JOU 2100

Broadcast Writing Bootcamp

- Spring 2025 Meeting Time/Location: Monday 1:55-2:45pm in CSE E119

- Prerequisites: None

- Instructor: Harrison Hove

- Office: WEIM 2303 (In the Innovation News Center)

- Email: hchove@ufl.edu (Please allow 24 hours for a response)

- Office phone: (352)294-1371

- Twitter: @harrisonhove

- Office Hours: Tuesdays 12pm-2pm or by appointment. Appointments are encouraged

  when needed so I can dedicate a full 15-20 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 broadcast skill set that will position you for future success. This includes the ability to:

1. Utilize vocabulary surrounding broadcast writing.

2. Apply the rules of broadcast writing.
3. Formulate properly formatted broadcast scripts.
4. Create clean and crisp broadcast copy.

Students will achieve these goals by methodically working through 17 modules. Each module will feature additional learning objectives. Each module will also feature activities and assessments designed specifically for you to gauge your mastery of module-level learning objectives as you progress through this course, which will in turn help you amass knowledge and achieve the stated course goals.

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:

- "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:

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
- * Optional Exam 2 (Module 17): 20 points

Total points available: (108.5 or 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. <u>You can take them as many times as needed by the deadline to earn full credit.</u> I manually grade all fill in the blank answers because the automated grader only gives you credit for an exact match and there any many ways to express the same thing (usually).

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 unless they are offered in class.

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.

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 on a number of writing assignments. My goal is to provide feedback within three days of the assignment's due date.

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 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 flagged numerous times by HonorLock software can also be referred. Students suspected of 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. Additionally, you may not turn in work that is not your own, including work generated by Chat GPT and other AI programs. 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 and a grade of zero on the assignment. My recommendation for the second offense will be a zero for the course.

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, 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.

- [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/. 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 12:01am Eastern on Saturday. All work must be complete by 11:59pm Eastern the following Friday, **<u>unless otherwise noted</u>**.

Module 1 and 2 (1/13-1/17): Allow Me to (Re)Introduce Myself (M1), Course Orientation Quiz (M1), What Term is This? (M2), Print Vs. Broadcast Writing (M2), Review and Feedback Quiz (M2).

Module 10 and 16 (1/18-1/24): No class on 1/20. Assignments: Reflection and replies on Canvas discussion (M10). Writing Reflection and replies on Canvas discussion (M16).

Module 3 (1/25-1/31): Writing the Lede, Review and Feedback Quiz

Module 4 (2/1-2/7): Write a VO Group Activity, Review and Feedback Quiz

Module 5 (2/8-2/14): Write a VO Solo (Practice), Review and Feedback Quiz

Module 6 (2/15-2/21): Review and Feedback Quiz, Timed Writing VO

Module 7 (2/22-2/28): Review and Feedback Quiz, <mark>Writing Style and Format Quiz in class 2/24</mark>

Module 8 (3/1-3/7): No class on 3/3. Watch asynchronous practice writing video. Complete Timed Writing VOSOT

Module 9 (3/8-3/14): Exam 1: <mark>Part 1 in class on 3/10</mark>, Part 2 online.

Spring Break (3/15-3/21)

Module 11 (3/22-3/28): Review and Feedback Quiz

Module 12 (3/29-4/4): Review and Feedback Quiz

Module 13 (4/5-4/11): No class on 4/7. Use class time to begin your writing activity. Write a

Package Group Activity

Module 14 (4/12-4/18): <mark>Special Note: Write a package solo activity due by 11:59pm Eastern on</mark>

<mark>4/18. Peer reviews must be submitted by 11:59pm on 4/21.</mark>

Module 15 (4/19-4/25): Timed Writing Package

Module 17 (4/26-5/1): Optional Exam 2. Final Exam must be completed by 9:30am ET on 5/1.

Please note: This schedule is subject to change