

RTV 4905 Individual Work  
Spring 2014  
1-3 credits

RTV 4905- Individual Projects -- is a course designed to provide students with the opportunity to undertake areas of study or to do a project not normally done in regularly scheduled RTV courses. You are expected to work on an individual basis with a professor to accomplish a project or area of study commensurate with the credit hours requested.

A student who wishes to enroll in an independent study that requires production skills and equipment usage must meet the following criteria:

- 1) Before enrolling the student **must have taken relevant production courses and demonstrated proficiency** with all equipment integral to the completion of the independent study; and
- 2) The student's instruction of record (the supervisor of the RTV 4905 Individual Project) **must be familiar with the equipment and be responsible for training the student and overseeing equipment usage**; and
- 3) The student **must complete the project *two weeks before the final examination period***. (During the final week of the term and the final examination period students enrolled in the regularly constituted production classes work feverishly on their final projects, and all editing systems are needed all the time to accommodate them. There is no room for RTV 4905 students during this time, even if the facilities *look like* they are not busy.)

Students must complete the Individual Projects Approval Form, available in the Department Office. It must be signed by the instructor, the student's academic advisor, and the Department Chair. The form must include a complete description of the project, and the criteria and rubric to be used by the instructor to assess the quality of the final work.

**Academic Honesty Guidelines:** The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

*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."*

**Accommodation 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. For more information about minus grades and UF grading policies, visit this website:  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

**RTV 4905 – “TV3” SOLO DAILY-DEADLINE TV REPORTING  
SPRING 2014 SYLLABUS – INSTRUCTOR: MARK LEEPS**

**Basics**

Prerequisite: Selection of instructor after completion of “TV2” RTV4302  
Grad version available for Pre-professional Master’s Program (PMP)  
Newsroom component: INC field/edit gear & access provided as needed

**Suggested Pro Development Texts**

**Shorter, Sharper, Stronger: Writing Broadcast News**  
by Merv Block

**Make it Memorable: Writing and Packaging TV News with Style**  
by Bob Dotson

*Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters*  
by Al Tompkins

**Newsroom Requirement**

Building on TV2, you will work one pre-arranged day per week (9:30am-6:20p) and work solo without a partner: reporting & photography & writing & editing. You are required to attend the 9:30am editorial meeting on the day of your shift and are expected to be a leader with great story ideas, particularly enterprise stories (new to the market) or potential lead stories. Unlike TV2, you do not have to turn in a written treatment. You will likely be assigned a pkg for the 6pm show...with or without a preview element of it in the 5pm show.

**TV3 shifts will begin TUESDAY 1/21/13.**

**Shifts will last through Reading Days (ending on FRIDAY 4/25/13)** but THUR/FRI students can change shift days that final week if needed. Any missed shift must be made up before the end of Reading Days or each will count 1/3 letter grade off the overall course grade, which is an end-of-term overall assessment of the quality of your solo daily-deadline reporting.

**You will also have responsibilities each shift to serve WUFT NEWS outlets other than strictly WUFT-TV.** Your stories will have to be converted for submission for possible publishing on WUFT.ORG and you may be asked to contribute to social media associated with WUFT.ORG (such as to tweet news developments from the field). You may be assigned to work with radio and/or web reporters (you may travel together on a story), to gather special elements for their use (you might cut a vo for the web or strip audio from your tv recordings for radio to use...perhaps on an earlier deadline), or to recruit elements for your stories from their work (radio may have a great phone interview you could excerpt or web may have a confirmed a fact to include or found stats to add depth and perspective to your story). You are expected to go the “extra mile” to coordinate things and work together for the benefit of all our products on all our platforms serving all our audiences.

**Your work WILL BE featured on WUFT-TV and/or WUFT-FM and/or WUFT.org.** Make no promises but ask for consent for possible broadcast on WUFT-TV and beyond (our FL-NBC partners). Do not use any of the work product for any other course, any other station, or any other purpose. Until the term is over, do not publish any finished stories anywhere online; after the term, if an item is not being published by College/DMP websites you can upload with privacy/password for people you invite to see, but do not post to a web location that the general public can browse to.

### **Grading Scale**

The grading scale for TV4 is as follows:

- A 95-100
- A- 92-94
- B+ 89-91
- B 86-88
- B- 83-85
- C+ 80-82
- C 77-79
- C- 74-76

D+ 71-73  
D 60-70  
D- 50-59  
E 0-49

### **Grading Policies**

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

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

For more information about minus grades and UF grading policies, visit this website:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

**Policy Matters: UF Honor Code, Accommodations For Students With Disabilities, WUFT-TV Dress Code, WUFT News Loading Zone Policy, Dept. of Telecommunication and WUFT-TV Student Gear Policy, Computer Policy**

## **UF Honor Code**

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.

## **Accommodations For Students With Disabilities**

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.

## **CJC/DMP/INC Policies**

It is your responsibility to learn and comply with the INC policies (usually posted online, and these apply to everyone, regardless of the platform involved: WUFT-TV, WUFT-FM, wuft.org, WRUF-TV, ESPN850, etc.) and please pay particular attention to the well-established policies involving dress code, ethics, computer usage, and field gear usage & liability.

There are specific rules in the Dress Code but the bottom line is **you will not be treated as a professional if you do not look business-like**. Anyone who violates the dress code will be notified at the time of the violation and advised to comply in the future or sent home to change, if necessary, in the judgment of the newsroom staffer. Students who appear on tv or the web will get feedback about clothing, makeup and performance in order to keep our work products on-par with industry standards.

The Loading Zone Policy emphasizes that any access to the Weimer Service Drive is only for stopping to load/unload heavy/bulky gear and stops are limited to 10 minutes. **Follow instructions closely, you are personally responsible for any tickets you get.**

The Student Gear Policy emphasizes that **gear checkout is for official course or INC business only**. The college/stations hold the rights to all work-product and published/broadcast material generated, and it may not be redistributed or repurposed in any form without permission of college/station officials. Don't post anything we generate to YouTube or other non-wuft websites without checking.

The Computer Policy emphasizes that **all the computers in the INC are for official station business (including select courses) only**. Many are reserved for people in specific roles at certain times of day. Make sure you work in an area appropriate to your role/course, that you log-in as instructed and save & log-out everytime you walk away.

We embrace the RTDNA Code of Ethics and the similar SPJ Code of Ethics, but we also have our own Ethics Policies you should study and follow.

The food & drink policy for the INC is that no eating or drinking is allowed outside the break room, nothing except for drinking (bottled) water...but be careful not to spill onto computers or gear.

### **INC TV Basics**

- All work is done for potential broadcast on WUFT, but you should **make no promises** to the public about if or when certain stories will air.
- We **never** give copies of our taped material (raw, edited, or airchecks) to anyone, but can take requests from the public to post a particular story on our web site. Do not **post any work-product or air clips to YouTube** or otherwise provide free public redistribution of copyright material.
- All the camcorder packages we have are expensive. The cheapest costs about \$3000, the TV2 HVX200 kits cost about \$7,000, we have some kits that cost almost \$20,000. **Treat all gear with care, you are responsible—for any reason other than normal professional handling wear and tear—if it is not returned in similar condition as when you checked it out.** You are required to sign a gear liability acknowledgement at the start of the semester and to sign a daily checkout form for the specific gear you're taking every time you use college gear.
- All our equipment**, not just the computers, **is really for newsroom business only**. Treat all items with care, and do not abuse the privilege of using them. Do not download any software onto the station computers.

- To help secure our gear and help keep our workplace secure, **do not let strangers into the newsroom and do not prop the doors open after normal business hours.** Report any unusual activity to managers and report any suspicious activity to managers or police.
- **Keep backups.** The material on all of our workstations gets routinely deleted at the end of each term...and failures could happen at any time. Protect your best work and save it to your portable hard drive.
- We have outside partnerships ongoing with NBC NewsChannel Florida and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with Mark first.**

### **Important notes about wrapping up the course**

- Editing computers may have their memory cleaned weekly, so make sure you are saving as you go and before the end of Finals Week make sure you have a digital copy of *everything* dear to you (don't depend on being able to find anything later in the machines, or in HDSHOWS or in Nexio).
- Your swipe access to the INC that comes with registration in this class will expire after Finals Week.

**RTV 4905 – “TV4” FEATURES REPORTING  
SPRING 2014 SYLLABUS – INSTRUCTOR: MARK LEEPS**

**Basics**

Prerequisite: no formal requirement other than selection of instructor, but this Independent Study is normally post-TV2/TV3.

Class: none, directed study...with deadlines for treatments, book review

Newsroom component: INC field/edit gear & access provided as needed

Project component: 3x approved treatments, draft features, final features

**Pro Development Texts**

**Shorter, Sharper, Stronger:** *Writing Broadcast News*

*by Merv Block*

**Make it Memorable:** *Writing and Packaging TV News with Style*

*by Bob Dotson*

*Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters*

*by Al Tompkins*

**Schedule**

First 2 weeks, Jan. 6 - Jan.17: self-study more advanced reporting techniques

Book report: 3-page summary of the whole book (any one of the above) plus a list of Top3 action items: specific concepts/tips described you are going to try to implement in your features. Print or email as attachment.

**DUE: 5PM FRI JANUARY 17<sup>TH</sup>**

Next 6 weeks, Jan. 21 - Mar. 28

Take Feature #1 from idea to approved treatment to approved script to draft edit to changes (re-shooting and/or re-editing) to second draft edit (often may need some more tweaks) and get it to air by March 28<sup>th</sup>. I want you to settle on a target fairly quickly, but it must be approved by Mark or Ginger, and should lend itself to action video and nat sound and emotion. This is six weeks (to do your best pkg ever) but work it hard after approval and finish early if you can. You also need to get Feature #2 idea/treatment approved before Spring Break even if you don't start shooting it until after Spring Break.

**DEADLINE FOR FIRST-DRAFT COMPLETE SCRIPT: FRI MARCH 14<sup>TH</sup>**

**DEADLINE FOR FINAL DRAFT COMPLETE EDIT: FRI MARCH 28<sup>TH</sup>**

Next 4 weeks, Mar. 10 – April 4

Now you'll prove you can do the same thing again, only faster.

With your idea approved before Spring Break, you have two weeks to get a draft together and two weeks of improvements.

**DEADLINE FOR FIRST-DRAFT COMPLETE SCRIPT: FRI MARCH 21<sup>ST</sup>**

**DEADLINE FOR FINAL-DRAFT COMPLETE EDIT: FRI APRIL 4<sup>TH</sup>**

Next 3 weeks, April 7 – April 25

Now you accelerate to 2 weeks max in the field and 1 week max of post.

**DEADLINE FOR FIRST-DRAFT COMPLETE SCRIPT: FRI APRIL 18<sup>TH</sup>**

DEADLINE FOR FINAL-DRAFT COMPLETE EDIT: **FRI APRIL 25<sup>TH</sup>**

Please keep in mind...

**Your work COULD BE featured on WUFT-TV and/or WUFT-FM and/or WUFT.org.** Make no promises but ask for consent for possible broadcast on WUFT-TV and beyond (our FL-NBC partners). Do not use any of the work product for any other course, any other station, or any other purpose. Until the term is over, do not publish any finished stories anywhere online; after the term, if an item is not being published by College/DMP websites you can upload with privacy/password for people you invite to see, but do not post to a web location that the general public can browse to.

### **Course Grade Components**

- 10% - Book Report due 1/17 (minus 3 pts for every day late)
- 30% - Feature #1 due 3/28 (minus 3 pts for every day late)
- 30% - Feature #2 due 4/4 (minus 3 pts for every day late)
- 30% - Feature #3 due 4/25 (minus 3 pts for every day late)

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**Academic Honesty: Team vs. Solo Work**

Your in-depth projects should be all your own work (your idea, your shooting, your writing, your editing) *except* you can recruit someone else to shoot your standup for you. In a rare case where you need to work a multicamera shoot or need other shooting help (and can recruit that), get advance approval.

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