RTV 2100 – Writing for the Electronic Media

Summer A/C 2017 Syllabus

Professor: Annie Sugar, Ph.D.
Meeting Time: Online, class week runs from Friday-Thursday
Office Hours: Email to arrange for an email, phone, or virtual conference
Contact: amsugar@ufl.edu – messages should be sent to this address, not via Canvas
Preferred Address: Dr. Sugar
Pronouns: she/her/hers

Instructor's policies

I am located in Denver, CO. I will do my best to respond to student emails within 24 hours during standard business hours in our respective time zone hours Monday-Friday. If you email me within 24 hours of an assignment deadline, I will do my best to get back to you, but cannot promise to respond in time, so please plan and work ahead.

Please read the announcements and your syllabus before contacting me with questions to see if your answers are there, as we will not respond to questions that have been addressed in either resource. You are responsible for the content in both.

So I may help you in a timely manner, questions or other messages for me should be sent to my UFL email address above – DO NOT SEND MESSAGES VIA CANVAS.. **Before sending an email, please read this article and follow its etiquette instructions carefully.** Emails that do not follow this protocol will not receive a reply.

Course overview

This course provides a basic understanding of how to go about writing for the electronic media. Approximately half the course will concentrate on scripting radio and television news stories, and the second half will involve non-news (i.e., production) writing, such as radio and television PSAs, commercials, documentaries, and so on. The goal is to acquaint the students with the various broadcast formats, as well as to help them think and write clearly, effectively, logically and creatively.

Prerequisites

All students must have completed six hours of English and have sophomore standing.

Required texts

There are no required texts for this course, but these texts are recommended, if you are interested:

Stephens, M. (2005). *Broadcast news*. Belmont, CA: Wadsworth.
Orlik, Peter (2004). *Broadcast/cable copyrighting*. Needham Heights, MA: Allyn & Bacon.
Tomkins, Al. (2012). *Aim for Heart: Write, Shoot, Report and Produce for TV and Multimedia*. 2nd Edition. Washington, DC: CO Press.
Tuggler, C.A., Carr, F., & Huffman, S. (2014). *Broadcast News: Writing, Reporting and Producing in the Age of Social Media*. 5th Edition. NY: McGraw Hill.
Walters, Roger (1994). *Broadcast writing: principles and practices*. NY: McGraw-Hill.

Course structure

This course is web-only; all work and assignments are available and due online on Canvas. All deadlines are Eastern Time. A learning module has been set up for each of the 14 sections of the class. **All deadlines will be on Thursday at 10:00 pm ET** of a given week. It is the student's responsibility to follow and adhere to the schedule on p. 3 of this syllabus. Modules consist lectures and activities. Two tests will also evaluate your knowledge and understanding of the material. Final grades will be calculated in the Canvas grade book using the grading scale to the right.

Grading Scale:

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
E	59 or lower

The grade breakdown for this course is as follows:

Assignments: 60%
Test 1 (News writing):   20%
Test 2 (Non-news writing): 20%
                    Total: 100%

Assignments – 60%
You'll have to complete writing activities for each of the 14 modules in this course. Each activity will be graded out of 100-200 points. Finally, the assignment scores will be averaged out of 100, and that will be your final score for the Assignments grade.

Test 1 – 20%
This test will be on the news-writing portion of the class, and it will be based on the PowerPoints and everything that we cover in the class lectures. It will be open-book, and consist of 50 multiple-choice questions. You will have 90 minutes to complete it.

Test 2 – 20%
This test will be on the production (non-news) portion of the class, and it will be based on the PowerPoints and everything that we cover in the class lectures. It will be open-book and have 50 multiple-choice questions. You will have 90 minutes to complete it.

Class schedule

Module 1	Thursday, May 11, at 10:00 pm
Module 2	Thursday, May 18, at 10:00 pm
Module 3	Thursday, May 18, at 10:00 pm
Module 4	Thursday, May 25, at 10:00 pm
Module 5	Thursday, May 25, at 10:00 pm
Module 6	Thursday, June 1, at 10:00 pm
Module 7	Thursday, June 1, at 10:00 pm
Test 1	Thursday, June 8 at 10:00 pm
Module 9	Thursday, June 15, at 10:00 pm
Summer Break	
Module 10	Thursday, June 29, at 10:00 pm
Module 11	Thursday, July 6, at 10:00 pm
Module 12	Thursday, July 13, at 10:00 pm
Module 13	Thursday, July 20, at 10:00 pm
Module 14	Thursday, July 27, at 10:00 pm
Test 2	Thursday, August 3, at 10:00 pm

Deadlines

As we are training to be journalists and producers, this class will emulate the workplace regarding deadlines. You must complete and submit all work on time to receive credit. Assignments and tests automatically close at their deadlines. **No late work will be accepted and no extra credit is offered in this class.**

If you encounter technical issues in submitting an assignment or taking a test, you MUST call the UF HelpDesk at 352-392-HELP and submit a ticket to them outlining your technical issue in a timely manner and send it to the instructor. If the UF HelpDesk cannot resolve your issue, please contact the instructor or teaching assistant as soon as possible. **Please plan accordingly to negotiate and avoid these potential interruptions, as it is your responsibility to turn assignments in on time.**

Class environment

Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. Do not use derogatory language in your writing. Disrespect towards other students, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your work. **If there is a pronoun or name I should use when communicating with you, please let me know. I will gladly honor your identity.**

Academic honesty

University of Florida students are expected to read, understand, and follow the [Student Conduct & Honor Code](). Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions up to and including academic probation and expulsion. Please make sure we do not have to go down that road together.

Writing assistance

The new [Writing Studio](#) is a free service for current UF graduate and undergraduate students. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. **Their main office is 302 Tigert Hall, and their office phone is 352-846-1138. They also offer online tutorials from 11am-4pm ET on Wednesdays. You must [register in advance](#) for all tutorials.**

Students with disabilities

Students requesting accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. I will most happily (and legally) comply!

Instructor evaluation

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at https://evaluations.ufl.edu and are typically open during the last two or three weeks of the semester. Thank you for taking the time to complete this process.