

## **JOU2100 Broadcast Writing Bootcamp; Section BW01 (1 hour)**

Instructor: Alicia Coleman

Class Schedule: R 1:55 PM – 2:45 PM

Location: FLG 0230

Office Hours: F 10:00 AM - Noon or by appointment

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**Course Description:** Explore the differences of writing for the ear vs. writing for the eye. Focuses on storytelling through methodologies traditionally associated with broadcast journalism—which can also be incorporated in digital and social storytelling. Examines story structures and practical experience in writing scripts and sound-based stories.

**Prerequisites:** No prerequisites required

**Recommended Textbook**

“Write Like You Talk: A Guide to Broadcast News Writing” Author: Jeff Butera. Order online at WriteLikeYouTalk.com; ISBN 978-0-57-8203645

### **Upon Completion of this Course Students Will:**

- Utilize Associated Press style writing components for implementation into news copy.
- Illustrate formatting for various news stories.
- Disseminate important information from various news sources.
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### **Recording Lectures**

A recent law allows Florida students to record video or audio of class lectures. Students may not publish recorded lectures without the written consent of the professor or instructor. The only allowable purposes are:

- For personal educational use
- In connection with a complaint to the university
- As evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited.

### **Inclusion & Diversity College of Journalism & Communications Policy:**

The University of Florida’s College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along several dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

## Course Schedule:

<i>Date</i>	<b>Theme/Topic</b>
<i>August 22nd</i>	Introduction to Broadcast Writing AP Style Guide 1: Abbreviations
<i>August 29th</i>	Writing Leads/Types of Leads AP Style Guide 2: Numerals Writing Leads' Assignment
<i>September 5th</i>	Being Accurate, Fair & Relying on Facts Active & Passive Voice AP Quiz #1: Abbreviations & Numerals
<i>September 12th</i>	Voiceover (VO) Formatting & Writing AP Style Guide 3: Preferred Spellings One
<i>September 19th</i>	VO Writing – In Class Assignment AP Style Guide 4: Preferred Spellings Two
<i>September 26th</i>	Interviewing Voiceover Sound on Tape VOSOT Writing & Formatting AP Quiz #2: Preferred Spellings One & Two
<i>October 3rd</i>	VOSOT Writing – In Class Exercise <b>AP Style Guide 5 - Titles</b>
<i>October 10th</i>	Writing from Speeches & Meetings AP Style Guide 6: Stand-Alone Cities
<i>October 17th</i>	No class – UF Homecoming
<i>October 24th</i>	Conversational Writing: Deciphering Press Releases, Court Language & Cop Talk <b>AP Quiz #3: Titles &amp; Stand-Alone Cities</b>
<i>October 31st</i>	Politics & Election Writing Election Preview Assignment
<i>November 7th</i>	News Package (PKG) Writing PKG Formatting
<i>November 14th</i>	News Package (PKG) Writing Lead, Body & Tag
<i>November 21st</i>	News Package Writing (PKG) – In Class Assignment
<i>November 28<sup>th</sup></i>	<b>Thanksgiving Holiday – No Class</b>
<i>December 5<sup>th</sup></i>	Final Exam Opens

### Assignments/Grading

You can earn a total of 850 points or more for this course. The assignment and grade breakdown are as follows, but this list is not set in stone:

- 3 AP Style Guide Quizzes: 300 pts
- Lead Writing – 50 pts
- VO Writing: 50 pts
- VOSOT Writing: 100 pts
- Election Day Preview – 100 pts
- Timed News PKG Exercise: 100 pts
- AP Final Exam: 150 pts

Grading Policies Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: [Grades and Grading Policies < University of Florida \(ufl.edu\)](https://www.ufl.edu/grades/)

## **Grading Scale**

The grading scale is as follows:

- A: 450 points & above
- B: 400 – 449 points
- C: 350 – 399 points
- D: 300 – 349 points
- F: 299 points or less

## **Artificial Intelligence**

In this course, every element of class assignments must be fully prepared by the student. The use of generative artificial intelligence or “AI” tools for any part of your work will be treated as plagiarism. If you have questions, please contact me.

## **UF Honor Code**

University of Florida students are required to adhere to “The Orange Book.” You can find the honor code and conduct code here: [Student Honor Code and Student Conduct Code | SCCR \(ufl.edu\)](#)

### ***The university’s honesty policy regarding cheating, plagiarism:***

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## **Accommodations**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. You can find how to get started here: [Get Started with the DRC - Disability \(ufl.edu\)](#)

## **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.

*GatorWell Health Promotion Services:* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

### **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.

***\*\*\*This syllabus is subject to change at the discretion of the instructor. Such changes will be communicated verbally and through your Canvas course shell.\*\*\****