

RTV 4930 TVSPORTSTEAM – SPRING 2013 SYLLABUS

INSTRUCTOR: MARK LEEPS
CO-MANAGER: STEVE RUSSELL

The Course

This subset of RTV4930 Station Experiences is used to organize the students selected to work on tv sports products, largely for the 5pm tv student newscast *WUFT News: First at Five*. In our Integrated News Facility (INF) you will be expected to work with others developing news products for radio and for web, and to integrate with those concentrating on sports for radio or online distribution. DMP Sports Director Steve Russell will be involved on a daily basis and will assist in the lab grading.

The Roles

Castings on the TVSPORTSTEAM are normally as ANCHOR-PRODUCER/ ASSISTANT PRODUCER, SR BEAT REPORTER or APPRENTICE. There is usually a 5pm anchor rotation...especially with experienced APs, and everyone has additional reporting responsibilities—normally to cover an assigned beat and help out elsewhere as needed.

Grading for APPRENTICE roles

50% - 5pm SHOW understudy work Your shifts run from Week1 (begins with MON 1/7) through Week15 (ends with FRI 4/26). You'll learn a little about writing, video editing and other skills, but attendance and attitude and work ethic are also a fundamental part of learning to help the team. Steve and Mark will make an end-of-term assessment of how well you performed in this role.

25% - Reporting shadow/assist work You're expected to be willing and eager to tag along and learn when senior members of the TVSPORTSTEAM go into the field to cover games and pressers or do enterprise work on features. You should try to get exposure to multiple situations (games vs pressers) and a variety of sports. Steve and Mark will make an end-of-term assessment of your quantity and quality of self-starter volunteer work in this role.

25% - Reporting solo experimental work You're expected to be willing and eager to try to go cover "extra" sporting events on your own, not just shadowing. This could be a variety of things our main anchors can't get to in their beat reporting: perhaps the first or second game of a 3-game baseball series, perhaps an interview with an area college or high school coach, or a high school or community sporting event. Steve and Mark will make an end-of-term assessment of your quantity and quality of self-starter volunteer work in this role.

Grading for ANCHOR-PRODUCER/AP'S

50% - 5PM SHOW work Anchor/AP Shifts begin Week 1 (MON 1/7) and last through FRI 4/26. We expect everyone selected to volunteer to produce normal shows on THU 4/25 (UF Reading Day) and FRI 4/26 (UF Reading Day). We will not have newscasts on the UF Holidays of MON 1/21, MON 3/4, TUE 3/5, WED 3/6, THU 3/7, FRI 3/8...HOWEVER, the sports reporting responsibilities vary by beat and often involve nights, weekends, holidays. (We can produce special reports and/or reports for the website when the regular show is not airing.)

25% - REPORTING work We expect people to want to “own” their beat, to cover it regularly, to make sure a qualified sub takes over if there’s a rare time you can’t make it, that you edit a cut-down version and prepare notes after every game and every presser so others can use that material.

25% - PRO DEVELOPMENT work We will likely hold a few training sessions where experts will give you advice about how to attack a particular type of sporting event. Attendance at the workshops is mandatory; if not excused in advanced, each absence will lower this grade component by one grade level (example: from B- to C+). If you anchor a 5pm sportscast, you are required to meet with Steve Russell for tape review and critique within the next few days; afterward be sure to email Mark with a note about what you’re working on for your next show—these emails are critical for grading; failure to follow-through on show review will also lower this grade component by one grade level per miss.

Grading Scale

The grading scale for TVSPORTSTEAM 4930's 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>

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 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/INF Policies

It is your responsibility to learn and comply with all WUFT INF policies (these are posted online and apply to everyone, regardless of the platform involved: WUFT-TV, WUFT-FM, wuft.org, WRUF-TV, ESPN850, etc.)...you should pay particular attention to the policies involving dress code, ethics, computer/equipment 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. Because of construction, we may be “borrowing” loading zone space elsewhere. **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 INF 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 INF 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 INF 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.

TVNews Operational 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: 3K to 19K. **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 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. Do not play video games in the working newsroom. Do not hold any “game watching” parties in the INF without permission in advance.
- 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 outside of normal business hours (M-F 6a-6p).** 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 with a data backup to your own portable hard drive.
- In addition to the newsroom staffers, other station staffers (Brad Noblitt, Ken Pemberton, Reed Erickson, etc.) 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.**