

## **RTV 4301 – Electronic News Media 2**

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### **PREREQUISITES:**

To qualify for RTV 4301, students must have completed RTV 3303, Electronic News Media 1, also known as Radio News 1 (with a grade of “C” or better.) If you have not fulfilled this requirement, you’ll have to take this class during another semester.

### **PURPOSE OF COURSE:**

To prepare you to work in television news! You will learn how to write, shoot, edit, and report your stories on camera. You are expected to leave this course ready for Television News 2, where you will be expected to produce news packages that can be aired on that day’s newscast. You are expected to give equal attention to all phases of the news-gathering and news-delivering process. In other words, you should leave this course as skilled in editing as you are in working on camera. You will learn how to use the cameras and how to edit what you shoot. There will be three major projects due during the semester. These projects will weigh heavily in determining your final grade. There will also be regular quizzes on text material, class discussions, and writing instruction that will be factored into your grade.

This is a very “hands-on” course. That is why your projects and newsroom work weigh so heavily in determining your grade. Strong editing skills are critical to your success in this course. I strongly encourage everyone to concentrate on developing skill and speed as video editors. This will require you to spend time practicing your editing skills on your own time. You will need to spend some time shooting video as well. I advise you to spend a couple of hours “out in the field” with a camera before you attempt to shoot your first project. All of the shooting and editing of your major projects will be done outside class. This is your “homework”. It is your responsibility to decide the focus of your projects and then submit your project ideas to me via e-mail for approval. After your project idea is approved, you can schedule your interviews.

In addition, you will be assigned four hours per week in the WUFT-TV newsroom to work as a reporter, photographer, and editor, after you have completed the lab training shifts. If you miss any of your WUFT reporting shifts, you must make them up. If not, you will receive a zero for each missed shift.

### **Project #1: Package**

Running Time: 1:20-1:30 (not including anchor intro and tag)

Required elements: At least two sound bites from 2 different interviewees. One standup. One instance of NAT SOT full (correctly marked on script). Hold your ending standup shot for :05 pad, if that's where you choose to put your standup. Turn in script and edited QuickTime movie.

**Note: Package projects cannot be about any of the following events – no walk-a-thons, dance marathons, fundraisers, fairs, art shows or blood drives. And no animal stories are allowed...no therapy horses, animal sanctuary, humane society, pet shelter or animals-without-homes stories.**

### **Final Project: Package**

Running Time:1:30-1:45 (not including anchor intro and tag)

Required elements: At least three bites from at least two interviews with different people. One standup. One matched action sequence (noted on script for instructor). Story structure must include a central character. **Sequences must include at least three different shots and all from different angles or you will receive a zero for your project.** Two instances of NAT SOT full (correctly marked on script). Turn in script and edited QuickTime movie. Web version of story – 450 to 550 words.

**Note: Package projects cannot be about any of the following events – no walk-a-thons, dance marathons, fundraisers, fairs, art shows or blood drives. And no humane society, animal, pet shelter, pet therapy, or animals-without-homes stories.**

**(SEE “PROJECT SURVIVAL” PAGE IN THE SYLLABUS SECTION OF THE BLOG FOR HELPFUL TIPS/REMINDERS ABOUT PROJECT REQUIREMENTS)**

**Note: TV 1 students are NOT allowed to turn in any project work to me that has also been used or will be used as an assignment, project, report or interview for any other class or station assignment for any radio or television course or lab. Your work in this class must be unique to this class and not be used for any other course or come from any other course. No exceptions. Using work from another class, lab, project or station assignment for this class will result in a zero grade for the project or assignment in TV1.**

**Missed deadlines result in automatic failure of the assignment/project. Fact errors will significantly lower your grade and could, in some cases, result in failure of the assignment/project. Stories with conflicts of interest of the reporter will result in automatic failure. Grades on stories can be lowered (e.g. to zero) as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments.**

## **Quiz Schedule:**

### **Quiz 1**

Chapters 1 and 2: Broadcast News Handbook  
Chapters 1, 2, 3: Aim for the Heart  
plus camera review

### **Quiz 2**

Chapters 7 -pages 103-128: Broadcast News Handbook  
Chapter 8 – pages 137-140: Broadcast News Handbook  
Chapters 9, 14, 15, 16: Aim for the Heart

### **Quiz 3**

Chapter 15: Broadcast News Handbook (Fifth Edition)  
Chapters 7, 8, 11: Aim for the Heart  
Writing – For the Web (posted in the “Assignments” menu in the blog)  
Time management tips

### **Quiz 4**

Writing – Phrases to Avoid (posted in the “Assignments” menu in the blog)  
Writing – Commonly Misused Words (posted in the “Assignments” menu in the blog)

### **Quiz 5**

Chapters 3 and 4: Broadcast News Handbook  
Chapter 4 and 5: Aim for the Heart

### **Quiz 6**

Chapter 5: Broadcast News Handbook  
Chapters: 6, 12, 13: Aim for the Heart

### **Quiz 7**

Chapter 9: Broadcast News Handbook  
Chapters: 17, 18, 19: Aim for the Heart

## **Weekly lecture plan:**

### **Week 1, Aug 28:**

- Course Introduction
- Syllabus Review

- Equipment Policy review/students will sign gear liability pledge
- VOSOTs
- Examples of bad and good storytelling in VO/B/VO style
- Assign Chapters 1 and 2: Broadcast News Handbook  
Chapters 1, 2, 3: Aim for the Heart

### **Week 2, Sept 4:**

- Camera Demonstration/Shooting Techniques
- How to Frame Interviews
- Establishing Shots
- B-roll basics

### **Week 3, Sept 11:**

- Quiz 1
- Storytelling Technique
- Camera Demonstration/Shooting Techniques continued: scene file, gain, record check, using the light, framing sitting interviews, framing standing interviews, moving the camera and tripod
- Static Sequences
- How to Mic Interviewees
- Controlling Audio Levels
- Shooting Static Sequences
- Shooting Static Sequences – video examples
- Jump cuts – video examples
- Tips for shooting great video/sequences
- Chapters 7 -pages 103-128: Broadcast News Handbook  
Chapter 8 – pages 137-140: Broadcast News Handbook
- Chapters 9, 14, 15, 16: Aim for the Heart

### **Week 4, Sept 18:**

- Final Cut edit training for VO stories/static sequences using homework
- Final Cut edit training for VO/B/VO stories
- ((ENPS training week – how to write and format VO/B/VO stories in ENPS))

### **Week 5, Sept 25:**

- Quiz 2
- How to Pitch Stories for Projects and Reporting Shifts
- Time Management Tips
- Newsroom shifts/expectations
- Package Writing- examples

- Package Structure
- Writing – For the Web (handout)
- Assign Chapter 15: Broadcast News Handbook (Fifth Edition)
- Chapters 7, 8, 11: Aim for the Heart

### **Week 6, Oct 2:**

- Quiz 3
- Nat pops – how to identify good nat pop opportunities, placement, length, purpose, conveying emotion.
- Effective nat pops – video examples/how to integrate nat pops in your stories
- Quiz 4 writing review
- “How to End a Package” exercise
- Assign: Writing – Phrases to Avoid (handout)  
Writing – Commonly Misused Words (handout)

### **Week 7, Oct 9:**

- Quiz 4
- 5-shot sequences demo
- Matched action sequences – video examples
- Shooting standups – framing, background, placement, purpose, when and where to shoot
- Video examples of informative/demonstrative standups
- Bridge standups and closing standups
- How to shoot effective standups
- ENPS training for scripting and formatting packages
- Assign Chapters 3 and 4: Broadcast News Handbook  
Chapter 4 and 5: Aim for the Heart

### **Week 8, Oct 16:**

- Students will shoot and edit a matched action sequence

### **Week 9, Oct 23:**

- Quiz 5
- Edit Training for packages
- Assign Chapter 5: Broadcast News Handbook  
Chapters: 6, 12, 13: Aim for the Heart

### **Week 10, Oct 30:**

- Edit Training for packages continued

### **Week 11, Nov 13:**

- Quiz 6
- Contracts– how to read them, spot red flags and negotiate for better terms
- Interviewing and Cultural Competence
- What should your reel look like?
- Assign Chapter 9: Broadcast News Handbook  
Chapters: 17, 18, 19: Aim for the Heart

### **Week 12, Nov 20:**

- Quiz 7
- Creating Better Projects – Project 1 Review
- The Knowledge Challenge
- Preparing for TV 2
- The power of editing
- Audio editing and the ethics of altering reality

### **Week 13, Dec 4:**

- More on writing
- Examples of storytelling (Steve Hartman, Boyd Huppert)

**Note: Reporting shifts begin Monday, October 5th and end Friday, October 30th. The week of November 2-6 is the designated makeup shift week. Makeup shifts must be approved in advance.**

### **Websites to know:**

Wuft.org/newsroom  
Bridgetgrogan.com  
89steps.wordpress.com

### **Grade percentages:**

Quizzes – 30%  
Newsroom Work – 20%  
Project #1 – 20%  
Project #2 – 30%  
Whether You Are Nice To Me – 0.5%

### **Grade scale:**

A 95-100  
A- 92-94  
B+ 89-91  
B 85-88  
B- 82-84

C+	79-81
C	76-78
C-	73-75
D+	70-72
D	65-69
D-	60-64
E	59 and below

### **Posted Grades:**

Grades will be posted in e-Learning. Here's how to find your scores:

Open your Internet browser and navigate to <https://lss.at.ufl.edu>

**NOTE:** If you are going to create a bookmark for e-learning login, please bookmark <http://lss.at.ufl.edu>, not the actual login page or the "My Workspace" page once you are in e-Learning.

- Click the big orange "e-Learning login" button.
- Login using your [Gator Link](#) username and password. After logging in, you will be taken to your "My Workspace," where you can access the course(s) and/or project site(s) in which you are enrolled. You will see them listed across the top of the screen.

### **Attendance:**

As noted in the attendance agreement, all classes and labs are mandatory. Every unexcused absence will result in a loss of **TEN** points from your OVERALL FINAL GRADE (for example: two unexcused absences will drop your final point total by 20 points.) Students can be excused from class for the following reasons **if and only if** they have appropriate documentation: participation as athletes in university-related athletic activities (must have official letter from relevant UF offices or coaches), illness (must have official doctor's note with doctor's contact info and original signature – these will be verified by the instructor), or family emergencies (relevant document of proof is required).

You will NOT be excused for any of the above reasons without documentation. And you will not be excused for any job interviews, regularly scheduled medical or dental exams, work-related schedule conflicts, or work in other courses.

Similar consideration will be made for missed newsroom reporting/shooting shifts but those shifts **MUST** be made up in order to avoid receiving a score of zero for any missed newsroom shift.

### **Make-Up Quizzes and Work:**

Students will be allowed to make up missed exams or turn in projects late only in the event of a personal or family emergency, such as a serious family illness. Students **must** provide

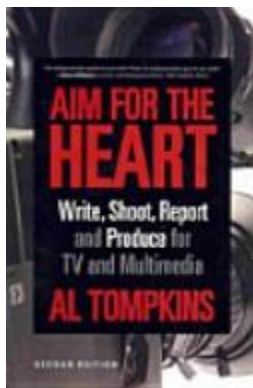
documentation of said emergency in order to be granted project extensions or make-up exam dates. Turning in your projects late is the equivalent of missing your slot. In the real world, this can get you fired. Projects are due by 5:00 on the due date. Any work turned in late loses 5% per late hour and 10% per late day. As you can see, late work can quickly and seriously hurt your grade.

If you miss a quiz, you will receive a zero for that quiz. Quizzes can be made up if you missed the original test time because of illness or a family emergency **ONLY IF YOU PROVIDE APPROPRIATE DOCUMENTATION**. Make-up quizzes must be taken within two weeks. After that time, you cannot make up the quiz.

### **Required Materials:**



**Text 1:** Tuggle, C. A., Carr, F., & Huffman, S. (2011), *Broadcast News Handbook: Writing, Reporting, and Producing in a Converging Media World*, 5th Ed. New York, NY: McGraw-Hill. This text is required in both this class and TV News 2 to provide continuity, with the emphasis on Chapters 1 through 9 in this class.





**Text 2:** Tompkins, Al (2012), *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*, 2nd Ed. Washington, DC: CQ Press.

**SDHC cards:** You will be given two SD cards to shoot your projects. Newsroom lab shift work will be shot using P2 cards that you will check out from the instructor. You will also need an inexpensive set of headphones or earbuds. Headphones can be plugged into the camera and are valuable in making sure that you have audio when shooting your projects. These will also be needed for edit training and must be brought to all classes.

**IMPORTANT!! SD CARDS CANNOT BE FORMATTED OR CLEARED IN CARD READERS IN THE LABS OR IN YOUR PERSONAL COMPUTERS OR LAPTOPS. ANY VIDEO ON YOUR CARDS THAT IS UNWANTED/UNNEEDED MUST BE CLEARED BY RE-FORMATTING YOUR CARDS IN THE TV 1 CAMERAS. IF YOU NEED HELP WITH THIS, EQUIPMENT MANAGER STEVE KIPPERT CAN ASSIST.**