

# RTV 2100 – Writing for the Electronic Media

*Fall 2025*

**Course Facilitator:** Ronnie Lovler, MA

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**Video Lecturer:** *James Babanikos, Ph.D. Prof. Lovler will be your primary contact. Please get in touch with me with questions.*

**Office Hours:** *Asynchronous: Prof. Lovler will be available for office hours by appointment via Zoom on **Tuesdays and Thursdays from 4 p.m. to 5 p.m.** Additional availability by appointment as requested via Zoom as student and facilitator schedules permit.*

## 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, documentaries, and more. Solid broadcast content producers can always find employment by practicing the "5 Cs of Broadcast Writing": clear, concise, current, compelling, and cliché-free!

## Requirements

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

## Grading

Assignments	90%
Resourcefulness Tasks	10%

Grading – Check your weekly Modules for all activities

### **Assignments – 90%**

Most timed assignments will be from a 100-point rubric, per the evaluative discretion of the facilitator. There will be some assignments that carry a higher point structure. Students should strive to meet weekly deadlines, use the mandatory activity **Demonstrations** (examples, templates, and TIP Sheet) provided, and apply broadcast style writing style to ALL assignments (purposely, some will contain errors to assess your concentration and acquired skills). You are expected to 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 – detailed in the TIP Sheet)**

### **Resourcefulness Tasks – 10%**

When 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 with the Course Shell. *This is both useful and fun!*

### **Grade Distribution**

The distribution of grades follows the UF Grading Policy and Scheme below:

#### **Grading Scale**

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

Final grades may be curved to the students' advantage.

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

**Please Note:** The College requires that you earn at least a C to take advanced courses in this department.

## **Texts**

There are no required texts for this course. Just watch the videos and read the lecture notes. If interested, a few recommended texts on the subject matter we'll be covering are listed below.

### **Recommended:**

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* (5<sup>th</sup> 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 generally is composed of more than one module. There may be both content and deadline changes as the course progresses, so monitor Course Announcements often for details. **For example: Some video lectures reference "timed" exercises - this may not be the case for some, 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. A LATE submission deadline is Mondays at 11:59 p.m., with a 20-point grade deduction penalty. After Mondays, you will no longer be able to submit in the *Assignment Silo* (the location where assignments are posted by you).
3. **Making up missed assignments.** If you miss any assignment for a **medical reason**, reach out to me ASAP, so that an assessment of your challenge can be determined and potential arrangements can be made for a late submission. You will need to provide a doctor's note or other medical documentation. DO NOT email your assignment unless instructed to do so. Any other missed assignments result in a "zero" grade and there is no extra-credit work offered in this course.
4. **DRC Accommodation Letters.** So, we can collaborate toward facilitating your course success together, please submit your documentation to me via email no later than the end of the first week of classes. See University Policy below.
5. **Contacting the Course Facilitator.** Please note: *While Dr. Babanikos is your Video Lecturer, Prof. Lovler will be your primary contact.* Please contact me with your questions via email (at [rl Lovler@jou.ufl.edu](mailto:rl Lovler@jou.ufl.edu)) and I'll get back to you within 24 hours during the workweek, if not sooner. I'm an interactive prof, who enjoys engaging with her students, so reach out as needed. I will be available to you via Zoom Thursdays and Friday from 1p to 2p. If you need to speak with me outside of that time frame, you can request an appointment. Also, monitor Course Announcements for any changes to asynchronous online office hours (when I'll 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 Discussion Board 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'm sure I will have questions, too!* We will learn together like professional colleagues :-). 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. 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

Students requesting accommodation for disabilities must first register with the Dean of Students Office. [The Dean of Students Office](#) 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.

## 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 courtesy in all email messages, threaded discussions and chats: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

## Getting Help

For issues with technical difficulties for E-learning in Campus, please contact the UF Help Desk\*\* at:

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

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other 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/student-complaint-process/> to submit a complaint.