Pitches due |
| Week #7 | 2/19 | <u>Project One due</u> |
| Week #8 | 2/26 | Emergency coverage/weather/hurricanes as news Assign project Two |
| Week #9 | 3/5 | SPRING BREAK |
| Week #10 | 3/12 | Courts & Libel |

| | | |
|----------|------|--|
| Week #11 | 3/19 | Careers & the Industry Project Two Story Pitches due |
| Week #12 | 3/26 | <u>Project Two due</u> |
| Week #13 | 4/2 | Elections and politics Assign project Three |
| Week #14 | 4/9 | Test |
| Week #15 | 4/16 | Ethics – RTDNA and people with disabilities Project Three Story Pitches due |
| Week #16 | 4/23 | <u>Project Three Due</u> |

Newsroom Lab shifts run through 5/3, in lieu of final exam.