

RTV 2100 (15378|GCLE 28100): Writing for Electronic Media

Fall 2025 – <http://eLearning.ufl.edu/>. ***Our course begins Monday, August 25! Please read and study the important information below...***

Course Facilitator: Gladys L. Cleland, DM, HDD (and a CJC Gator!)

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Cell: 315.382.8484 (based in Central New York – Eastern Time)

Video Lecturer: James Babanikos, Ph.D. [Dr. Babanikos is not participating in this online section, so Dr. Cleland will be your primary contact. **Please contact Dr. Cleland with your questions.**]

Office Hours: Fridays, 10 a.m. to Noon (Link provided in Canvas Shell, "Syllabus" tab.) I also promote my asynchronous availabilities in Course Announcements. And, your appointment request queries are always welcomed via email!

Description of Course | Learning Goals

Sell, Tell, Tag! The materials and exercises for this course provide the *basics* for electronic media writing and content producing, as well as explore the role of the journalist in a citizen-centered reporting society. Students will engage in copy and scriptwriting for radio and television news stories, as well as non-news writing such as radio and television PSAs, commercials, and web-based articles containing hyperlinked content. Solid broadcast content producers can always find employment when practicing the "5 Cs of Broadcast Writing": Clear, concise, conversational, compelling, and cliché-free! Content producers should enterprise accurate and ethical stories, along with their follow-up components. Pay attention to your world!

Requirements

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

Grading – Check your weekly Modules for all activities.

Assignments	90%
Resourcefulness Tasks	10%

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. **Please Note:** The College requires that you earn at least a “C” grade to take advanced courses in this department. When the facilitator feels it is warranted, final grades *may be* curved to a student’s advantage based on course participation, improvement, and collegial interaction.

View/Edit Grading Scheme

UF Canvas Grading Scheme		Select Another Scheme
Name:	Range:	
A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
E	< 61.0 %	to 0.0%

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

Texts and Materials

There is one **highly recommended Text** for this Course from which there may be a few Resourcefulness Tasks derived from its content:

Ellis, P.L., Voakes, P.S., & Bergen, L. (2022). *News for us: Citizen-centered journalism*. San Diego: Cognella. **[Recommended]**

When you purchase directly through the Cognella Publishing student store, you'll receive discounted pricing and expanded format options.

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Purchase your course material here: <https://store.cognella.com/82650-1A-NI-005>

If you need any help with ordering from Cognella, feel free to email orders@cognella.com or call 858-800-2675.

ALL Module Assignments and exercises require that you watch the videos carefully and read the lecture notes and .pdf files provided.

Other helpful and recommended materials for further exploration out-of-class include:

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* (5th 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 that you time manage and to keep on task because each week **may be** composed of more than one module or module assignment – with several lectures and exercises. There also may be both content and deadline changes as the course progresses per UF Administrators due to weather occurrences, so monitor Course Announcements and UF email often for details. With Assignments, some video lectures reference "timed" exercises - **this may not be the case for all**, so watch Course Announcements and Module Deadlines for updates. 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 or changed by the University's Administrators. You will submit your work in the **Assignment Silo** (the location where submissions are uploaded by you). Don't procrastinate!
3. **Attendance Policies and Missed Assignments.** If you miss any assignments ONLY for medical reasons, family deaths, illnesses, or military service, please reach out to me ASAP. If you are not documented as military personnel with DSO – please do so. **You are required to report any challenges to the Dean of Students Office** (<https://dso.ufl.edu/>). An assessment of your challenge will be determined by a DSO professional and *potential arrangements* for a late submission suggested. You will need to provide a doctor's note or other medical documentation **to DSO, NOT the facilitator**. DO NOT email your assignment unless you are instructed to do so. Any other missed assignments result in a "zero" grade.

There is no extra credit offered in this course. To review the University's Attendance Policies, please visit: [Attendance Policies > University of Florida \(ufl.edu\)](#)

4. **Disability Resource Center (DRC) Accommodation Letters.** So we can collaborate toward facilitating your course success, please submit your documentation to me via email no later than the end of the first week of classes. See the University Policy below.
5. **Contacting the Course Facilitator.** Please note: *While Dr. Babanikos is your Video Lecturer, he is not participating in this online section. Dr. Cleland will be your primary contact.* Please contact me, Dr. Cleland, with your questions via email (clelangl@ufl.edu) and I will get back to you within 24 hours during the workweek, if not sooner. Weekends, not so much...but I will try if I can. I am an interactive prof, who enjoys engaging with her students, so reach out as needed. Also, monitor Course Announcements for the posting of asynchronous online office hours (when I will 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 Course Discussion Forum 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 am sure I will have questions, too!* We will learn together like professional colleagues :-). To iterate, 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; otherwise, post your assignment queries in the Weekly Discussion Boards. 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!
7. **Artificial Intelligence, Wikis, and Dictionaries.** I believe AI is a wonderful tool to kickstart your research and to help you to outline your thoughts, but to offer a submission totally created by AI is unacceptable and, in my courses, constitutes plagiarism. Any UF Online student in this Course Section caught solely using ChatGPT, Copilot, or any other AI-assisted resources will be considered in violation of the University's published policy on Academic Misconduct found in the Course Syllabus and on the University's Official website. Violators will be subject to the appropriate sanctions. Also, the use of **Wikis** or **Dictionaries** as an APA Style Reference for Course Discussions is unacceptable. While it is recognized that Wikis and Dictionaries can be a helpful resource tool for beginning research, they are not considered reliable research tools because the information contained within can be edited by anyone and may not meet the rigors for accuracy and scholarly academic research (Wikis), or may be explained in ways unrelated to the course's contextual research (Dictionaries).

University Policy for Accommodating Students with Disabilities

If you are requesting accommodation for illnesses or medically documented disabilities, you must first register with the Dean of Students Office. The Dean of Students Office (**DSO**) will provide documentation to both you and me. You must submit this documentation **prior to** submitting assignments or taking tests. Accommodations are not retroactive; therefore, you should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy for Academic Misconduct

Academic honesty and integrity are fundamental values of the University community, especially the College of Journalism and Communications (CJC). Please read and make certain you 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 online interaction courtesy through all email messages, threaded discussions and chats: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf.

University Policy for Academic Misconduct

Academic honesty and integrity are fundamental values of the University of Florida community, the College of Journalism and Communications (CJC) community, and the community of Communication professionals. You must be certain that you have read and understand the UF Student Honor Code at <https://archive.catalog.ufl.edu/ugrad/1617//advising/info/student-honor-code.aspx>

Making fact errors on a project includes, but is not limited to, plagiarism and self-plagiarism, inaccurate or fabricated information, inaccurate or undocumented statistics, misspellings of proper names, misquotes, and more. These infractions may result in a final grade deduction, a DSO hearing, course failure, and a notation in your academic file. Please proofread and fact check your writing, sources, and information carefully! While each assignment is monitored by a Turnitin review, the ultimate responsibility for academic integrity is with you. Again, make certain to read and understand the [UF Student Honor Code](#). And the College's [Code for Academic Honesty](#).

>>If you need help, please ask. [Online tutoring](#) also is available<<

Getting Canvas and Personal Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the [UF Computing Help Desk*](#) at:

- [Information Technology - University of Florida](#)
- 352-392-HELP (4357)
- Walk-in: HUB 132

*Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the "Ticket Number" received from the UF Computing Help Desk when the

problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness Resources

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care - U MATTER, WE CARE](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](#) website or call 352-392-1575 for information on crisis services and 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 [UF Student Health Care Center](#) website.
- **University Police Department:** Visit the [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 in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](#) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

Course Evaluations

As we learned in our section on Netiquette, every online course participant is expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals [Providing Constructive Feedback](#) FAQ page. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website. Help me and your other online instructors to become more effective in our classes; thanks!

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online Discussion Boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

#AccuracyTruthHonor!