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# RTV 2100 (17134/2D03): Writing for Electronic Media

**Spring 2023 – http://elearning.ufl.edu/.** *Our course begins Wednesday,* Monday, Jan. 9! **Please read *and study* the important information below...**

**Course Facilitator:** *Gladys L. Cleland, DM, HDD (and a CJC Gator!)*

**E-mail:** *clelangl@jou.ufl.edu*

**Cell:** *315.382.8484 (based in Central New York – Eastern Time)*

**Video Lecturer:** *James Babanikos, Ph.D. [Dr. Babanikos is not participating in this online section, so Dr. Cleland will be your primary contact. Please contact Dr. Cleland with your questions.]*

**Office Hours:** *Asynchronously, by appointment. Availabilities also will be posted in Course Announcements, plus queries are always welcomed via email!*

## Description of Course

***Sell, Tell, Tag!*** The materials and exercises for this course provide the basics for electronic media writing and content producing. Students will engage in scriptwriting for radio and television news stories, as well as non-news writing (i.e., production), such as radio and television PSAs, commercials, and more. Solid broadcast content producers can always find employment when practicing the "5 Cs of Broadcast Writing":  clear, concise, conversational, compelling, and cliché-free!

## Requirements

To register for this class, you must have completed six hours of English and have sophomore standing.

## Grading – Check your weekly Modules for all activities.

| | |
|---|---|
| Assignments | 70% |
| *Tests | 20% |
| Resourcefulness Tasks | 10% |

**Assignments – 70%**

Most assignments will be graded out of 100 points, per the evaluative discretion of the facilitator. There may be a few assignments that carry a higher point structure. Students should strive to meet weekly deadlines, use the Activity resources (examples and templates) provided, apply broadcast style writing style to ALL assignments (purposively, some will contain errors to test your concentration and learned skills), and practice ethical principles of news content producing as presented in MMC 1009. Unless otherwise noted, ALL assignments should be submitted as MS Word documents with a specific heading.

**\*Test(s) – 20%**

One or two tests **may be** presented and will cover materials in the Lectures, Power Point presentations, and other items throughout the Course Shell. You will have to be "resourceful" to ensure you investigate all Course Announcements and the corresponding content from each of the Tabs/headings links. There may be a few "experimental" questions offered, but these do not count against a student's grade. IF no tests are offered, the weight for the Assignments category will be increased to 90%.

**Resourcefulness Tasks – 10%**

If offered, these tasks will challenge you as a communications investigator and researcher. You may be asked to find answers to seek information outside of this Course Shell as it applies to various activities. *This can be both useful and fun!*

## *Grade Distribution*

The distribution of grades follows the UF Grading Policy and Scheme below. **Please Note:** The College requires that you earn at least a "C" grade to take advanced courses in this department. When the facilitator feels it warranted, final grades *may be* curved to a student's advantage.

View/Edit Grading Scheme

### UF Canvas Grading Scheme          Q Select Another Scheme

| Name: | Range: | |
|---|---|---|
| A | 100% | to 94.0% |
| A- | < 94.0% | to 90.0% |
| B+ | < 90.0% | to 87.0% |
| B | < 87.0% | to 84.0% |
| B- | < 84.0% | to 80.0% |
| C+ | < 80.0% | to 77.0% |
| C | < 77.0% | to 74.0% |
| C- | < 74.0% | to 70.0% |
| D+ | < 70.0% | to 67.0% |
| D | < 67.0% | to 64.0% |
| D- | < 64.0% | to 61.0% |
| E | < 61.0% | to 0.0% |

For more on the university's grading policies please visit https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

## Texts

There are no required texts for this course. Just watch the videos and read the lecture notes and .pdf files provided. If interested, below is a list of recommended materials on the subject matter we will be covering.

**Recommended for further exploration**:

Champagne, B. (n.d.) *Writing for the electronic media.* Retrieved from: https://press.rebus.community/writingforelectronicmedia/.

Tuggle, C.A., Carr, F., & Huffman, S. (2014). *Broadcast News: Writing, Reporting and Producing in the Age of Social Media* (5th Edition). New York: McGraw-Hill.

Arnold, G. T. (2000). *Media Writer's Handbook: A guide to common writing and editing problems* (2nd ed.). McGraw-Hill.

## Course Policies

1. **Course Format.** The module requirements for this independent study course demand efficiency and expediency! It will be imperative for you to time manage and to keep on task because each week *may be* composed of more than one module – each with several lectures and exercises. There also may be both content and deadline changes per UF Administrators as the course progresses due to weather occurrences, so monitor Course Announcements and UF email often for details. With Assignments some video lectures reference "timed" exercises - **this may not be the case for all**, so watch Announcements and Deadlines for assignment changes. It would be useful to think of this class as a theory and practice course. The two or three lectures per module will provide you with the theory (and the groundwork) you'll need to know about how to write for the electronic media, and the assignments will help you put that theory into practice.
2. **Due Dates**. Weekly assignments are due Sundays at 11:59 p.m., unless otherwise noted on the assignment page or changed by the University's administrators. You will submit your work in the *Assignment Silo* (the location where assignments are uploaded by you).
3. **Making up missed assignments.** If you miss any assignments for medical reasons, family deaths, illnesses, or military service (if you are not documented as military personnel with DSO), please reach out to me ASAP. **You also are required to report these challenges to the** Dean of Students Office ( https://dso.ufl.edu/ ). An assessment of your challenge will be determined by a DSO professional and potential arrangements for a late submission suggested. You will need to provide a doctor's note or other medical documentation to DSO. DO NOT email your assignment unless instructed to do so. Any other missed assignments result in a "zero" grade; there is no extra-credit work offered in this course.
4. **DRC Accommodation Letters**. So we can collaborate toward facilitating your course success, please submit your documentation to me via email no later than the end of the first week of classes. See the University Policy on p. 4.
5. **Contacting the Course Facilitator.** Please note: *While Dr. Babanikos is your Video Lecturer, he is not participating in this online section, so Dr. Cleland will be your primary contact.* Please contact me, Dr. Cleland, with your questions via email (at mailto:clelangl@jou.ufl.edu) and I will get back to you within 24 hours during the workweek, if not sooner. Weekends, not so much…but I will try if I can. I am an interactive prof, who enjoys engaging with her students, so reach out as needed. Also, monitor Course

Announcements for the posting of asynchronous online office hours (when I will be online within the Course Shell).

6. **Asking questions.** If you have general questions about the subject matter or the course policies, please post them to the General Discussion Forum for all to see and to potentially answer. Other students also may have similar concerns, and this way the questions and answers may be shared by the entire class. *I did not create this course, so I am sure I will have questions, too!* We will learn together like professional colleagues :-) To iterate, I generally will answer your question(s) within 24 hours. It may be longer during the weekend. If you have a **personal question**, please contact me directly; otherwise, post your assignment queries in the Weekly Discussion Forums. You will sign a **Syllabus Contract**, so there may be times when I will refer you back to various Course materials to seek out answers as part of your investigative training - a great lesson in resourcefulness!

# University Policy on Accommodating Students with Disabilities and Recognizing Diversity

Students requesting accommodation for illnesses or documented disabilities must first register with the Dean of Students Office. The Dean of Students Office (DSO) will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation **prior to** submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

**Recognizing Diversity**: A component of ALL UF Courses, whether on-campus or online, is to create an environment that fosters the expression of diverse backgrounds, opinions, methods of presentation, and to teach tolerance with respect. Your suggestions and opinions are encouraged and appreciated as we interact in evolving social learning environments.

# University Information and Policies on Covid

The University of Florida still takes the challenges and risks of Covid very seriously. Our goal is to keep all members of the campus community healthy and safe. Each of us must do our part to achieve this. Notify the Dean of Students Office ASAP if exposed or infected. The DSO will contact all instructors and ask for assignment deadline extension consideration. Please refer to the following website for detailed and updated information: https://coronavirus.ufl.edu/health-guidance/

# University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://archive.catalog.ufl.edu/ugrad/1617//advising/info/student-honor-code.aspx.

## Netiquette: Communication Courtesy

All members of the class are expected to follow this "social contract" of rules for common online interaction courtesy through all email messages, threaded discussions and chats: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf.

## Getting Canvas and Personal Help

For issues with technical difficulties for E-learning and Canvas, please contact the UF Computing Help Desk** at:

*   http://helpdesk.ufl.edu/
*   352.392.4357 **-** Be prepared to offer your UF ID to the Representative

** **Any requests for make-up work due to technical issues MUST be accompanied by the ticket number received from the Representative, which documents when the problem was reported. The ticket number includes the time and date of the problem. You MUST e-mail your instructor with the ticket number within two hours of the technical difficulty if you wish to request an assignment accommodation**.

Other helpful resources are available at  https://distance.ufl.edu/getting-help/ for:

*   Counseling and Wellness resources
*   Disability resources
*   Resources for handling student concerns and complaints
*   Library Help Desk support

Should you have any complaints with your experience in this course please visit https://distance.ufl.edu/getting-help/student-complaint-process/ to submit a complaint.


**NOTES –**


*#BelieveAndAchieve!*