

# RTV 3593: Multimedia Sports Reporting

Spring 2023

College of Journalism and Communications, University of Florida

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Place: Weimer Hall, Room 3024

Day and Time: 10:40 a.m. - 12:35 p.m. on Fridays

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Instructor: Dr. Roxane Coche

E-Mail: [rcoche@ufl.edu](mailto:rcoche@ufl.edu)

⇒ Email or text me at any time! My cell number is on Canvas.

Course Text: [The Field Guide to Covering Sports \(Second Edition\)](#), [Joe Gisoni](#)

ISBN-13: 978-1506315683 | ISBN-10: 1506315682

\*\*\*Other Readings and Resources will be posted on Canvas.\*\*\*

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## **Overview**

RTV 3593 is designed to offer instruction, analysis and training in sports information gathering and research, writing, interviewing and reporting in a digital age. Special emphasis is placed on improving sports writing skills and reporting judgement, research and analysis of sports events and issues, basic sports production, radio reporting assignments and generation of sports content for the Internet. In addition, students receive practical experience in the Innovation News Center and WRUF-ESPN AM 850-FM 98.1 in the College of Journalism and Communications.

## **Course Learning Objectives**

The overall objective for this class is for you to learn how to function as a sports journalist in 2022 and beyond. As such, after successful completion of this course, you should have:

- (1) developed skills to effectively research, gather and analyze sports information;
- (2) learned to write high-quality sports stories (news & features) – this includes learning about sources needed for sports research and honing your interviewing skills;
- (3) an enhanced understanding of (a) UF, local, high school, national and international sports, and (b) the ethics and values of sports journalism;
- (4) published on WRUF-ESPN AM 850/FM 93.5 or had stories included in The Orange and Blue Sports Report;
- (5) enhanced skill in voicing work, live and recorded, on-the-air;

## Some Rules

### 1. Professionalism

Respect your classmates, their work and their views. Be polite, professional and respectful when expressing yourself. In addition, I believe part of my job is to get you as ready for the professional industry as possible. Not following basic instructions disqualifies anyone from jobs, so, to get you ready for these expectations, you will have to follow every single instruction on any given assignment. Failure to do so will result in an automatic 20% deduction (of the maximum number of points possible) the first time, 50% the second time and 100% any time after that. Detailed instructions for all assignments are available on Canvas.

### 2. Preparation

As the old adage goes, “by failing to prepare, you are preparing to fail,” so do the required reading and take lectures and class discussion into consideration when completing any assignment, story or project.

Ask questions if you have any doubts. I check my emails and texts way more than recommended by mental health professionals. I will always get back to you as soon as I can. If I seem to have forgotten for whatever reason (it doesn't happen often, but it might), message me again. You are not bugging me by staying on top of things. **However:** If you have a question about an assignment, don't text me at the last minute and expect an answer right away/before the deadline. I may be sleeping or showering at that time. I may use technology in unhealthy fashion (or so *they* say), but I am still a human being.

### 3. 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 assignments, stories and projects on the date and time they are due. If you want to get ahead, you are welcome to. I do my best to provide feedback within 48 hours.

Exceptions *may* be made if you notify me before the due date. I am available for calls (almost) on a daily basis, please reach out!

### 4. Feedback

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

### 5. Course Content

In the interest of honest and frank discussions, all materials I post on Canvas or other instructing tools (lectures, comments of guest speakers, discussion boards) are strictly off the record. This means that they may not be published in any format, either in a print publication or on a web site, personal blog or social media.

## 6. Engagement

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

## 7. 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 academic integrity expected will result in a minimum academic sanction of a grade of zero on the appropriate assignment, and the student being reported to the journalism department. Note that plagiarism specifically is unforgivable in journalism. It essentially ends a journalist's career.

## 8. Students with Disabilities

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

## 9. Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. They typically open during the last three weeks of the semester. Announcements will be made giving specific times when they are open. Summary results are available at the URL above.

## **Lab**

In this course, students receive professional training and experience each week in the Innovation News Center, either through ESPN Gainesville/WRUF-AM ESPN 850 studios or through CJC's new sportscast, Reptile Report. This experience may include all or some of the following: research, writing web stories, writing and recording radio sports updates, operating the audio control board, covering events such as press conferences and sports competitions, filming, editing, etc.

This is a critical component of the course and the evaluation of the effectiveness of this training experience will comprise 35% of the final grade. The lab requires presence in the INC once a week. If you need accommodations, please let me know the first week of class.

If you choose ESPN Gainesville, Steve Russell, Sports Director for the multimedia properties, will assign the shifts. If you choose the sportscast, your shift will be on Monday or Tuesday. Regardless of the option you choose, you must cover your shift each week: show up on time and dressed appropriately as there is a professional dress code for the INC.

## Course Outline (subject to change)

Week	Topic
Week 1 — Jan 13	Reminders: Reporting and writing basics / Intro to class and review of syllabus / Sports reporting uniqueness discussion
Week 2 — Jan. 20	Finding your broadcast voice
Week 3 — Jan. 27	TV vs. radio vs. web: Writing styles
Week 4 — Feb. 3	Covering live sports & Interviewing skills
Week 5 — Feb. 10	Sports features
Week 6 — Feb. 17	Creating visuals + Video intro
Week 7 — Feb. 24	Focusing on video editing
Week 8 — March 3	Checking in
Week 9 — March 10	The art of pitching
Week 10 — March 17	Spring Break   No class
Week 11 — March 24	Projects 2/3
Week 12 — March 31	Using social media as a reporter
Week 13 — April 7	Focusing on the final project
Week 14 — April 14	Basic introduction to sports analytics
Week 15 — April 21	Final project

## Course Grading

You will be graded in accordance with [UF policies](#) out of 1,000 points:

Evaluation Components	Points Per Component	% of Total Grade
Assignments (7)	(6) 25 pts each (1) 50 pts each = 200 pts	20%
Projects (3)	100 pts each = 300 pts	30%
Final Project (1)	150 pts	15%
Lab work (1)	350 pts	35%
<b>Total</b>	<b>1,000 pts</b>	<b>100%</b>

**Note: for every assignment, story or discussion you turn in, errors of fact (including misspellings of proper names) will lower your grade by 20% each time they appear in a**

**story (of the maximum number of points possible). Easily avoidable mistakes (missing words, typos, basic spelling or grammatical errors) will each cost 5%.**

Final grades will be calculated with the following table:

		920-1,000 points	A	900-919 points	A-
875-899 points	B+	820-874 points	B	800-819 points	B-
775-799 points	C+	720-774 points	C	700-719 points	C-
675-699 points	D+	620-674 points	D	600-619 points	D-
599 points and under	F				

## **Additional policies and information**

### 1. Health and wellness resources on campus

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto: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 352-392-1111 (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](#).

### 2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto: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 Process](#).