



UNIVERSITY OF CENTRAL FLORIDA

**Nicholson School of Communication and Media**  
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Orlando, FL 32816-1344

## **Electronic Journalism Portfolio Requirements**

*Effective Catalog Year 2015/2016*

In addition to completing their required courses, journalism majors must submit an electronic portfolio of their published work. The requirement encourages students to become more involved professionally and ensures that graduating seniors have portfolios they can show employers. Good portfolios demonstrate students' mastery of their craft, thus helping them obtain good internships and jobs. Bottom line: student portfolios should be a showcase of their best published/broadcast work, not simply a collection of clips that the student threw together to meet a requirement. Students must follow the portfolio requirements for the catalog year in which they entered the journalism program.

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### **Presentation**

Students will need to create a website to present their portfolios. There are several free options out there (e.g. JournoPortfolio, Squarespace, Wix and Wordpress) – the Journalism program does not require a particular site. You are free to choose and build your portfolio based on your platform preferences. If you are using YouTube or Vimeo to host your video, make sure to use the correct embedded links so that they will show up in your portfolio.

Each electronic portfolio must contain the following:

1. A professional-looking headshot of the student (it can be standard headshot or an action shot, e.g. doing a standup, writing a story, interviewing, etc.), along with the student's name at the top of the page
2. A social media widget showing the student's professional activity. This should be a live widget that updates regularly (see Twitter/Instagram/Facebook Help section for instructions).
3. A simple statement (Twitter length) indicating a student's planned date of graduation. This could be in a small bio or "about me" box.

4. A hyperlink to a LinkedIn page that takes the place of a résumé (make sure it's public, not just visible to those logged into LinkedIn). The content should be suitable for use in seeking employment as a journalist, emphasizing a student's journalistic work experience and skills. CHECK FOR SPELLING AND TYPOS!
  5. Identifiable tabs for each category (see below: Standup Montage, Packages, WebStories, Live Shots/Producing, Videography and Anchoring). All hyperlinks should work; if a link is broken or leads to a portion of the story, that story cannot be counted. If an online version of the story is unavailable, save the onscreen version as a PDF and upload it to your portfolio. If you are using YouTube or Vimeo to host your video, make sure to use the correct embedded links so that they will show up in your portfolio. Do not house your video on your webpage.
  6. With each clip, the following information needs to be included:
    - a. Story title
    - b. Name of news outlet
    - c. Date of publication/broadcast
    - d. Your contribution (e.g. "I shot, wrote and edited this piece, but an anchor voiced it;" "I shot and edited this piece and worked with the reporter who wrote and voiced it.").
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## Content

All work presented for the minimum requirements in the portfolio MUST have been broadcast/published to a public audience, either through Nicholson Student Media or other media outlets (Central Florida Focus, KnightNews, etc.) during the student's time at UCF. Each portfolio must contain a minimum of 12 clips/items, broken down in the following manner:

1. STANDUP MONTAGE: 45-60 seconds of a standup montage. Each standup should be about 6-10 seconds long. NO MORE THAN three (3) of the standups can come from internships.
2. NEWS PACKAGES: Four (4) television news packages, at least 1:15-1:30 in length. All four must be considered "hard news," rather than "feature" or "human interest". The news category is important because, to obtain most jobs, students must demonstrate their ability to cover hard news. News stories are characterized by:
  - a. News values taught in JOU 2100C (i.e. timeliness, impact, prominence, proximity, singularity/odddity and conflict/controversy). Not every story has to include all these values, but all stories should exhibit multiple news values.
  - b. Fundamentals of news video taught in RTV 3321 (framing, stability, sequencing, movement, variety of angles, and rule of thirds)

- c. Scripting and storytelling requirements consistent with the broadcast journalism program.
  - d. NOTES:
    - i. At minimum, a spot news story must be tied to an event and must be published within one week of the event to be considered news.
    - ii. Students must also be able to demonstrate a commitment to quality production (i.e. good audio, video, photos, web layout, etc.).
    - iii. Students who want to submit radio news stories should consult with the Journalism program coordinator as to whether those will fit this requirement.
3. A total of five (5) web stories with strong news value, including at least three (3) “web only” stories. Web stories cannot be “copy-paste” web versions of television news packages. Web stories must be free of grammar, typographical and format errors. They must include basic news values, as well as links to outside sources and related material, and have at least two images/graphics that are original (i.e. the reporter took the photo or created the graphic). Students are encouraged to submit more web stories than the minimum, as not all stories may be counted based on criteria. Students are encouraged to submit at least one multimedia story.
4. At least one (1) of the following categories, pulled from news products (i.e. student cannot use other NSC productions that are not news):
- a. An additional hard news package
  - b. A feature web story/pkg
  - c. Live shots – students should be able to provide three (3) live situations where they introduced a story or delivered a story without the use of a teleprompter. There should be no mistakes and no factual errors in the live shot. NOTE: webcasts can count here, but only if the on-air delivery has not been edited.
  - d. Weather – students may use one (1) example of a complete weather forecast, at least 2:00 in length.
  - e. Videography – students interested in careers in videography can submit three (3) vos, vosots or one (1) natsound pkg (1:15-1:30) to showcase their videography skills.
  - f. Producing – students who are interested in producing as a career path may provide one (1) first block of a newscast they have produced, complete with a PDF of the show rundown and PDFs of writing samples.
5. At least one from the following:
- a. An additional hard news package
  - b. Anchoring – students may wish to provide samples of their work as anchors. These samples should be no longer than 2:00 total.
  - c. Studio live shots (weather, video wall, etc.)

- d. Webstandups – students who wish to show how they use social media and mobile video can submit a “selfie standup” montage of :45-:60 of their work online, using mobile video to shoot “selfie standups” for webcasts or social media news promos.
- e. Sports – students
- f. Anchoring/reporting segments in non-news shows.

Every student is encouraged to submit more than the minimum number of stories, as some stories may be submitted in the wrong category, may be too short or may fail to quote enough first-hand sources and, therefore, be disqualified.

Students whose stories are published online must present evidence that their work is journalistic. Online news stories, features and other contributions to the web will not be counted if there is no evidence of research, no sources or no original reporting. A professional—a gatekeeper—must review online work, and the students submitting it must interview human sources. Thus, online work must involve more than a student’s opinion or a contribution to a bulletin board, chat room or website.

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## Other Requirements

- All stories must be journalistic work completed during a student’s college career. At least 75 percent of the stories must have been published while a student was an accepted and declared journalism major at UCF. (“Journalism pending” is not included). High school publications and work unrelated to the journalism major (e.g. poetry, short stories and work in advertising, public relations and broadcasting) are not acceptable.
- Unless otherwise noted in the categories, each story must be at least 1:15 long or, in the case of web stories, contain a minimum of 250 words.
- Each story must have a minimum of two first-hand and identifiable sources that the reporter interviewed and quoted or paraphrased within the story. Websites or other media organizations are not considered first-hand, original sources. (Faculty members give higher scores to portfolios containing stories that go into depth and that quote multiple sources).

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## Deadlines

1. Portfolio submission deadlines are the first Thursday in November (fall submission) and the first Thursday in April (spring submission).
2. Students must submit their portfolios a semester before they intend to graduate. The early deadline gives faculty members time to evaluate students’ portfolios. If a portfolio is not approved, the early deadline gives students time to make necessary improvements.

3. Faculty members judge portfolios each fall and spring, not during the summer. Many faculty members are not employed by UCF during the summer.
  - a. Students graduating in May or August should submit their portfolios by the fall deadline announced at the start of the school year (first Thursday in November).
  - b. Students graduating in December should submit their portfolios by the spring deadline announced at the start of the school year (first Thursday in April).
4. After students submit their portfolio and the deadline for submissions passes, students cannot add more items to their portfolio. Rather, students must wait until the next fall or spring semester.
5. Portfolios submitted a semester late (i.e. students' FIRST submission is the semester they intend to graduate) must include three additional stories high in news value; late portfolios are not eligible for prizes.

If a portfolio clearly does not meet the Journalism program's minimum requirements as outlined above, the faculty will not evaluate the portfolio. When resubmitted the next semester, the portfolio will be considered late and must include three (3) more items than outlined above. Portfolios can also be disqualified and a similar penalty imposed if they include stories that do not meet the minimum requirements outlined in this document.