

Broadcast Writing Bootcamp

JOU 2100 R 4:05-4:55pm

WEIM 1084

Instructor: Harrison Hove

Office: WEIM 3105

Email: hchove@ufl.edu

Office phone: (352)294-1371

Twitter, Slack: @harrisonhove

Office Hours: W 3-4pm, R 2-4pm, or by appt. Appointments are heavily encouraged.

PURPOSE OF COURSE:

To expose students to broadcast writing, introducing the differences between “writing for the eye” versus “writing for the ear.” Students will also be introduced to various story forms utilized on platforms where broadcast writing is utilized.

COURSE GOALS:

The goal of this course is to build a skill set that will position you for future success. This includes:

1. Learn proper vocabulary surrounding broadcast writing.
2. Understand conventions and rules of broadcast writing.
3. Create clean and crisp broadcast copy.

REQUIRED READING:

“Write Like You Talk: A Guide to Broadcast News Writing” Author: Jeff Butera.

ISBN 978-0-57-8203645

GRADING:

The point-based grading scale in this class is: 93 - 105 (A), 90 - 92.99 (A-), 87 - 89.99 (B+), 83 - 86.99 (B), 80 - 82.99 (B-), 77 - 79.99 (C+), 73 - 76.99 (C), 70 - 72.99 (C-), 67 - 69.99 (D+), 60 - 66.99 (D), Below 60 (E). Note that there is *no rounding* in the points system. UF grading

policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

The following are the components of your grade for the term:

Quizzes: 15 points (1 point each)
Introduce Yourself: 10 points
Broadcast Writing Style Quiz: 10 points
VO: 10 points
VOSOT: 10 points
Package: 15 points
Exam 1: 15 points
Exam 2: 20 points
Total points (105)

Quizzes

These quizzes are designed to engage students, build classroom community, and help the instructor identify what you do and do not know.

Broadcast Writing Style Quiz

Students will be assessed on their knowledge of broadcast writing style, rules, and formats introduced in class. Questions might be multiple choice, true/false or fill in the blank.

Introduce Yourself

Students will write a paper of at least one full page (8.5x11, double spaced, Times New Roman-regular font) that introduces themselves to the instructor. Who are you? Why are you a journalism major? Are you interested in broadcast? What are your goals? What journalist inspires you? Due 1/17 at 11:59pm Eastern (upload to Canvas)

VO/VOSOT/Package

Students will be given a prompt and asked to write a VO/VOSOT/Pkg. These assignments should be done following proper formatting and following instructions. You will upload the assignment in Canvas. VO is due 2/14 at 11:59pm Eastern, VOSOT is due 2/28 at 11:59pm Eastern, Package is due 4/10 at 11:59pm Eastern. (Upload to Canvas)

Exams

These assessments are cumulative and designed to test your body of knowledge acquired during this course. Exams are multiple choice and fill in the blank. There might also be a writing component. Exam 1 is in class on 3/18. Exam 2 is 4/27 from 10am-12pm.

The instructor reserves the right to offer extra credit assignments, which all students will have the opportunity to complete.

ABSENCES: Requirements for class attendance, exams, assignments, and other work in this course are consistent with university policies that can be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> Students **will not** be permitted to make up in class assignments when absences are **unexcused** (including vacation or illness without doctor's note). Because writing and paper due dates are assigned in this syllabus at the beginning of the term, all work must be submitted by these deadlines. If you are absent on these days, you will need to submit the work ahead of time or make arrangements with the course instructor BEFORE the deadline.

Note: Students are NOT allowed to turn in any project work for this class that has also been used or will be used as an assignment, project, report or interview for any other class without prior agreement from the instructor.

Missed deadlines result in loss of points. Students will lose one point for each hour an assignment is late during the first five hours. After that, a student will lose five points per day. Example: If an assignment is worth 20 points and it is turned in two days late, a student can only earn a maximum of 10 points.

Credibility and ethics are two highly valued elements in journalism. Students must create their own original work without consultation from anyone. Students caught violating this directive on writing assignments in any manner, including but not limited to plagiarizing, lifting sentences directly from the prompt without paraphrasing, collaborating, or any knowledge of these actions, will be given a zero and referred for academic misconduct. Students caught cheating on any test or assignment in this class will also be given a zero and referred for academic misconduct.

WITHDRAWAL POLICY

Not all classes fit your schedule or your academic plan, and I understand that. Please know, however, that I very much wish to meet with you before you drop (especially the deeper we get into the semester) to see what we can do to work through any challenges together. If you do have questions about how to drop or the impact on your transcript or financial aid, please visit the Academic Advising website.

SYLLABUS

Every effort has been made to create a syllabus that is as comprehensive and accurate as possible, but each class is a living entity and changes may arise. Please know I will notify you in writing as soon as any syllabus change may arise.

ACADEMIC MISCONDUCT:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code (sccr.dso.ufl.edu/process/student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Note that failure to comply with this commitment will result in disciplinary action compliant with the UF Student Honor Code Procedures.

See <http://www.dso.ufl.edu/sccr/procedures/honorcode.php>

Ethics are paramount in journalism. It is expected that each assignment will be your own work. Plagiarism, re-purposing work from other classes, or someone doing your work for you are all examples of honor code violations. At minimum, you will receive a zero for the assignment in question. Always ask questions before you submit something if you are afraid you might be committing a violation. Communication is key.

Campus Resources

Health and Wellness

UF Counseling Services –Resources are available on-campus for students having personal problems or lacking clear career and academic goals. The resources include:

-UF Counseling & Wellness Center, 3190 Radio Rd, 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>, counseling services and mental health services.

-U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or call (352)392-1575 so a team member can reach out to the student.

-Sexual Assault Recovery Services (SARS). Student Health Care Center, 352-392-1161

-University Police Department 352-392-1111 or 911 for emergencies. www.police.ufl.edu

Academic Resources

-Career Resource Center, Reitz Union, 392-1601, career and job search services.

-E-Learning technical support, 352-392-4357 (select option 2) or email learning-

support@ufl.edu

-Library Support, cms.uflib.ufl.edu/ask

-Teaching Center, Broward Hall 352-392-2010. www.teachingcenter.ufl.edu

-Writing Studio, 302 Tigert Hall (352)846-1138. This service offers help with brainstorming, formatting, and writing papers. www.writing.ufl.edu/writing-studio

-Student Complaints: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Accommodations for Students with Disabilities

Accommodation for Students with Disabilities – Students Requesting classroom accommodation must first register with the Dean of Students Office. That office will provide the student with documentation that he/she must provide to the course instructor when requesting accommodation.

SOFTWARE USE

Software Use – All faculty, staff and student of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

COURSE SCHEDULE

Week One (1/8): Syllabus overview; Introduction.

Week 2 (1/15): The BIG Picture (Butera, pg 11-29), terminology.

Week 3 (1/22): Writing the lead (Butera, pg 31-42).

Week 4 (1/29): The body and wrap-up (Butera, pg 42-57).

Week 5 (2/5): Numbers, money, dates, abbreviations, adjectives (Butera, pg 59-61).

Week 6 (2/12): Format overview. Let's Write (VO).

Week 7 (2/19): Broadcast Writing Style Quiz. Soundbites (Butera, pg 73-76 and 85-89).

Week 8 (2/26): Let's Write (VOSOT).

Week 9 (3/4): No Class- Spring Break

Week 10 (3/11): Let's Review.

Week 11 (3/18): What have you learned? (Exam 1)

Week 12 (3/25): Introduction to packages, including format.

Week 13 (4/1): Let's Write (Pkg).

Week 14 (4/8): Let's Write (Pkg)

Week 15 (4/15): Opportunities in Broadcast/Exam Review

Final Exam: 4/27 10am-12pm (Exam 2)

Please note: This schedule is subject to change