

JOU 2100

Broadcast Writing Bootcamp

- Fall 2020: Online
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- Twitter, Slack: @harrisonhove
- Office Hours: Thursdays 2-3pm (virtual), or by appointment (in-person or virtual).

Appointments are heavily encouraged so I can dedicate a full 30 minutes to you without interruption.

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.

DIVERSITY STATEMENT

Television reporters tell the stories of a community and all individuals that make up a given community. We serve, help, and inform everyone. In order to best carry out these ideals, we must exhibit respect, inclusiveness, and an understanding for all people. These expectations during field work will also be carried into this classroom. Our differences will serve as a strength that we embrace as we discuss relevant story ideas, developing contacts within a community, or even storytelling techniques. Exposure to different perspectives, values, ideals, and experiences will make us all better, more compassionate and understanding journalists.

We all learn best and maximize our outcomes when we feel comfortable. Please let me know what I can do to make sure you feel respected and welcomed in this space.

Accommodation for Students with Disabilities – Additionally, I recognize many students might have unique learning needs and I am happy to be an active stakeholder, positioning you for success. I am also happy to work with students, on an individual basis, who are registered with DRC/Dean of Students Office and need classroom accommodations. I ask that you provide me with the necessary documentation to ensure I am serving and accommodating you in a way that best meets your needs.

COVID-19 PRECAUTIONS

Your health and safety are a main priority. The following rules will be observed for any in-person meetings or appointments:

- Approved face coverings are required. Your nose and mouth must remain covered during the entire class and while present in any UF building.
- Physical distancing will be observed.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Additionally, course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

REQUIRED READING:

- “Write Like You Talk: A Guide to Broadcast News Writing” Author: Jeff Butera.
- Or, order online at WriteLikeYouTalk.com (PayPal)
- ISBN 978-0-57-8203645

GRADING:

The percent-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:

Activities (30 points):

- Allow Me to (Re)Introduce Myself (Module 1): 3 points
- What Term is This (Module 2): 2 points
- Print Vs. Broadcast Writing Exercise (Module 2): 2 points
- Writing the Lede (Module 3): 2 points
- Write a VO Group Activity (Module 4): 5 points
- Write a VO Solo Practice (Optional, Module 5): 0 points
- Reflection in Flipgrid (Module 10): 3 points
- Write a Package Group Activity (Module 13): 5 points
- Write a Package Solo, Peer Review (Module 14): 5 points
- Reflection in Discussion Board (Module 16): 3 points

Quizzes (28.5 points):

- Course Orientation Quiz: 2.5 points
- Review and Feedback Quizzes: 16 points (2 points each, 8 total)
- Broadcast Writing Style Quiz (Module 7): 10 points

Assessments (70 points):

- Timed Writing VO (Module 6): 10 points
- Timed Writing VOSOT (Module 8): 10 points
- Exam 1 (Module 9): 15 points
- Timed Writing Package (Module 15): 15 points

- Exam 2 (Module 17): 20 points

Total points available: (128.5)

Review and Feedback Quizzes

These quizzes are designed to engage students, build classroom community, and help the instructor identify what you do and do not know. They are also designed to help you practice your knowledge. You can take them as many times as needed by the deadline to earn full credit.

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.

Timed Writing VO/VOSOT/Package

Students will be given a prompt and asked to write a VO/VOSOT/Package. These assignments should be done following proper formatting and following instructions. They are timed and will be proctored by HonorLock.

Exams

These assessments are cumulative and designed to test your body of knowledge acquired during this course. Exams are multiple choice, true or false and fill in the blank. There will also be a writing component.

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

ABSENCES:

This is an online course. While we will not be meeting face-to-face, you are expected to progress through this course in a timely manner, including meeting all deadlines for work submissions. Please be proactive in your communication with me if you have needs related to this topic. 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> Because due dates are assigned in this syllabus at the beginning of the term, all work must be submitted by these deadlines. If you are busy on these days, submit the work ahead of time or make arrangements with the course instructor BEFORE the deadline.

Special 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: 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: These are two highly valued elements in journalism. Students must create their own original work without consultation from anyone unless instructions explicitly state group collaboration is allowed. Students caught violating this directive in any manner,

including but not limited to plagiarizing, lifting sentences directly from the prompt without paraphrasing, collaborating, other various forms of cheating, or any knowledge of these actions, will be given a recommended sanction as severe as a course grade penalty 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. Always ask questions before you submit something if you are afraid you might be committing a violation. Communication is key.

Campus Resources

Register to Vote, Cast a Ballot

One of the biggest responsibilities we have as citizens is to vote. This semester, will cast important votes impacting city, county, state, and federal offices. I encourage everyone to exercise their right to vote. Florida residents- [check to see if you are registered to vote](#). Florida residents must finalize any address changes and/or register to vote by October 5, 2020. If you are registered in Alachua County, you can vote early in person at the Reitz Union October 19-31 from 9am to 6pm. All absentee ballots must be requested by October 24, 2020. Remember there might be postal delays, so request and mail ballots early and be sure you follow all directions to ensure your vote is counted. You can also return absentee ballots to your county Supervisor of Elections. Lastly, if you are voting in person on Election Day, [use this resource to](#)

[locate your precinct](#). Once you input your information click “access ballot and precinct information” toward the bottom of the page. There is also a high demand for poll workers on election day. [If you are interested in this paid position \(in Alachua County\), sign up here](#) or call 352-374-5252 . Your vote matters.

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

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

Evaluations help me best serve you and future students. I would really appreciate your constructive feedback to aide this process. You can fill out this optional feedback by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional

and respectful manner is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in the Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

COURSE SCHEDULE

*Modules open at 12am Eastern on Sunday. All work must be complete by 11:59pm Eastern the following Saturday, unless otherwise noted.

Module 1 and 2 (8/30-9/5): Special Note: Allow Me to (Re)Introduce Myself post due by 5:00pm Eastern on 9/3 with replies due by 11:59pm Eastern on 9/5. Other assignments: Course Orientation Quiz (M1), What Term is This? (M2), Print Vs. Broadcast Writing (M2), Review and Feedback Quiz (M2).

Module 3 (9/6-9/12): Writing the Lede, Review and Feedback Quiz

Module 4 (9/13-9/19): Write a VO Group Activity, Review and Feedback Quiz

Module 5 (9/20-9/26): Write a VO Solo (Practice), Review and Feedback Quiz

Module 6 (9/27-10/3): Review and Feedback Quiz, Timed Writing VO

Module 7 (10/4-10/10): Review and Feedback Quiz, Writing Style and Format Quiz

Module 8 (10/11-10/17): Timed Writing VOSOT

Module 9 (10/18-10/24): Exam 1

Module 10 AND 16 (10/25-10/31): Special Note: Flipgrid Reflection (M10) due by 5pm Eastern on 10/29. Flipgrid replies due by 11:59pm Eastern on 10/31. Another special note: Reflection on Canvas discussion board (M16) due by 5pm Eastern on 10/29. Canvas discussion replies due by 11:59pm Eastern on 10/31.

Module 11 (11/1-11/7): Review and Feedback Quiz

Module 12 AND 13 (11/8-11/14): Review and Feedback Quiz (M12), Write a Package Group Activity (M13)

Module 14 (11/15-11/21): Special Note: Write a package solo activity due by 5:00pm Eastern on 11/19. Peer reviews must be submitted by 11:59pm on 11/21.

Module 15 (11/29-12/5): Timed Writing Package

Module 17 (12/6-12/14): Special Note our exam period is on 12/14. As such, Exam 2 will be open from 12/6-12/14 at 11:59pm Eastern time.

Please note: This schedule is subject to change