

RTV 3401 Electronic News Producing and Management Spring 2014

Instructor: Christine Eschenfelder
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Office Hours: Monday and Wednesday 11:00 a.m.-12:30 p.m.
Other hours by appointment

Class Meetings: Monday, Wednesday, and Friday: Period 6
Weimer 2050

Recommended

Text: *Power Producer: A Practical Guide to TV News Producing*
4th 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.

Course Requirements:

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>.

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.

Points will be deducted from any projects turned in late unless you have an excused absence or proof of a genuine emergency is provided. Projects are due at the beginning of class on the due date unless otherwise noted. Turning in your projects late is considered the equivalent of missing a professional deadline. In the business of television news, meeting your deadline is **essential**.

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
Franchises, Sweeps 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 four projects for this course.

Project 1: The first project will require you to observe a portion of the preparation of as well as the airing of a WUFT-TV half-hour evening newscast and write an observation report. **Due February 12**

Project 2: The second project will require the writing and producing of a short news update. A final rundown and all story scripts, properly formatted, must be turned in along with all background information used. **Due February 28**

Project 3: The third project will require a thorough critique of a newscast that will be selected for you to view. You will also recreate a portion of the news rundown based on what you see in the newscast. **Due April 2**

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. **Due April 30**

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.

Quiz dates will be announced in advance.

Grading:

Project One	15%
Project Two	20%
Project Three	15%
Project Four	25%
Quiz Average	25%

Grade scale:

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

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

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

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 Spring 2014 Calendar:

1. Monday, Jan. 6 Course introduction
2. Wednesday, Jan. 8 Television news producing
3. Friday, Jan. 10 The role of a producer
Smith Chapter 1 The Producer’s Roles
4. Monday, Jan. 13 Producers are reporters too
Smith Chapter 2 Thinking like a reporter
5. Wednesday, Jan. 15 Readings on television news markets
Smith Chapter 3 Markets

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| 6. | Friday, Jan. 17 | Readings on sources for news
Smith Chapter 4 News Sources |
| 7. | Monday, Jan. 20 | No class, Martin Luther King, Jr. Day Holiday |
| 8. | Wednesday, Jan. 22 | Readings on online journalism
Smith Chapter 5 Online Journalism |
| 9. | Friday, Jan. 24 | Readings on writing news
Smith Chapter 6 Writing News |
| 10. | Monday, Jan. 27 | Writing television news |
| 11. | Wednesday, Jan. 29 | Writing television news |
| 12. | Friday, Jan. 31 | Preparation for Project 1 |
| 13. | Monday, Feb. 3 | Building the television newscast
Smith Chapter 7 Building the show |
| 14. | Wednesday, Feb. 5 | The newscast format and timing
Smith Chapter 8 Newscast Format
Smith Chapter 9 Back-timing |
| 15. | Friday, Feb. 7 | More than news
Smith Chapter 10 More than news |
| 16. | Monday, Feb. 10 | Using graphics
Smith Chapter 11 Graphics |
| 17. | Wednesday, Feb. 12 | Project 1 due-discuss in class |
| 18. | Friday, Feb. 14 | Tease writing
Smith Chapter 12 Teases |
| 19. | Monday, Feb. 17 | Tease writing
Readings on tease writing |
| 20. | Wednesday, Feb. 19 | ENPS/Preparations for Project 2 in lab |
| 21. | Friday, Feb. 21 | ENPS/work on Project 2 in lab |
| 22. | Monday, Feb. 24 | ENPS/work on Project 2 in lab |
| 23. | Wednesday, Feb. 26 | ENPS/work on Project 2 in lab |
| 24. | Friday, Feb. 28 | Project 2 due-discuss in class |

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| 25. | Monday, March 3 | Spring Break-No classes |
| 26. | Wednesday, March 5 | Spring Break-No classes |
| 27. | Friday, March 7 | Spring Break-No classes |
| 28. | Monday, March 10 | Tease writing |
| 29. | Wednesday, March 12 | Management issues in television news
Smith Chapter 13 Coaching Your Team |
| 30. | Friday, March 14 | Management issues in television news |
| 31. | Monday, March 17 | Dealing with difficult people
Smith Chapter 14 Dealing with Difficult People |
| 32. | Wednesday, March 19 | Preparation for Project 3 |
| 33. | Friday, March 21 | Preparation for Project 3 |
| 34. | Monday, March 24 | Ratings and research
Readings on ratings and research
Smith Chapter 15 Ratings and Research |
| 35. | Wednesday, March 26 | Legal issues in television news
Smith Chapter 16 Law and Ethics |
| 36. | Friday, March 28 | Legal issues in television news |
| 37. | Monday, March 31 | Television news ethics |
| 38. | Wednesday, April 2 | Project 3 Due-discuss in class |
| 39. | Friday, April 4 | Stress in the news workplace
Readings on stress in the news workplace |
| 40. | Monday, April 7 | Stress in the news workplace
Readings on stress in the news workplace |
| 41. | Wednesday, April 9 | Your career in news
Smith Chapter 17 Your career |
| 42. | Friday, April 11 | Your career in news |
| 43. | Monday, April 14 | ENPS/Preparation for final project |
| 44. | Wednesday, April 16 | ENPS/Work on final projects in the lab |
| 45. | Friday, April 18 | ENPS/Work on final projects in the lab |

- 46. Monday, April 21 ENPS/Work on final projects in the lab
- 47. Wednesday, April 23 Last day of classes
Work on final projects in the lab

Final project due April 30