# RTV 4930: INTRO TO SPORTS PRODUCTION
## Fall 2019      WEIM 3324
## 11:45-1:40 p.m. M / 12:50-1:40 p.m. W

Instructor: Dr. Roxane Coche
Email: rcoche@ufl.edu
Office: 3068 Weimer Hall

Phone / Text / Social Media:
📞 (619) 324-9251
🅕 🅣 🅛 roxanecoche

TA: Ben Lynn
Email: b.lynn@ufl.edu
Office: G029

## Course description

Welcome to RTV 4930! Introduction to Sports Production is meant to prepare students for Sports Broadcasting Production (RTV 4930). It is designed to develop professional video skills specific to sports media. Through active participation and hands-on experiences, students will sharpen their storytelling skills and develop their shooting and editing abilities. All students will have to cover a variety of sports, giving them the opportunity to create diversified content for their professional portfolio.

## Goals

This class is about producing sports videos. The overall objective for this class is for you to learn how to function as a production professional in 2018 and beyond. As such, by the end of the semester, you will have:

1) Enhanced your story idea generating, news gathering, interviewing, reporting, writing, shooting and editing skills;
2) Produced digital content to increase audience reach and engagement;
3) Developed sports broadcasting production techniques;
4) Become (more) knowledgeable about a variety of sports;
5) Learned about the transcendent value of sports in society.

## Course materials

There is no required textbook for this class. Required readings will be posted on Canvas. However, you should all have an external hard drive of <u>at least</u> 250 GB. You will use it to store your footage and save your projects. Please bring it to every class.

Additionally, you will check out gear from the G020 Equipment Room for your projects and must follow all established policies. Failure to do so will result in automatic suspension of G020 checkout privileges as well as grade deductions on coursework. Students who check out G020 gear are also required to pay for any damage to equipment beyond normal professional wear & tear, and to pay for replacement of any items lost or destroyed.

# Some rules
Here are a few rules to follow for this to be a successful course:

### 1. Be professional
Respect your classmates, their work and their views. Listen to your classmates' opinions before voicing your own. All in all be polite, professional and respectful when expressing yourself.
Please also respect your classmates' and my time. Class will start and end on time. If you must walk in late or leave class early for some important commitment, please email or see me before the day that you will be doing so.

### 2. Be prepared
As the old adage goes, "by failing to prepare, you are preparing to fail," so come fully prepared for each session. Do the required reading and complete the assignments to the best of your abilities. This preparation will help you retain the materials and make class discussions richer.

### 3. Be engaged
My role is akin to that of a coach. You are the players, the main actors of this course. Get involved!

## Deadlines
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm, especially in the media industry. You are responsible for turning in all projects on the date and time they are due. If you cannot make it to class that day, you are still responsible for uploading your project where appropriate. Exceptions may be made for extraordinary circumstances if the student notifies the instructor prior to the due date.

## Assignments
When applying for a job, employers may discard your application for not following basic instructions. To get you ready for these expectations, you will have to follow every single instruction on any given assignment. Failure to do so will earn you a grade of zero. Detailed instructions for all assignments are available on Canvas.

## Honor Code
All students are expected to follow the University of Florida Honor Code. The full text of the Honor Code can be found on the Dean of Students Office's website. Any violation of the honor code will result in the student being dismissed from the journalism program and reported to the Honor Court. Note that plagiarism specifically is unforgivable in the media industry. It essentially ends a journalist's and/or content creator's career.

## Disability
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565) 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.

**GatorEvals**

Students are 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 here. 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. Summaries of course evaluation results are available to students online.

# Grading

You will be given feedback throughout the semester on each of your projects.
Your course grade is based on your involvement and participation in the course, your individual projects and a semester-long team project. Short descriptions of these assignments are below. Detailed descriptions are on Canvas. Final grades count toward students' GPA as indicated by UF.

|                                          |       |
|------------------------------------------|-------|
| Involvement and participation            | 10%   |
| Assignments                              | 70%   |
| Team Project                             | 20%   |

NOTE: You will be required to provide a script for most of your assignments.

Involvement and Participation (10%)

My role is to efficiently guide the class throughout the semester, but it is your responsibility, as a class, to bring all projects to fruition. This course will be successful only if all of you participate. Thus, part of your overall grade will be determined by your active involvement in class, group activities and discussions. This includes online activities. All ungraded exercises and activities are taken into consideration for your participation grade. The first task is for you to email me a YouTube video of your favorite sporting moment as soon as you finish reading this syllabus.

Assignments (60%)

Assignments include the creation of a personal shots library, short interviews, news & feature stories, and a resume reel. Assignments will be assessed based on the following criteria:

- Shooting;
- Editing;
- Grammar & Broadcast Style;
- Depth and accuracy of reporting;
- Clarity;
- Quality of sources;
- Story organization;
- Storytelling flow.

Note: **Errors of fact (including misspellings of proper names in a script) will lower your grade by 20 points each time they appear.** This deduction is not an arbitrary punishment. Such errors go to the heart of credibility for you (and the organization that hired you, if any). Factual mistakes can also have serious legal ramifications, such as

libel suits. **Easily avoidable mistakes (missing words, typos, basic spelling errors) will cost 5 points each**.
Refer to the appropriate instructions documents on Canvas for more details.

Team Project (30%)

You will team up for a semester-long project, whose topic will be discussed in the beginning of the semester. More details will be given in class and on Canvas.

## Tentative Schedule
Week 1 – Introduction & Overview.
Week 2 – Checking out Equipment. Basics of shooting and editing video
Week 3 – Basics of shooting and editing video (cont.)
Week 4 – Basics of shooting and editing video (cont.)
Week 5 – Sports interviews & TV News
Week 6 – Social media & Sports
Week 7 – Team project week
Week 8 – Feature packages
Week 9 – Feature packages, cont.
Week 10 – Final Project week
Week 11 – Resume reel
Week 12 – Final Project week
Week 13 – Resume reel
Week 14 – Final Project week
Week 15 – Final Project week
Week 16 – Final Project week