

## SYLLABUS

RTV 4930: Fall 2014

(ANCHOR/EXECUTIVE PRODUCER)



Instructor: Mariana De Maio, [marianademaio@ufl.edu](mailto:marianademaio@ufl.edu)

Innovation News Center (INC) XXX and Weimer G-044

Office hours: Mon. 3<sup>rd</sup> and 4<sup>th</sup> period (11:00am – 1:45pm)

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

Meeting times: Mon. 3<sup>rd</sup> period (9:30-10:25am), and shifts as scheduled

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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 8pm** the Sunday evening before the meeting, you will email me your ideas at [marianademaio@ufl.edu](mailto:marianademaio@ufl.edu). You should think of two story ideas from each category (such as local, state, national): One story for the current week, and the other for an “evergreen” show (not dated). Please also have two ideas for Asuntos Públicos guests/topics.

-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 a wrap or readers and SOTs (or some combination) each week as the show needs warrant, as well as produce one “Asuntos Públicos” interview (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 2pm on Wednesdays**, with show approving taking place **Thurs. 3<sup>rd</sup> period (11:00am -**

**12:15pm).** Anchors will also provide a brief biographical sketch about their weekly Asuntos Públicos guest and the interview's content for upload to the web, this is due **Thurs. after show approval.** 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.

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.

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 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.

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):

**Aug. 25** Welcome to Noticias ~ Introduction and Orientation

*Produce evergreen content this week.*

**Sept. 1** **No Noticias Plus class (Labor Day holiday).** *Produce evergreen this week (other days) during shifts.*

**Sept. 8** Begin producing regular shows for air.

**Sept. 15** Regular week.

**Sept. 22** Regular week.

**Sept. 29** Regular week.

**Oct. 6** Regular week.

**Oct. 13** Regular week.

**Oct. 20** Regular week.

**Oct. 27** Regular week.

**Nov. 3** Regular week. New team begins training.

**Nov. 10** Regular week (11/11 is Veteran's Day holiday—can switch shift schedules if needed). New team continues training.

**Nov. 17** Regular week. New team continues training.

**Nov. 24** Regular week. New team continues training.

**Dec. 1** Regular week. New team continues training.

**Dec. 8** Regular or shortened week. (Classes end Wed., Dec. 10, after shifts)

**Evergreen shows produced for Dec. 20, Dec. 27, Jan. 3 and Jan. 10.**