

## **RTV 3401 Electronic News Producing and Management Fall 2014**

**Instructor:** Kathy chambers  
1200 Weimer Hall  
352-294-2756  
[kchambers@jou.ufl.edu](mailto:kchambers@jou.ufl.edu)

**Office Hours:** Tuesday and Thursday 10:30-11:30 a.m.  
Other hours by appointment

**Class Meetings:** Tuesdays: Period Six  
Thursdays: Periods Five and Six  
Weimer 3024  
Lab days: Weimer 2058

**Recommended Text:** *Power Producer: A Practical Guide to TV News Producing* 4<sup>th</sup> 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 AP Electronic News Producing System (ENPS) to produce news programs. Your instruction will also include lessons on using various sources for news content, determining news content, using graphics, writing headlines and teases, writing news and sports scripts, legal and ethical issues in television news, managing stress and dealing with difficult personalities in the newsroom.

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 contributions to our discussions every class meeting and give your full attention to other students while they are contributing to discussions.

**In addition to this course, news producing track students are required to have some live 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 live producing experience with WUFT-TV.**

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

**Class demeanor:**

You are expected to be on time to class meetings. Also, as a courtesy to your classmates and instructor, please silence and put away 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 for laptop use, please review the section in the syllabus on accommodations for students.

**Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:**

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**Attendance:**

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

**Missed quizzes and late assignments:**

If you have an excused absence or 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.

Students will be able to turn in projects late only in the event of a personal or family emergency, such as a serious family illness. Students must provide

proof of emergency in order to be granted extension. Projects are due at the beginning of class on the due date unless otherwise noted. Turning in your project late is considered the equivalent of missing a professional deadline. In the business of television news, meeting your deadline is essential. Any work turned in late loses 5% per late hour and 10% per late day.

### **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  
Writing Effective Teases  
Media Law and Ethics  
Your News Career  
Dealing with Stress  
The Role of Sports  
Sweeps, Franchises and Going Live  
Ratings and Research  
Dealing with Difficult Personalities  
The Producer as Team Leader/Coach  
Designing and Using News Graphics  
The Importance of Weather

### **Projects:**

You will be required to complete 4 projects for this course.

**Project 1:** The first project will require a thorough critique of a newscast that will be selected for you to view. You will also recreate the rundown portion of the newscast based on what you see, including the appropriate format, segment, visual and talent information. **Due September 25**

**Project 2:** The second project will require the writing and producing of a five-minute news update. A final rundown and all story scripts, properly formatted, must be turned in along with all background information used. The newscast must include at least one VO/SOT/VO. I will provide content for you to choose from and you will decide what to use and how to produce the show. I encourage you to observe the preparation and airing of a WUFT-

TV newscast before taking on this project. **Due October 16**

**Project 3:** The third project will be an in-class project. We will meet in the control room on this day. Each student will play the producer role. You will be in charge of line producing a short cut-in that will be set up like a live newscast. I will throw changes at you and you will be required to adjust on the fly just like a real newscast setting. You must come to class on this day. There are no excused absences unless there is a personal/family emergency. **Meet/Due November 13**

**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 and must contain a cold open, readers, vo's, vosots, graphics, social media plug and no more than 3 packages. **Due December 9**

**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.

**Grade Scale:**

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

**Further information on current UF grading policies can be found in the online grading catalog:**

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Student evaluations:**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. 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. These evaluations are conducted online at <https://evaluations.ufl.edu>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

### **Academic Honesty:**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.”

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

### **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 be stressful. The UF Counseling and Wellness Center is a resource for students to talk about issues with trained counselors. You can find out more about services by calling 352-392-1575 or online at <http://www.counseling.ufl.edu/cwc/Default.aspx>

## **Tentative Fall 2014 Calendar:**

1. Tuesday, August 26: Course Introduction
2. Thursday, August 28: Newsroom Operations  
Chapter 3: Markets
3. Tuesday, September 2: Lecture:  
Chapter 1: The Producer's Role  
Chapter 2: Thinking like a reporter
4. Thursday, September 4: Building scripts & rundowns/Intro to  
**ENPS in lab**
5. Tuesday, September 9: ENPS training **in lab**
6. Thursday, September 11: Newscast Reviews/Project 1 prep
7. Tuesday, September 16: Lecture: Writing news  
Chapter 6: Writing news
8. Thursday, September 18: Writing news/Making lead sentences  
count-**in lab**
9. Tuesday, September 23: **Quiz 1:** Chapters 1, 2, 6  
current events, writing, ENPS
10. Thursday, September 25: **Project One Due**  
Lecture: Creating a newscast  
Chapter 7: Building the show  
Making the lead story count
11. Tuesday, September 30: Lecture  
Chapter 10: More than news  
Chapter 11: Graphics
12. Thursday, October 2: Lecture-**meet in lab**  
Chapter 8: Newscast format  
Chapter 9: Backtiming

13. Tuesday, October 7: ENPS/Project 2 Prep in Lab
14. Thursday, October 9: Guest Speaker
15. Tuesday, October 14: Lecture  
Chapter 12: Tease writing  
Tease writing handouts
16. Thursday, October 16: **Project 2 Due**  
Tease writing workshop  
Building cold opens **\*meet in lab**
17. Tuesday, October 21: Control Room Introduction  
Understanding camera shots
18. Thursday, October 23: **Quiz 2:** Chapters 7-12, current events,  
Lecture topics, ENPS  
**\*Control room project 3 prep**
19. Tuesday, October 28: Using social media in newscast
20. Thursday, October 30: Lecture: Ch. 15: Ratings & Research  
**\*Control room Project 3 prep**
21. Tuesday, November 4: Lecture  
Chapter 13: Coaching your team  
Ch. 14: Dealing w/ difficult people
22. Thursday, November 6: Lecture: Stress in news, work-life  
balance  
**\*Control room Project 3 prep**
23. Tuesday, November 11: Holiday-No class
24. Thursday, November 13: **Project 3 day-control room**
25. Tuesday, November 18: Project 4 prep-meet **in lab**

26. Thursday, November 20: **Quiz 3** Chapters 13-15  
using social media, current events  
control room, ENPS  
Project 4 prep-meet **in lab**
27. Tuesday, November 25: Final lecture: Ch. 17-Your career
28. Thursday, November 27: No class-Thanksgiving holiday
29. Tuesday, December 2: Project 4 prep in lab
30. Thursday, December 4: Last day of class: Project 4 prep in  
lab

**Project 4 due Tuesday December 9<sup>th</sup> by 5:00 p.m. in my office  
1200 Weimer**