

## **RTV 3401 Electronic News Producing and Management Fall 2013**

**Instructor:** Christine Eschenfelder  
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**Office Hours:** Tuesdays 11:30 a.m.-12:30 p.m.  
Thursdays 10:30-11:30 a.m.  
Other hours by appointment

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

### **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 positive contributions to our discussions every class meeting.

**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 store 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 that requires 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 September 26**

**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 October 17**

**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 November 14**

**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 December 10**

**Quizzes:**

There will be three quizzes throughout the semester on reading assignments, class lectures, ENPS training and current events in local, state, national and world news.

**Quiz 1: September 17      Quiz 2: October 22      Quiz 3: November 21**

**Grading:**

<b>Project One</b>	<b>15%</b>
<b>Project Two</b>	<b>20%</b>
<b>Project Three</b>	<b>15%</b>
<b>Project Four</b>	<b>25%</b>
<b>Quiz Average</b>	<b>25%</b>

**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 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>

### **Fall 2013 Calendar:**

1. Thursday, August 22 Course introduction
2. Tuesday, August 27 Readings on news producing
3. Thursday, August 29 Lecture  
Smith Chapter 1 The Producer’s Roles  
Smith Chapter 2 Thinking like a reporter
4. Tuesday, September 3 Lecture  
Readings on television markets  
Smith Chapter 3 Markets
5. Thursday, September 5 Lecture  
Readings on online journalism  
Smith Chapter 4 News Sources  
Smith Chapter 5 Online Journalism
6. Tuesday, September 10 Introduction to ENPS in lab
7. Thursday, September 12 ENPS training session in lab

8. Tuesday, September 17 **Quiz 1 Smith Chapters 1-5, current events, additional readings, ENPS**
9. Thursday, September 19 Lecture  
Readings on Writing News  
Smith Chapter 6 Writing News
10. Tuesday, September 24 Lecture  
Writing News
11. Thursday, September 26 **Project 1 Due**  
Lecture  
Writing news  
Creating the newscast  
Smith Chapter 7 Building the show
12. Tuesday, October 1 Lecture  
Smith Chapter 8 Newscast Format  
Smith Chapter 9 Back-timing
13. Thursday, October 3 Lecture  
Smith Chapter 10 More than news  
Smith Chapter 11 Graphics  
Preparations for Project 2
14. Tuesday, October 8 ENPS/Preparations for Project 2 in lab
15. Thursday, October 10 Guest speakers  
ENPS/Preparations for Project 2 in lab
16. Tuesday, October 15 Lecture  
Smith Chapter 12 Teases  
Additional readings on tease writing
17. Thursday, October 17 **Project 2 Due**  
Tease writing workshop  
Handouts on tease writing
18. Tuesday, October 22 **Quiz 2 Smith Chapters 6-12, current events, additional readings, ENPS**
19. Thursday, October 24 Guest speaker
20. Tuesday, October 29 Lecture  
Management issues in television news  
Smith Chapter 13 Coaching Your Team

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| 21. | Thursday, October 31  | Lecture<br>Smith Chapter 14 Dealing with Difficult People<br>Preparations for Project 3 in class             |
| 22. | Tuesday, November 5   | Lecture<br>Smith Chapter 15 Ratings and Research   |
| 23. | Thursday, November 7  | Lecture<br>Smith Chapter 16 Law and Ethics<br>Media law cases<br>Ethics Discussion                           |
| 24. | Tuesday, November 12  | Stress, work-life balance and burnout in tv news<br>Readings and handouts on stress in news                  |
| 25. | Thursday, November 14 | <b>Project 3 Due</b><br>Preparations for Project 4 in lab  |
| 26. | Tuesday, November 19  | Final Lecture<br>Chapter 17 Your career in news  |
| 27. | Thursday, November 21 | <b>Quiz 3 Chapters 13-16, current events, additional readings, ENPS</b><br>Preparations for Project 4 in lab |
| 28. | Tuesday, November 26  | Preparations for Project 4 in lab  |
| 29. | Thursday, November 28 | No classes-Thanksgiving holiday  |
| 30. | Tuesday, December 3   | Last day of classes<br>Lab time to work on Project 4   |

**Project 4 due Tuesday December 10th by 3:30 pm in my office**