

SYLLABUS

RTV 4930: Spring 2015

(ANCHOR/EXECUTIVE PRODUCER)



Instructor: Mariana De Maio, marianademaio@ufl.edu

Office: Weimer 2034

Office hours: TBD

Location(s): Innovation News Center (INC) and Weimer 1074

Meeting times: Mon. 3rd period (9:35-10:25am), and shifts as scheduled

Objectives: Special study in Spanish language news production. Possible roles include writer, reporter, sports reporter/anchor, and co-anchor/executive producer.

Assigned duties: As described on the yellow form you completed with Dr. Coffey for your role. The anchor/executive producer is expected to work approximately 18-20 hours weekly.

Evaluation: Anchor/Executive Producer's semester grade will be determined in the following way:

Fulfillment of weekly hours: 25%

Leadership, teamwork, attitude, and professionalism: 25%

Effort & Improvement in all tasks of role: 10%

Quality of work, including reporting/writing/anchoring: 20%

Meeting deadlines; completion of assigned work: 20%

Grading:

A	94-100%
<u>A-</u>	<u>90-93.95</u>
B+	87-89.95
B	84-86.95
<u>B-</u>	<u>80-83.95</u>
C+	77-79.95
C	74-76.95
<u>C-</u>	<u>70-73.95</u>
D+	67-69.95
D	64-66.95
<u>D-</u>	<u>60-63.95</u>
E	Below 60

Weekly Responsibilities:

- Attend the Monday editorial meeting. Come prepared to this meeting by being an informed news consumer at the local, state, national, and international level. **By 7pm** the Sunday evening before the meeting, you will email me your ideas at marianademaio@ufl.edu. You should think of two story ideas from each category (local, state, national, international, sports, calendar): one story for the current week, and the other for an “evergreen” show (dates for these shows are at the end of this syllabus, you will need to pick one for each story). Please also have two ideas for Asuntos Públicos guests/topics. A printed copy of your story ideas and asuntos públicos ideas must be turn in at the beginning of Noticias Plus. Alternatively, please make sure you bring your iPad or laptop to be able to review/share them with your team.

- Positive team attitude, professional behavior and respect for co-workers, good work ethic, strong news judgment and time management skills, ability to honor and meet deadlines without exception.

- Deliverables: Anchors will produce wraps or readers or SOTs (or some combination) each week as the show needs warrant, as well as produce one “Asuntos Públicos” interview each week (one anchor will produce the current week’s interview, while the other should

produce an “evergreen” Asuntos Públicos segment). Writing assignments are due at the end of your Noticias shifts (**firm deadline**), and the Asuntos Públicos interview needs to be completed **by 1pm on Wednesdays**. The final show script (for recording) will be due **by 3pm on Wednesdays**, with show approving taking place **Thurs. at a time TBD the first week of classes**. Anchors will also provide a brief biographical sketch about their weekly Asuntos Públicos guest (including a photo) and the interview’s content for upload to the web together with a brief summary of the show where that interview will run, this is due **Thurs. by noon**. Keep in mind that some of your Noticias time will also need to be completed outside of your newsroom shift. Please also be an attentive communicator (e.g. check email and phone messages regularly). Your scripts will usually need revisions before they are ready for air, and you will need to respond to revision requests in a timely manner in order for show production to stay on schedule. Additionally, as executive producer, you will have to make sure that the writers and reporters on your team are on track with their stories, and also provide guidance and support when they need it (of course, you can always contact me for additional help when necessary).

- Carpeta de Noticias: At the end of each week you will need to review all edits to the stories you produced that particular week and make a print out of them. Once you are done reviewing, please make print outs of the copies with track changes so that you have that ready for your one-on-one meeting with me. Make sure to include your story ideas and asuntos públicos description with the stories produced each week. Also include a print out of the web blurb you submitted for each week. The one-on-one meetings will occur at least once every other week.

- Dress Code: There is a newsroom (INC) dress code, which must be followed at all times. You will receive a copy. If you want sources, employers, and others to take you seriously as a professional, this is the first step. If in doubt, take it “up a notch” for the newsroom, and keep it more conservative/professional. 😊

- Food and Drink Policy: Beverages with lids ONLY are permitted in the newsroom. Otherwise, there is absolutely no food or drink permitted. Please set an example for others, and if you see any violations, kindly remind others of this policy as well.

- Workspace Courtesies: Please keep your workspace clean. There are many others who will use the same computer or seating areas throughout the day. Whether you are working in the designated Noticias workspace (table) or elsewhere in the newsroom, please clean up after yourself and respect the environment. In addition, do **not** leave your work on the newsroom computers’ desktops (unattended). It is likely to get erased. Save your work *often* and on a personal jump drive or thumb drive. Also, please make sure you follow all the steps for saving your scripts and audio as described in El Cuaderno.

- **Attendance:** Consider your participation on the Noticias WUFT news team as a job—that's exactly what it is, although you are also learning how to be a journalist. Everyone else on the Noticias team is counting on you. Thus, you are expected to be here at the assigned times and complete all weekly assignments. If for some reason you have a family emergency, become ill, etc., you must contact me to let me know.

- **Timesheet:** Please fill in your electronic timesheet daily for the hours worked each day. Tabulate at the end of each day, so that you do not lose track. You will receive an email with the link to this electronic timesheet the first week of classes. A printed copy of this timesheet should be included in the "carpeta" at the midpoint of the semester as well as at the end of the semester.

- **Tips:** Take advantage of my office hours for feedback on your writing, interviewing, and reporting skills. You will enhance your learning, and learn quicker, by seeking this feedback during my office hours (in newsroom). In addition:

- Always have a backup plan (Plan B, Plan C). Often, your first story idea will not pan out. Be ready in case it doesn't. The show still has to go on the air.
- Allow more time than you think you'll need to complete your stories. Whether writing a reader or a wrap, sometimes things take longer due to needed fact-checking, rescheduling of interviews, the storyline changing by the minute, editing or technical problems, etc. Better to get the story done a bit early than not make deadline.
- Ask for help when you need it. Whether it's who to contact as a source for a story, or how to adjust the audio level or microphone when recording, don't be afraid to ask questions. At the end of the day, our highest concern must be the editorial and production quality of our newscast. Don't feel embarrassed... we are all learning, and asking questions is one of the best ways to do so!

Other Notes, Resources

Students requesting classroom/newsroom accommodation must first register with the Dean of Students Office. This office will provide documentation to the student, who must then provide this to his/her instructor when requesting accommodation.

UF Counseling Services: <http://www.counseling.ufl.edu/cwc/Default.aspx> or call (352) 392-1575.

Schedule (tentative and subject to change)

Week of (all dates listed are Monday):

- Jan. 5** **No Noticias Plus class, classes start on Jan. 6**
Work on assigned readers and Asuntos Públicos (evergreen content). Deadlines for submission will be communicated via email.
Evergreen show airs Jan. 10
- Jan. 12** Welcome to Noticias ~ Introduction and Orientation
*Produce evergreen content this week during shifts. **Approval for Jan. 31's show***
Evergreen show airs Jan. 17
- Jan. 19** **No Noticias Plus class (Martin Luther King Day holiday).**
Begin producing regular shows for air. Produce regular show this week during shifts. If your shift is on Mondays, you need to arrange an alternative shift time for this week's shift with the instructor.
- Jan. 26** *Produce evergreen content this week during shifts.*
Evergreen show airs Jan. 31
- Feb. 2** Regular week.
- Feb. 9** Regular week.
- Feb. 16** Regular week + **Approval for March 7's show**
- Feb. 23** Carpeta de Noticias due at the beginning of Noticias Plus.
 Regular week + **Approval for Apr. 24's show**
- March 2** No class, Spring Break ☺
Evergreen show airs March 7
- March 9** Regular week + **Approval for May 2's show**
- March 16** Regular week + **Approval for May 9's show**
- March 23** Regular week + **Approval for May 16's show**
- March 30** Regular week. New team begins training + **Approval for May 23's show**
- Apr. 6** Regular week. New team continues training + **Approval for May 30's show**
- Apr. 13** Regular week. New team continues training.
- Apr. 20** Carpeta de Noticias due at the beginning of Noticias Plus.
Produce evergreen content this week (Mon.-Wed.). Classes end Wed., Apr. 22, after shifts
Evergreen show airs Apr. 25
- Evergreen shows air May 2, 9, 16, 23, and 30**