

RTV 4930 SECTION 06AF – SPRING 2014 SYLLABUS
5PM TV NEWSCAST ANCHORING: NEWS, SPORTS, SPECIALTY
INSTRUCTOR: MARK LEEPS

Basics

Prerequisite: none, selection by INC NewsManager assigned to 5pm tv show
Hours: varies, show production/editorial meeting is at 2pm each day, the show
airs live 17:00:00-17:30:00 on WUFT-TV 5.1 (Cox-Gainesville Ch. 3)
[live stream available at wuft.org]

Main news anchors: 1. Anchor 5pm show one day per week
2. MMJ reporting 2 Saturdays 10a-4p
news anchoring is 2p-6p work, **you must attend the 2pm meeting**

News co-anchors: 1. Anchor 5pm show one day *every other week*
news anchoring is 2p-6p work, you must attend the 2pm meeting
2. NewsOps **5pm+6pm** shows one day *every other week*
news ops is 2p-6:30p work, **you must attend the 2pm & 2:30pm meetings**

Sports anchors: 1. Anchor 5pm show one day *every other week*
sports anchor is near full-day, **you must produce segment & present at 2pm meeting**
2. AP 5pm show one day *every other week*
Sports AP is near full-day, 2pm meeting attendance is optional
3. Report as assigned weekly
UF beats plus daily work and special assignments

Specialty anchors: 1. Anchor 5pm one day *every other week*
specialty anchor is 1p-6p work, you must produce segment & present at 2pm meeting
2. Report for 5pm spc seg one day *every other week*
local vo/sot's & pkgs may require hours outside the regular schedule

Project component: none required, extra credit for any special features produced
Instructor's office hours: M-F 1-2p, Weimer 2304 (within the INC)

The Course

This subset of RTV4930 Station Experiences is used to organize most of the 5pm tv anchors that rotate to perform on *WUFT News: First at Five*. Weather Anchors are in a separate section to be fully supervised/graded by DMP Chief Meteorologist Jeff Huffman. Main News Anchors, News Co-Anchors, and Specialty Anchors will be fully supervised/graded by faculty TVND Mark Leeps in his 5pm role as supervising Managing Editor & Executive Producer (ME/EP). DMP Sports Director Steve Russell will co-supervise/grade the Sports Anchors along with Mark.

The Spring 2014 Production Calendar

The anchor commitment runs **MON JANUARY 6TH – FRI APRIL 25TH**

Except there are six days we will *not* have practice or shows:

MON 01/20/14 (MLK Holiday)
MON 03/03/14 (part of UF Spring Break)
TUE 03/04/14 (part of UF Spring Break)
WED 03/05/14 (part of UF Spring Break)
THU 03/06/14 (part of UF Spring Break)
FRI 03/07/14 (part of UF Spring Break)

In exchange, and in lieu of a final exam or working Finals Week, we expect everyone to commit to volunteer to work shows on two UF special days:

THU 04/24/14 (UF Reading Day)
FRI 04/24/14 (UF Reading Day)

On those final two days we expect the normal rotation to hold, but if necessary you can find a sub in advance with approval from Mark.

The Show

Your work will routinely be broadcast to a 17-county FL area and can be seen online by people anywhere. That's your work, *good or bad*, and people will notice either way.

Having a daily student tv newscast—and one broadcast far beyond campus borders—makes UF an extraordinary place to gain practical experience, compared to many other Journalism schools. **This term we are also launching a 6pm show and some of you will help serve it behind the scenes.** Though we've done 2 shows per day in the past, one was shorter and in a different time frame rather than full-length and overlapping in a time frame. UF will likely be the only J-school in the nation attempting two daily half-hour live student newscasts. Among the differences: the 5pm *opportunity show* will have a very high rotation of cast and crew, all undergrads, lots of training going on all the time...while the 6pm *flagship show* will have a very low rotation of cast and key crew members, a mix of undergrad/grad-students and potentially pro anchors, all with a substantial skills base to start with.

The 5pm show has a remarkable track record despite transforming over the decades from an elite show (4-5 key students per term) to an opportunity show (as many as 45 anchors and dozens more involved...thanks to daily rotations...which means reps are few and that each turn is valuable). At times **over the decades our tvnews products have scored #1 in every major national student competition.**

Last year the 5pm all-undergrad show was recognized in every contest we entered, so although high-rotation and high-training-levels already have us at a disadvantage against every other school, we still have very high expectations for the all-undergrad newscast:

Florida AP Broadcasters college contest: statewide #1

Society of Professional Journalists student contest: regional #2

Broadcast Education Association student contest: national #4

National Broadcasting Society undergrad contest: national #1

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>

Grading Scale

The grading scale for all students in this section of RTV4930 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 for Main News Anchors

100% - 5pm anchor work You will get regular feedback, often in a pair of critique sessions immediately after each show. We meet in the studio for a 5-10 minute joint news/production critique. After that, at Mark's option, you may have an additional 5-10 minute news-only critique, sometimes involving tape review or script/rundown reviews. Your grade is an end-of-term overall assessment of your writing, performing, and "employee" achievement (arriving on time, meeting deadlines, following rules, working with others, showing leadership).

Grading for News Co-Anchors

50% - 5pm anchor work (same as main anchors above)

50% - News Ops work Your shifts as Newscast Operations Manager are more important to the overall show than your success as an Anchor, but the grading is weighted equally. Your work of "denmothering" all the video files for the shows is more of a pass/fail experience—either you get them all correct and on time or you don't—but this is also an overall assessment at the end-of-term that includes "employee" factors (arriving on time, meeting deadlines, following rules, working with others, showing leadership) in the overall achievement. It's critical that you show pro performance levels for the 6pm show.

Grading for Sports Anchors

50% - 5pm anchor/producer work (same as main anchors above) Your anchor days are expected to take close to a full day due to the producing and video editing chores. Your best draft of producing the segment should be complete in time for you to present it at the 2pm show meeting.

25% - performance critiques with the Sports Director This is all on you...find time to have Steve Russell review your latest anchoring (normally every other week) and then write Mark an email about highs/low and what you're working on next. Grading is 100/0 pass/fail; without a timely email that week is a zero.

25% - Reporting work This end-of-term assessment will look at how well you performed on your assigned beat and with special assignments, including aspects of being a self-starter and volunteering for more work.

Grading for Specialty Anchors

50% - 5pm anchor/producer work (same as main anchors above) You are expected no later than 1pm each anchor day to make sure your best draft of producing the segment is complete in time for you to present it at the 2pm show meeting.

50% - Reporting work On weeks when you don't anchor, you go out to report to bring local content into your partner's specialty segment. This end-of-term assessment will judge the quantity and quality of vo/sot's (and packages, if any) you brought to the show. This is a key role for being a self-starter and demonstrating "employee" achievement (delivering reliably even if flexing the schedule, meeting deadlines, following rules, working with others, showing leadership, etc.).

UF Policy Matters

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 Peadbody Hall, 392-1261.

Accomodations 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 G020 Loading Zones Student 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. Because of construction, we may be “borrowing” loading zone space elsewhere. **Follow instructions closely, you are personally responsible for any tickets you get.**

The CJC/DMP/INC Equipment 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.

TV Newsroom Basics

- All reporting work is done for potential broadcast on WUFT-TV, 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.
- In addition to INC NewsManagers, other station staffers may provide feedback at any time. All **criticism from the pro staff is meant to be professional, not personal**...learn to accept it and learn from it.
- 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.