

RTV 4930: Spring 2014

(ANCHOR/EXECUTIVE PRODUCER)



Graduate Student Advisor: Mariana De Maio, marianademaio@ufl.edu

Innovation News Center (INC) and Weimer G-044

Faculty Advisor: Dr. Amy Jo Coffey, acoffey@jou.ufl.edu

ph. 352.392.6522 (Weimer 2042)

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

Meeting times: Mon. 3rd period and shifts as scheduled

Mariana's newsroom hours (INC): TBA

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 w/Dr. Coffey for your role.

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

Fulfillment of weekly hours: 25%

Leadership, teamwork, attitude, professionalism: 25%

Effort & Improvement in all tasks of role: 10%

Quality of reporting/writing/anchoring: 20%

Meeting deadlines; completion of assigned work: 20%

Grading:

A 94-100%

A- 90-93.95

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 9pm the Sunday evening before the meeting, you will email your ideas to Mariana (marianademaio@ufl.edu). You should think of 2 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 2 ideas for Asuntos Públicos guests/topics. (Worksheets, to be distributed, will help assist and organize these ideas.)

-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 (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 will be due by 3pm on Wednesdays. The final show script (for recording) will be due by 4pm on Wednesdays, with show approving taking place Thursdays during 6th-7th period (12:50-3pm). Anchors will also provide a brief biographical sketch about their weekly Asuntos Públicos guest and the interview’s content for upload to the web.

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: There is absolutely no food or drink permitted in the newsroom. 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 Mariana to let her know.

Timesheet: Please fill in your timesheet weekly for the hours worked each day. Tabulate at the end of each week, so that you do not lose track. (It is easiest if you keep this in the electronic Excel format in Google docs. Then you can update more easily and also send it as an email attachment to Dr. Coffey and Mariana at the end of the semester.)

Tips: Take advantage of Mariana's office hours for feedback on your writing, interviewing, and reporting skills. Her professional background is a valuable resource; you will enhance your learning, and learn quicker, by seeking this feedback during her 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. 6 Welcome to Noticias ~ Introduction and Orientation
- Jan. 13 Regular week.
- Jan. 20 Editorial meeting TBD by group (Mon. is Martin Luther King, Jr. holiday—No “Noticias Plus.”)
- Jan. 27 Regular week.
- Feb. 3 Regular week.
- Feb. 10 Regular week.
- Feb. 17 *Produce 3/8 evergreen this week (in addition to regular show).*
- Feb. 24 *Produce 4/26 evergreen this week (in addition to regular show).*
- Mar. 3 NO CLASS (Spring Break).
- Mar. 10 Spring anchor team begins training this week. *Produce 5/3 evergreen (in addition to regular show).*
- Mar. 17 Spring team trains. *Produce 5/10 evergreen (in addition to regular show).*
- Mar. 24 Spring team trains. *Produce 5/17 evergreen (in addition to regular show).*
- Mar. 31 Spring anchor team trains.
- Apr. 7 Spring anchor team trains.
- Apr. 14 Spring anchor team trains.
- Apr. 21 Last Noticias Plus of semester. Evergreen show airs (4/26).
- Evergreen show airs (5/3).
- Evergreen show airs (5/10).
- Evergreen show airs (5/17).