

## JOU 2100 BROADCAST WRITING BOOTCAMP

**Instructor:** Heather van Blokland, CJC FACULTY ADJUNCT

**Contact Information:**

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**Office Hours:** By Zoom Fridays 12:30-3:30 EST

For questions about course content, your grade, or other personal issues, use the [Canvas mail tool](#)[Links to an external site.](#). Expect a response within 24 hours.

Note: I am in a different time zone which means I am either 2 or 3 hours behind EST. I will respond to you within 24 hours, but keep in mind my messages might look like a different time from where you are.

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**Pre/co-requisites:** None

**Credits and expected weekly time commitment:** This is a 1 credit course with a weekly time commitment of 1-3 hours.

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### TEXTBOOKS:

Recommended: Block, M. (2011). WRITING BROADCAST NEWS - SHORTER, SHARPER, STRONGER: A PROFESSIONAL HANDBOOK. CQ Press.

Optional: WRITE LIKE YOU TALK - A GUIDE TO BROADCAST NEWS WRITING by Jeff Butera

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### ABOUT THIS COURSE

This one-credit introduction to broadcast journalism course exposes students to broadcast writing, introducing the differences between “writing for the eye” versus “writing for the ear.” You will learn the industry terms, formats and

organizational standards used in broadcast journalism. It is the goal of this course to prepare you for advanced courses in broadcast journalism that will provide a foundation for any future career or internship in broadcast journalism content related fields including television and video, radio and podcasting, and multimedia.

**Course Objectives:** 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 scripts using appropriate broadcast writing vocabulary.
2. Apply the rules of broadcast writing to structure a news story, including the most important information at the top of the story.
3. Refine and edit broadcast copy, writing clean and crisp news stories.

Students will achieve these goals by methodically working through the assigned modules. Each module includes additional learning objectives, activities and assessments designed specifically for you to gauge your mastery of the materials and broader course learning goals.

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## Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations that students should review before starting their program.

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## Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

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## Materials/Supply Fees

There is no supply fee for this course other than securing your required textbook.

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## Honorlock

Honorlock is an online proctoring service that allows students to take exams on-demand 24/7. There are no scheduling requirements or fees.

You will need a laptop or desktop computer with a webcam, a microphone, and a photo ID. The webcam and microphone can be either integrated or external USB devices.

Honorlock requires that you use the [Google ChromeLinks to an external site.](#) browser and that you must add the Honorlock extension to Chrome. For further information, FAQs, and technical support, please visit [HonorlockLinks to an external site.](#)

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## Zoom

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's ZoomLinks to an external site.](#) website.

### **EXPECTATIONS OF STUDENTS:**

Each student is responsible for:

- Understanding and abiding this syllabus and its contents and directives. Regardless of why he/she/ they are unable to do so, a student who does not may be withdrawn from the course per UF policy.
- Completing all assigned readings as class participation and quizzes will affect grading.
- Abiding any announcements or directives the instructor sends the class – or any one of you individually – most likely via Slack but even if email or Canvas. Expect to see interaction from the instructor(s) via Slack concerning relevant matters that will be discussed later in lecture or lab.
- Not creating unauthorized recordings of course-related activities or materials related to the course.
- If your performance in this course is affected by your experiences outside of class, letting me know.

### **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.

## **COURSE CONTENT**

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### **Review and Feedback Quizzes**

These quizzes are designed to engage students, build a virtual 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 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.

### **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. My goal is to provide feedback within three days of the assignment's due date. My goal is to respond to direct questions within 24 hours. Please note these are goals and there can sometimes be exceptions.

### **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>

### **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:**

**No late assignments will be accepted in this class.**

However, there are exceptions for some circumstances, and those exceptions will be handled on a case-by-case basis. Please notify the instructor IN ADVANCE if you will need an exception for a late assignment.

### **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 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-conductcode/](http://sccr.dso.ufl.edu/process/student-conductcode/)) 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/](https://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.bluer.com/ufl/](https://ufl.bluer.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.aa.ufl.edu/publicresults/](https://gatorevals.aa.ufl.edu/publicresults/)

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