

## JOU 2100

### Broadcast Writing Bootcamp

- Spring 2024 Meeting Time/Location: INC as assigned.
- Prerequisites: Selection by audition.
- Instructor of Record: Harrison Hove
- Office: Weimer 2303 (in the INC, 2<sup>nd</sup> Floor)
- Email: [hchove@ufl.edu](mailto:hchove@ufl.edu) (Please allow 24 hours for a response)
- Office phone: (352)294-1371
- Twitter: @harrisonhove
- Office Hours: By appointment.

#### **FACULTY/STAFF you may meet in the INC (Innovation News Center):**

- **Mark Leeps** (Faculty TV News Specialist), faculty office room 1013
- **Kalisha Whitman** (TV News Specialist), INC office
- **Alicia Coleman** (TV News Specialist), INC office
- **Ken Pemberton** (TV Production Manager), INC office
- **Andre Sanders** (TV Production Specialist), INC
- **Elliot Tritto** (Radio News Specialist), INC office
- **Áine Pennello** (Radio News Specialist), station office
- **Ethan Magoc** (Digital Specialist and Managing Editor), INC office
- **Kristin Moorehead** (Digital Specialist), INC
- **Herb Lowe** (Faculty Print/Digital/Multimedia Specialist) faculty office
- **Steve Russell** (Sports Pro), INC office
- **Eric Esterline** (Sports Faculty), INC office
- **Seth Harp** (WRUF/ESPN Radio), near INC
- **Geoff Thompson** (Sports Faculty), INC office
- **Roxane Coche** (Sports Faculty), interim chair MPMT
- **Jeff George** (Weather Pro), station office, FPREN
- **Megan Borowski** (Weather Pro), FPREN
- **Chip Maxim** (Weather Pro), FPREN

- **Dania Alexandrino** (Noticias Specialist), INC office
- **Maria Fernanda Camacho Prieto** (Noticias Specialist), INC
- **Lillian Guevara-Castro** (Noticias Specialist), INC
- **Robert Dodge** (adjunct faculty, Photojournalism Specialist)
- **Daron Dean** (adjunct faculty, Photojournalism Specialist)
- **Steve Kippert** (equipment room manager), G020

#### PURPOSE OF COURSE:

To give students real world experience working for a professional media outlet. Students will be treated as professional journalists in this setting to mimic industry demands, responsibilities, and expectations at a local news outlet.

#### COURSE GOALS:

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

1. Create broadcast news content on a deadline.
2. Apply the fundamental skills like writing, shooting and editing.
3. Collaborating with an editorial team.

#### DIVERSITY STATEMENT

Television reporters and anchors 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. You can [visit the UF Disability Resource Center here](#) or call (352)392-8565. Please turn in any accommodation letters as soon as possible as accommodations are not retroactive.

#### REQUIRED READING:

- No required reading in this course.
- Recommended: “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 percent 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:

News Anchors (100 points):

- Attendance and Participation: 20 points (includes 2:30pm editorial meeting, newscast and critique)
- Formal Critiques: 20 points
- Reporting Contributions: 20 points
- Overall Anchoring Performance: 40 points

\*Absent? Any unexcused absence is a loss of five points. Any absences require you to secure an approved fill-in anchor in advance. If there is an emergency, let TV and/or sports news managers know ASAP.

\*Anchors are required to turn a minimum of two packages during the semester.

Live Shot/Breaking News Team (100 points):

- Attendance and Participation: 20 points (includes 2:30pm editorial meeting, newscast and critique)
- Formal Critiques: 20 points
- Reporting/Field Producing Contributions: 30 points
- Overall On-Air Performance: 30 points

\*Absent? Any unexcused absence is a loss of five points. Any absences require you to secure an approved fill-in anchor in advance. If there is an emergency, let TV and/or sports news managers know ASAP.

News Reporting Team (100 points):

- Package 1: 25 points
- Package 2: 25 points
- Package 3: 30 points
- Formal Critiques: 20 points

Sports Anchor (100 points):

- Attendance and Participation: 20 points (includes 2:30pm editorial meeting, newscast and critique. Includes producing during weeks not on-air)
- Formal Critiques: 20 points
- Reporting Contributions: 30 points
- Overall Anchoring Performance: 30 points

\*Absent? Any unexcused absence is a loss of five points. Any absences require you to secure an approved fill-in anchor in advance. If there is an emergency, let TV and/or sports news managers know ASAP.

\*Anchors are required to turn a minimum of two packages during the semester. You are also required to shoot sports content the night before your shift.

Sports Reporting Team (100 points):

- Package 1: 25 points
- Package 2: 25 points
- Package 3: 30 points
- Formal Critiques: 20 points

Weather Anchors (100 points):

- Attendance and Participation: 20 points (includes 2:30pm editorial meeting, newscast and critique)
- Formal Critiques: 20 points
- Overall Anchoring Performance: 60 points

\*Absent? Any unexcused absence is a loss of five points. Any absences require you to secure an approved fill-in anchor in advance. If there is an emergency, let TV and/or sports news managers know ASAP.

\*If you have reporting skills, I strongly encourage you to turn 1-2 weather/climate/environmental packages this semester to enhance your reel.

## Formal Critiques

Students will schedule a 20-minute with a news manager to review their work at least twice during the semester. Critique one should be scheduled with a news manager after your third newscast and submitted before your fifth. Critique 2 should be scheduled with a news manager after your seventh newscast and submitted before your ninth newscast. Reporting and sports reporting team members must have at least two packages reviewed this semester those critiques should be scheduled after a given package airs.

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

### Feedback:

Feedback is a critical part of academic growth. You will be provided quantitative and qualitative feedback helping you identify what went right, what went wrong, and what you can do better next time. This feedback will mirror industry standards and should be embraced.

### 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 work without an excuse note with a permitted reason under university policy.

**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 five points each day a package due on a given date misses the newscast. For instance, if you choose January air

date and your story does not make air until the January 20<sup>th</sup> newscast, you will lose a total of 10 points.

**Credibility and Ethics:** These are two highly valued elements in journalism. Students must create their own original work. Students caught violating this directive in any manner, including but not limited to plagiarizing, lifting sentences directly from other sources, or using stock footage without approval, will be given a recommended sanction as severe as a course grade penalty and referred for academic misconduct. Students suspected of cheating on any test or assignment in this class will also be given a zero and referred for academic misconduct.

**Suspensions (Grade Deductions and On-Air Suspensions):** Because this is an immersive experience on real stations, we expect you to treat course participation like a real job, and **any unprofessional behavior could result in a suspension**...from gear, from on-air work, from any INC work (at the discretion of the news managers), and these normally start at 1 week and double or triple in length if imposed a second or third time in a given term. In the end, you will also lose an overall grade level for each suspension. Over the years, the most common mistakes leading to suspensions have been: violation of the loading zone policy, violation of the gear policy, violation of the INC dress code, unexcused absence from a shift or leaving shifts early without permission, failing to perform reporting work in addition to anchoring, other policy violations which interfere with professional workplace operations, criminal accusations which reflect poorly on any business associated with that person.

**Professionalism Clause:** Recall that you agreed to the following statement when you auditioned: I understand WUFT News is a professional media outlet serving north central Florida. I understand I am required to wear clothing on-air that mirrors professional, industry standards. I agree that, while on-air in studio, women will wear pants, dresses or skirts. Men will wear pants with jackets and ties. Clothing while on-scene can be slightly more relaxed when appropriate. Shorts, exercise clothing, t-shirts of any kind, halter tops, mid drifts, polo or button down shirts with logos are be prohibited regardless of location.

I understand WUFT News is a professional media outlet serving north central Florida. I understand that my actions on and off air represent WUFT News. As a journalist, I understand actively engaging in political discourse (including campaigning or advocating for political candidates or issues), exchanging money or gifts for media coverage, using media credentials and/or equipment for personal gain is prohibited.

## 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/](http://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.

### Recording Course Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures (this includes privately or privately sharing this content with former or future students you may or may not personally know) without the written consent of the instructor. To be clear, I do not consent to the recording of any private conversations I have with a student, guest speaker presentations, student presentations, or ANY non-lecture portion of this course.

### Campus Resources

#### Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the

care you need, or visit the [Student Health Care Center website](#).

- *University Police Department*: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

#### Academic Resources

- E-learning technical support: Contact [the UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#).

## STUDENT TECHNOLOGY REQUIREMENTS

Students must comply with [UF's Student Computing Requirements](#). No additional software or technology is needed for this course.

## MINIMUM TECHNICAL SKILLS

Students need basic technical knowledge to navigate through this Canvas course. Students will be expected to send email, use a learning management system, submit files online, copy and paste, and download documents as needed.

## 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.

## TECHNOLOGY OUTAGE OR FAILURES

Technology outages or failures can occur from time to time. In general, do not wait until the last minute to submit activities and assessments to avoid unforeseen issues like technology outages. For a systemwide outage or failure, all students will receive an extension on a given assignment or assessment equal to the duration of the systemwide outage. For personal outages, you are expected to make alternate arrangements on your own, which is why waiting until the last minute

to do work is not prudent. You are more than welcome to contact me on an individual basis and propose a solution.

## 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/](http://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/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.aa.ufl.edu/public-results/](http://gatorevals.aa.ufl.edu/public-results/).

## COURSE SCHEDULE

Spring 2024 5pm WUFT-TV News Production Calendar:

01/08 through 01/12 – various training

01/16 – first show

04/24 – last required show

04/25 & 04/26 – (volunteer) opportunity shows

Note: there will be no shows on UF Holidays 01/15, 03/11-03/15

## CJC/DMP/INC Policies

**It is your responsibility to learn and comply with all INC policies** posted online at [wuft.org/newsroom](http://wuft.org/newsroom).

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**. You may be sent home to change...and/or given a suspension.

The G020 Loading Zone Student 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. **Follow instructions closely, you are personally responsible for any tickets you get.**

The CJC/DMP/INC Equipment Policy emphasizes that **gear checkout is for official course or INC business only**.

Our Computer Policy emphasizes that **all the computers in the INC are for official station business (including select courses) only**. Many are reserved for people in specific roles at certain times of day.

We **embrace the RTDNA Code of Ethics** and the similar SPJ Code of Ethics, and you should read/follow the NPR ethics guidance as well. All are available online.

The **food & drink policy for the INC is that no eating or drinking is allowed outside the break room**, nothing except for bottled water...but be careful not to spill onto computers or gear.

**If you are becoming so sick as to miss a shift, let us know the night before by email**; please tell me in advance if you need a sub for travel or other reasons...we often have a pool of air-cleared approved substitutes.

## **TV Newsroom Basics**

- All reporting work is done for potential broadcast on WUFT-TV (or perhaps WRUF-TV or an online outlet), but you should make no promises to the public about if or when certain stories will air.
- We never give copies of our video material (raw, edited, or airchecks) to anyone, but can take requests from the public to post a particular story on our web site. Be careful about posting any clips to YouTube or otherwise providing free redistribution of copyright material.
- All the camcorder packages we have are expensive. The cheapest costs about \$4000, a few cost about \$8,000. Treat all gear with care, you are responsible—for any reason other than normal professional handling wear & 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 is for newsroom business only. That includes all computers and their accessories. Treat everything with care, and do not abuse the privilege of using them. Do not ever download any software onto the station's computers.
- 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 after normal business hours. 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 material by regularly saving it to a portable hard drive and/or cloud storage.
- In addition to INC News Managers, other station staffers may provide feedback at any time. All criticism from pro staff is meant to be professional, not personal...please 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 a news manager first.

### **Important notes about wrapping up the course**

- Editing computers may have their memory cleaned weekly, so make sure you are saving as you go and before the end of Finals Week make sure you have a digital copy of *everything* dear to you (don't depend on being able to find anything later in the machines, or in local network storage).
- Your swipe access to the INC that comes with registration in this class will expire at the end of the term.