

JOU 4201- Broadcast Meteorology Experience



Spring 2026

Lecture: TBD

Credits: 2

Content Production: By arrangement

Credits: By arrangement

Instructor information

Instructor

Megan Borowski

Email

meganborowski@ufl.edu

Office location & hours

Tue/Thu 1 PM – 2 PM via Zoom:

<https://ufl.zoom.us/j/7993359933>

Course Website: Canvas, <http://elearning.ufl.edu>

Course Communications

Students may submit questions regarding course content and broadcast practicing via email.

Textbooks

Readings will be provided via the course site on Canvas; however students are welcome to purchase a physical copy of the text:

- *Weather on the Air: A History of Broadcast Meteorology* by Robert Henson
 - Author: Robert Henson
 - ISBN-13: **978-1878220981**

Course Description

The Broadcast Meteorology Experience will introduce students to the field of broadcast meteorology and science communication. In lecture, students will learn basic scientific concepts that govern weather patterns over the state of Florida. Students will learn how to translate scientific information into easily

understood language. They will master the art of speaking and writing about current and forecasted conditions.

In content production shifts, students will apply concepts learned in lecture to produce audio, visual, and/or digital weather content for UF media properties.

Prerequisite Knowledge & Skills

Students should have a basic understanding of meteorology and atmospheric science. It is highly recommended that before taking this course, students complete Introduction to Weather and Climate (MET1010). *We strongly recommend that participants in this experience be enrolled in the Meteorology major, or the Meteorology certificate which are both offered within the Department of Geography.*

Course Goals and Objectives

By the end of this course, students will have a thorough understanding of the WUFT market area. Students will be able to discuss the history of weathercasting, and the future of the industry. Students will be able to assemble local forecasts, identify major weather stories, and disseminate this information via oral and visual media.

Instructional Methods:

Synchronous lectures will be held weekly via Zoom. During these periods, students will explore methods and best practices for translating scientific information into relevant and digestible stories for public consumption. Students will apply the techniques learned in lecture by creating content for UF Media property outlets including: WUFT's First at Five television news show, GHQ (radio), 103.7 The Gator (radio), WUFT.org (digital), WRUF-channel 6 (television), and social media.

Course Policies

Attendance

Attendance is mandatory and counts for 50% of your final class grade!

Students in the introductory lecture must attend each Zoom class. If you are ill or have an emergency, you must contact the instructor immediately and reschedule a makeup lecture.

If students are unable to attend their content production shift, they must

provide 24-hour notice to the weather department, and they must contact the alternate student and arrange for them to serve as a substitute. Failure to follow this procedure will result in disciplinary action.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Quiz/Exam Dates and Policies

There is no final exam for this course. Quizzes will be assigned via Canvas and are to be completed by the assigned due date.

Make Up Policy

Students must coordinate with the instructor to make up any missed assignments or assessments. It is the responsibility of the student to complete any outstanding assignments/assessments by the end of the semester. Failure to do so will result in a zero (0) and/or incomplete for the missing assignment(s)/assessment(s).

Assignment Policy

Students are expected to submit assignments by the due date indicated on Canvas. 20% will be deducted for late submissions submitted within 24 hours of the due date. If the assignment is not submitted within 24 hours the due date and the student has not reached out to the instructor, the grade will automatically be a zero (0).

Academic Honesty and Integrity

You may not turn in work that is not your own. All assignments and assessments (including quizzes, exams, etc.) must be completed by you (the student). *The usage of external help, including AI programs such as (but not limited to) ChatGPT, to complete coursework is PROHIBITED.*

Course Technology

Lectures for this course will be conducted via Zoom, and readings, assignments, supplemental communications, and assessments will be facilitated via the course Canvas site. If you have technological problems with Zoom or canvas, please contact UF IT for assistance.

- <http://helpdesk.ufl.edu>
- (352) 392-HELP - select option 2

Content production shifts will involve the utilization of studio equipment and software including but not limited to:

- Baron weather graphics software
- Adobe Audition
- ENPS
- UF Weather social media accounts (Facebook and X)
- Vmix
- Dropbox

If technological issues arise with studio equipment/software students must immediately inform staff meteorologists to seek guidance on troubleshooting solutions.

Online Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>.

Evaluations are typically open during the last two or three weeks of the semesters, but students will be given specific times when they are open.

Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

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 honesty 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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) 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.

Class Demeanor and Netiquette

All members of the class are expected to follow rules of common courtesy in all interactions, email messages, threaded discussions and chats. Please refer to the UF Netiquette Guide appended to the end of this document for guidance on appropriate behavior. Failure to follow these guidelines will result in disciplinary action.

Students who participate in content production shifts are expected to arrive to their shift 5 minutes early. They should arrive "camera ready" in business/professional attire.

Lecture Recording Policy (Including Zoom 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 without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests,

exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, September 9th, 2022 Honor Code and Student Conduct Code.

Getting Help

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk 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 <http://www.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 <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Grading Policy

Methods by Which Students Will Be Evaluated and Their Grade Determined

Final grades will be determined by the student's performance in the following areas: attendance (50%), assignments (30%), and quizzes (20%). Final grades will be based on the following scale:

A: 93-100

A-: 90-92

B+: 87-89

B: 83-86

B-: 80-83

C+: 77-79

C: 73-76

C-: 70-72

D+:67-69

D:63-66

D-:60-62

0-59: E

Information on Current UF Grading Policies for Assigning Grade Points

- See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for more on the University of Florida grading policy

Grading Scale

- See <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> for additional information on UF University wide grading policies
- See <http://www.isis.ufl.edu/minusgrades.html> for more information on grade contributions to GPA.

Course Schedule

Disclaimer: This syllabus represents my current plans and objectives. During the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Week	Topic	Reading/Material Review
1-	<ul style="list-style-type: none"> Syllabus review, Canvas tour and course expectations Quantification and Qualification 	For next week: Review Syllabus
2-	<ul style="list-style-type: none"> Syllabus Quiz Conclude Qualification & Quantification Introduction to the atmosphere: air masses and fronts 	<i>Weather on the Air -</i> Chapters 1 & 4
3-	<ul style="list-style-type: none"> Introduction to the atmosphere: air masses and fronts Brief review- Broadcast meteorology history 	
4-	<ul style="list-style-type: none"> Geography & the designated market area Climatology of the DMA 	Study DMA/Geography materials
5-	<ul style="list-style-type: none"> Geography Quiz Climatology of the DMA 	
6-	<ul style="list-style-type: none"> Severe Weather – Basics + Resources 	
7-	<ul style="list-style-type: none"> Tropical Weather – Basics + 	<i>AMS Statement on Weather</i>

	Resources (continued)	<i>Analysis and Forecasting</i>
8-	<ul style="list-style-type: none"> Identifying weather headlines & story outlines 	<i>Weather on the Air</i> - Chapter 2
9-	<ul style="list-style-type: none"> Radio weathercasting I 	Reading: <i>The Power of Radio</i> pgs. 1-16, 26-27 <i>Weather on the Air</i> – Chapter 9
10-	<ul style="list-style-type: none"> Radio weathercasting II- Talking about precipitation 	
11-	<ul style="list-style-type: none"> Television meteorology: An overview 	
12-	<ul style="list-style-type: none"> Television meteorology: Baron software (overview) 	Chapter 5- <i>Weather on the Air</i>
13-	<ul style="list-style-type: none"> TV Meteorology: Baron software (building a storyboard) 	
14-	<ul style="list-style-type: none"> TV Meteorology: Baron software (presenting a storyboard) 	

Please see Canvas for the assignments and due dates.

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 352-3921111 (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.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

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

Netiquette Guide for Online Courses

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always logout when you are finished using the system.

General Guidelines

When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion. post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and other's).
- Do not send confidential patient information via e-mail.

Email Netiquette

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return e-mail address.
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, “Reply All.”
- Be sure that the message author intended for the information to be passed along before you click the “forward” button.

Discussion Board Netiquette & Guidelines

When posting on the Discussion Board in your online class, you should:

- Before posting a question to a discussion board, check to see if anyone has already asked it and received a reply.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond summarize all posts for the benefit of the class.
- When posting:
 - Make posts that are on topic and within the scope of the course material.
 - Be sure to read all messages in a thread before replying.
 - Be as brief as possible while still making a thorough comment.
 - Don't repeat someone else's post without adding something of your own to it.
 - Take your posts seriously. Review and edit your posts before sending.
 - Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
 - If you refer to something that was said in an earlier post, quote a few key lines so reader do not have go back and figure out which post you are referring to.
 - Always give proper credit when referencing or quoting another source.

- If you reply to a classmate's question make sure your answer is correct, don't guess.
- Always be respectful of others' opinions even when they differ from your own.
 - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
 - Do not make personal or insulting remarks.
 - Do not write anything sarcastic or angry, it always backfires.
 - Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

Zoom Etiquette

When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings. Make sure the background is not distracting or something you would not want your classmates to see.
- When in doubt use a virtual background.
 - If you choose to use one, you should test the background out first to make sure your device can support it.
 - Your background can express your personality but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.