

**RTV 4905/6905 – ADVANCED TV FEATURES REPORTING  
SUMMER 2013 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

**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*

**Deliverables & Deadlines**

Book report: 1-2 page summary of the whole book (any one of the above) plus a page of Top3 action items: specific concepts/tips described you are going to try to implement in your 3<sup>rd</sup> feature. Print or email as attachment.

**DUE: 5PM FRI 6/21/13**

Treatments should be less than 1 page and should follow the ICE TEA rubric with special attention to describing Elements (particularly “homerun” sources or scenes) and Treatments (particularly treatments of sources that would lend itself to action video or rich nat sound). Email to me...some changes may be required. You need approval before proceeding.

The sweeps-style report must have a mastery of nat sound throughout, at least 1 active/creative standup, personalized storytelling (with a central character when possible), and have an overall length of 2:00 to 3:00. These should rank among the best stories you’ve ever done in terms of craftsmanship.

**DEADLINE FOR GETTING FIRST STORY TREATMENT APPROVED:**

**5PM MON 5/20/13**

**DEADLINE FOR DELIVERY OF FEATURE #1:**

**5PM FRI 5/31/13**

**REVISION DEADLINE FOR FEATURE #1:**

**5PM FRI 6/7/13**

DEADLINE FOR GETTING 2<sup>ND</sup> STORY TREATMENT APPROVED:  
**5PM FRI 6/7/13**

DEADLINE FOR DELIVERY OF FEATURE #2:  
**5PM FRI 6/21/13**

REVISION DEADLINE FOR FEATURE #2:  
**5PM MON 7/8/13**

DEADLINE FOR GETTING 3<sup>RD</sup> STORY TREATMENT APPROVED:  
**5PM MON 7/8/13**

DEADLINE FOR DELIVERY OF FEATURE #3:  
**5PM MON 7/29/13**

REVISION DEADLINE FOR FEATURE #3:  
**5PM WED 8/7/13**

**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.

### **Grading Scale**

The grading scale for TV2 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

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**

**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.

**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.**