

Broadcast Writing Bootcamp - Spring 2026

JOU2100 with Kalisha Whitman | The Journalism Educator

College of Journalism and Communications | University of Florida

Innovation News Center

Course Overview

This Broadcast Writing Bootcamp is a short-form, high-impact learning experience designed to help students sharpen their voice, style and speed when writing for broadcast. Each session builds core skills in storytelling, headline writing, script structure and VO transformation. Participants will learn how to think like a producer and write like an anchor.

Weekly Breakdown

Week I

Welcome & Shadowing
Meet in the INC lobby for a newsroom walk-through and live observations

Week II

VO Scripts Write a 25-second VO from field footage or provided scenario

Week III

Reader Transformation Convert your VO into a 15–20 second Reader (RDR)

Week IV

Script Reading Workshop Read your RDR aloud and receive peer and instructor feedback

Week V

I Think I Have a Better Line Game Collaborative VO re-writing game + anchor delivery drills

Week VI

Style & Structure Deep dive into writing with verbs, transitions, and pacing

Week VII

Package Breakdown Analyze real-world broadcast examples – structure, tone, timing

Week VIII

Final Assignment Write and deliver a PKG script

Course Objectives

By the end of this bootcamp, students will:

- Understand the structure of broadcast VO, RDR, and PKG scripts
- Develop sharper ledes and transitions
- Learn how to write to visuals and sound
- Practice reading their writing out loud for clarity and timing
- Apply rewriting techniques in fast-paced, live exercises

Grading & Participation

- Showing up and participating
- Meeting deadlines
- Improving your scripts
- Giving thoughtful feedback
- Taking creative risks

Assignments Overview

- No textbook required
- VO Script (25 seconds)
- Reader (15 seconds)
- Peer Feedback Submission
- Live Reading Participation
- Better Line Game In-Class Writing
- Final Anchor Script + Delivery



Academic Policies & Resources



About Your Instructor | Meet for Office Hour Fridays by Appointment