

# RTV 3593: Multimedia Sports Reporting

Fall 2017

College of Journalism and Communications  
University of Florida

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Instructor: Eric Esterline

Place: WEIM 2050

Day and Time: Wednesday, Periods 9-10 (4:05 p.m. - 6 p.m.)

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Course Hashtag: #UFMSR

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Course Site: <https://ufl.instructure.com>

Course Text: NONE

\*\*\*Readings and Resources will be posted and available online.\*\*\*

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## **Overview and Objectives**

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, student 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**

After successful completion of this course, students should be able to:

- (1) to develop skills to effectively research, gather and analyze sports information;
- (2) to develop skills to write high quality stories and features related to sports for on air radio broadcast and posting on the Internet, and to gain ability to record and edit audio obtained via phone or in-person;
- (3) to enhance understanding of the ethics and values of sports journalism;
- (4) to develop ability to understand relative newsworthiness of sports stories;
- (5) to develop ability to write and report "sound and visual stories and features," with the

expectation work produced can and will be used for WRUF-ESPN AM 850/FM 93.5, including air and the Internet;

(6) to develop skills for interviewing athletes, coaches, sports managers and owners;

(7) to develop understanding of the variety of sports sources used as a reporter;

(8) to enhance skill in voicing work, live and recorded, on-the-air;

(9) to enhance understanding of UF, local, high school, national and international sports

(10) to learn about websites and other sources for sports research, as well for production of content for the WRUF-ESPN AM 850-FM 98.1 website.

**Course Eligibility**

Students must have received a grade of “C” or better in RTV 2100, MMC 2100 or JOU 3109c.

**Required Equipment**

Gathering sound (interviews, media days, teleconferences, etc.) is vital, and students will use many different means to collect sound. Before you will be able to check out digital audio recorders for projects, you must receive operational training both with and without a stick mic, as well as other means of audio collection. The newsroom has recorders for you to use for your projects and the Dept. of Telecommunication has recorders you may check out (See guidelines for checking out equipment).

**Course Grades**

The Following table outlines the point-accuring components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

<b>Evaluation Components</b>	<b>Points Per Component</b>	<b>% of Total Grade</b>
Class Participation, Citizenship (15)	10 pts each = 150 pts	10%
Sports Knowledge Quizzes (10)	10 pts each = 100 pts	6.75%
Assignments (12)	(10)10 pts each = 100 pts (2) 25 pts each = 50 pts	10%
Project One (1)	100 pts	6.75%
Project Two (1)	100 pts	6.75%
Project Three (1)	100 pts	6.75%
Final Project (1)	300 pts	20%
WRUF Attendance and Work	500 pts	33%
<b>Total</b>	<b>1500 pts</b>	<b>100%</b>

## Assignment Descriptions

**Class Participation and Citizenship (15 weeks, 10 pts per week)**– This includes, but is not limited, to the following: regular and on-time attendance for class; serious preparation of the assigned texts; active listening, including note taking; involvement in classroom activities; posting relevant content to Canvas and Twitter, questions & comments on the course forums; being respectful of others; and, a semester-long sustained effort at contributing to the class discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed.

Please note, if you are using technology in class for non-class related work or doing other distracting things in class (homework for another class, organizing your calendar, reading the newspaper, etc), you are NOT being a good citizen.

The following rubric will be employed to assign participation points

<b>Preferred (10 pts)</b>	<b>Acceptable (7-9 pts)</b>	<b>Needs Improvement (4-6 pts)</b>	<b>Unacceptable (1-3 pts)</b>	<b>Will Ask You To Leave (0pts)</b>
Arrives on time  Comments are relevant and reflect understanding and good preparation  Clear enthusiasm  Participates in Twitter course hashtag activity with 3-4 per class	Arrives on time  Comments are mostly relevant, but understanding may be slightly lacking  Not overly enthusiastic, but positive  Participates in Twitter course hashtag activity with 1-2 per class	Arrives no more than 5 minutes late  Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation  Demeanor is sluggish  Participates in Twitter course hashtag activity with 0-1 per class	Arrives more than 5 minutes late  No comments are made  Sleeping, texting, disengaged  Participates in Twitter course hashtag activity rarely if at all	Absent  Disruptive or rude comments are made  Drawing others into disrespectful behaviors (showing texts, shopping online, etc)  Never participates in Twitter course hashtag activity

**Sports Knowledge Quizzes (11 quizzes, drop lowest score)** – Each week at the beginning of class the instructor will administer a current information sports knowledge quiz containing information about professional sports organizations, news and issues in sports and sports media. The content for these quizzes is derived from the **Course Twitter Hashtag** The quizzes serve as motivation to develop well-rounded knowledge about a variety of sports organizations.

**Class Assignments (12 Assignments, (10)10 pts per, (2) 25 pts per)** - Over the course of the semester you will complete practice work like Online Discussions, FACT Sheets, Wraps, Trending Now Updates and Web Stories as practice in getting you familiar with the work you will be doing for ESPN Gainesville 95.3. You will be assigned one or two of these per week throughout the semester.

**PROJECTS** - All projects will be expected to be of high quality work. Be sure to work ahead to secure a subject and sources for your stories.

Make certain that all stories are completely clear of fact errors, typos and any possible spelling or grammatical errors. The subject/topic area of the assignment is locked in and cannot be changed. After suggestions for revisions by the instructor or multimedia properties staff members, students will be expected to produce work of sufficiently high quality to post to the ESPN Gainesville website.

On days projects are due, students will present a report on their work in class and receive feedback from the instructor and classmates.

Projects will be posted on the course website and could possibly be posted on the ESPN Gainesville website if warranted.

- **Project One** – Writing a game recap of a UF sporting event with assets provided. (details will be provided within assignment module, no stories permitted on football or men's basketball teams)
- **Project Two** – Write a professional sports game recap with assets provided. (details will be provided within assignment module)
- **Project Three** – Create a ranked list or argumentative according to the specifics discussed in class (details will be provided within assignment module)
- **Final Project** – Longform Multimedia Sports Story

**WRUF Attendance and Work** - Students are required to receive professional training and experience for a minimum of 3-4 hours each week in the Innovation News Center and WRUF-AM ESPN 850 studios. This is a critical component of the course and the evaluation of the effectiveness of this training experience will comprise 33% of the final grade. This experience may include research, writing sports updates and web stories, control board operations and covering and reporting on events such as press conferences and sports competitions.

Shifts may include evening or weekend hours, and can change, and you may be asked to work during times outside your regular shifts. The weekend and evening shifts should be seen as recognition of your good work. This typically means you have been asked to cover an event because you have done excellent work at the station. This will provide you with additional valuable experience. Steve Russell, Sports Director for the multimedia properties, will assign the shifts.

Introductory training sessions will be held during the second and third weeks of the semester at ESPN Gainesville. Attendance is required even for students who have worked previously at one of the College's multimedia properties. Attendance at the session is required. Please let the instructor know ahead of time if you become contagiously ill or otherwise too ill to attend either session.

You will be advanced through different phases throughout your time in this class and ESPN Experience to best prepare you for your time in the INC. You must master all the skills in a phase before you can move on to the next. Phase One must be mastered before you are allowed to start your shifts at the ESPN Experience in the INC.

### **ESPN Experience Progress**

You will be given information on expectations. There will be a checklist of skills in phases, and you will be tested on them before you are moved to the next phase. This should make you aware of what is expected, and it should also let you know whether you have moved ahead during the semester.

### **Phase One Objectives**

- Ability to do telephone interview and record
- Ability to edit sound bites and write sound story
- Can do fact sheet on a story/interview
- Answer and transfer telephones
- Follow proper social media accounts and aware of what WRUF.com posts on social media

### **Phase Two Objectives**

- Ability to do in-person interviews in the field on stories, help cover press conferences for audio/radio
- Pitch viable story ideas
- Ability to compose a web story for WRUF.com
- Begin to understand workflow for social media protocols
- Continued mastery of Phase One

### **Phase Three Objectives**

- Can cover a press conference on your own
- Ability to compose more than one web story during a shift
- Higher level of expectation for field work—perhaps breaking news or other higher level news stories.
- Has the understanding and ability to post to WRUF.com social media account
- Continued mastery of Phases One and Two.

*You must cover your shift each time and be on time. If you cannot work, you are responsible for getting someone to cover the shift for you and informing the sports director.*

*There is a professional dress code for the multimedia properties. Students must be prepared at all times to be sent out to press conferences or other events. When you go, you represent the properties, the College and the University of Florida. Closed toed shoes and collared shirts are required. Neutral colors are required for sports journalism students, meaning no orange or blue or UF attire. In addition, athletic wear, hats, sleeveless shirts and flip-flops are not allowed. The dress code for 2014-15 will be distributed in class.*

### **Grading (grades are rounded up or down to the nearest whole number for grading purposes)**

935-1000 points	= A	895-934 points	= A-		
865-894 points	= B+	825-864 points	= B	795-824 points	= B-
765-794 points	= C+	725-764 points	= C	695-724 points	= C-
665-694 points	= D+	625-664 points	= D	595-624 points	= D-
0-594 points	= F				

### **Course Outline**

<b>Week 1 (Aug 23)</b>	<ul style="list-style-type: none"><li>• Intro to class and review of syllabus; intro to Canvas and course website</li><li>• <b>Lecture #1:</b> Why is sports so popular and the basics of multimedia sports journalism</li><li>• Practice Sports Knowledge Quiz #1</li><li>• Assignment (1)</li></ul>
<b>Week 2 (Aug 30)</b>	<ul style="list-style-type: none"><li>• Sports Knowledge Quiz #2</li></ul>

	<ul style="list-style-type: none"> <li>● <b>Lecture #2:</b> History and growth of sports journalism</li> <li>● <b>Using the Ediol/Smart Phone to gather sound; audio workflow and editing; FACT Sheets and Wraps</b></li> <li>● Discussion of Project One</li> <li>● Assignment (2)</li> </ul>
<b>Week 3 (Sep 6)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #3</li> <li>● Project One pitch deadline</li> <li>● <b>Lecture #3:</b> Ethics and values of high quality sports journalism; Emphasis on sports writing for the Web; <b>Announcing Sports Updates and Trending Now(s); conducting and recording live phone interviews.</b></li> <li>● Project 1 Pitch Deadline</li> <li>● Assignment (2)</li> </ul>
<b>Week 4 (Sep 13)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #4</li> <li>● <b>Lecture #4:</b> Sports News judgment; various forms and approaches to sports reporting; Story types, ledes, story angles, structure and information gathering and aggregation</li> <li>● Project Two Discussion</li> <li>● Assignment (2)</li> </ul>
<b>Week 5 (Sep 20)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #5</li> <li>● <b>Project One Due: presentations and analysis</b></li> <li>● <b>Lecture #5:</b> Interviewing techniques for athletes, coaches, sports managers and owners; Argumentative articles, Ranked Lists; effective use of sound bites, quotes and social media; <b>writing exercises.</b></li> <li>● Project Two pitches deadline</li> <li>● Assignment</li> </ul>
<b>Week 6 (Sep 27)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #6</li> <li>● <b>Lecture #6:</b> Covering live events, Handling press conferences/teleconferences; social media and sports journalism; <b>using your smartphone to gather media assets; Live Tweeting;</b> attribution and hyperlinks; <b>writing exercises.</b></li> <li>● Assignment</li> </ul>
<b>Week 7 (Oct 4)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #7</li> <li>● <b>Lecture #7:</b> Sports talk programming vs. sports reporting and the live broadcast; textual correctness; sentence and paragraph structure; diction and authorial voice; <b>writing exercises.</b></li> <li>● Discuss Project Three</li> <li>● Assignment</li> </ul>
<b>Week 8 (Oct 11)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #8</li> <li>● <b>Project Two Due: presentations and analysis</b></li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Lecture #8:</b> Writing headlines; style and formatting, multimedia assets; using a mobile phone to gather multimedia assets</li> <li>● Assignment</li> <li>● Project Three pitches deadline</li> </ul>
<b>Week 9 (Oct 18)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #9</li> <li>● <b>Lecture #9:</b> Working a sports journalism beat; obtaining media credentials and communication with sports communications officials</li> <li>● Assignment</li> <li>● Discuss Final Project</li> </ul>
<b>Week 10 (Oct 25)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #10</li> <li>● <b>Project Three Due: Presentation and Analysis</b></li> <li>● Final Project Pitches Deadline</li> </ul>
<b>Week 11 (Nov 1)</b>	<ul style="list-style-type: none"> <li>● Journalist guest lecture, in class or Skype</li> </ul>
<b>Week 12 (Nov 8)</b>	<ul style="list-style-type: none"> <li>● Sports Knowledge Quiz #11</li> <li>● <b>Lecture #10:</b> Ethics Case Studies and exercises</li> </ul>
<b>Week 13 (Nov 15)</b>	<ul style="list-style-type: none"> <li>● Work Day, In Class help with Final Project</li> </ul>
<b>Week 14 (Nov 29)</b>	<ul style="list-style-type: none"> <li>● Work Day, In Class help with Final Project</li> </ul>
<b>Week 15 (Dec 6)</b>	<ul style="list-style-type: none"> <li>● <b>Final Project Due: presentations and analysis</b></li> </ul>

## Policies

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### **Attendance Policy**

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Students are expected to participate in all class discussions. Please turn off cell phones prior to class. Sports reporting is a deadline-based profession, so you are expected to arrive on time for each class.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

**Attendance is recorded and you WILL lose attendance and participation points for absence from class time. This could affect up to 15% of your final grade. There are NO free absences from class. We only meet once a week. For each absence you will lose class participation points, unless you have a note and it is excused and approved by UF.**

### **Absences and Make-up Work**

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all

material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

### **Academic Integrity**

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 honor 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### **Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) 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.

### **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>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

### **Course Grading**

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

**\*NOTE: Topic schedule subject to changed based on guest availabilities and other factors.**





