

RTV 4930 Online Sports Reporting: Podcasting Spring 2017

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Graduate Teaching Assistant:

Wed – Periods 6-8
12:50-3:50 PM
Section 0452
Weimer G030
Office Hours: Mon: 1-3
pm and by apt.

Overview and Objectives:

RTV 4930 is designed to offer instruction, training, practice and analysis in sports podcasting, including research, organization, branding, and content presentation skills. The course will also focus on effective interviewing. Special emphasis is placed on development and delivery of interesting and compelling sports content for online delivery. Podcast topics will focus on analysis of sports events, athletes and issues, and basic audio production generation of sports content for a growing medium.

Objectives and goals of the course include:

- (1) to develop skills to effectively research, gather and analyze sports information;
- (2) to develop content judgment, or the ability to focus on sports content interesting to a targeted audience;
- (3) to develop skills to produce high quality audio for podcasts related to sports for posting on the Internet, and to gain ability to record and edit audio obtained via phone or in-person;
- (4) to develop ability to understand relative newsworthiness and interest level of sports topics;
- (5) to develop skills for effective interviewing athletes, coaches, sports managers, owners and fans;
- (6) to develop understanding of the variety of sports sources used for credible research;
- (7) to enhance skill in voicing work, live and recorded, on-the-air;
- (8) to enhance understanding of UF, local, high school, national and international sports;
- (9) to learn to effectively edit audio using appropriate editing software.

Course Eligibility: Students must have received a grade of “C” or better in RTV 2100, MMC 2100 or JOU 3109c. Students must have a passion or strong interest and depth of knowledge in sports.

Course Fee: \$9.39

Required Equipment: Gathering sound (interviews, media days, teleconferences, etc.) is vital, and students will use many different means to collect sound. You may use your smart phone but the quality must be clear. You may check out digital audio recorders for projects, but you must first receive operational training both with and without a stick mic, as well as other means of audio collection. The newsroom is not a source for recorders for

use for your projects. The Dept. of Telecommunication has recorders you may check out (See guidelines for checking out equipment).

IMPORTANT: Using your personal smartphone is OK to record audio as an alternative to a recorder. However, students are encouraged to purchase equipment to ensure audio quality does not suffer. If the audio of your podcasts lack sufficient sound quality, listeners will not remain engaged. Purchasing something as simple as a lavalier microphone (available for less than \$15 on Amazon) can drastically improve audio. You also may purchase recording equipment that plugs directly into a computer (Blue Snoball iCE for \$49, even less on eBay) for even better quality. Remember that this equipment can last you many years and be useful even after you graduate. We will help teach you to use it!

Software: This class will use Audacity as editing software. We will provide training. While basic, it's free and works on PC and Mac. Download Audacity at www.audacityteam.org.

You're free to use other editing software like GarageBand and Adobe Audition if you prefer and already understand how to use the software.

Attendance Policy: Attendance in the class is an absolute requirement. Excused absences include all approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments. Attendance otherwise is expected.

In case of illness, you should notify me via email in advance whenever possible, and a physician's note may be required. If you wake up with a fever or the flu, you will be excused from attending class and allowed to make up any work.

Multiple unexcused absences will result in a severe grade penalty. If you miss a quiz due to an unexcused absence you will not be able to make up the work.

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>

Students are expected to participate in all class discussions. This applies in particular to class sessions in which we all listen to and critique/analyze your assigned podcasts.

Please turn off cell phones prior to class and do engage in web browsing unless directly related to class discussion. Please arrive on time for each class.

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**.

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. "I didn't realize that was plagiarism" is not an acceptable response, and will not excuse you

from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF's policy in its entirety, examples of academic dishonesty include the following:

- Using phrases or quotes from another source without proper attribution or quotation marks. For purposes of this class, five or more distinguishable words (verbatim) from a source without proper attribution will be considered plagiarism. Paraphrasing without proper attribution also is a violation.
- “Forgetting” to source material you use (same as above, intentional or not)
- Passing off others’ ideas as your own
- Turning in the same assignment or paper for two courses, i.e. “dual submission.”
- Stealing and/or copying other students’ work, whether on a test or assignment
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask. I am always happy to show you how to do this correctly in your scholarly or professional work.

- **Students with Disabilities:** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.
- **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 students will be given specific times when they are open. Summary results of these evaluations are available to students at the above website.
- **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.a>

Grading Scale

A – 93+
A- 90-92.9
B+ - 87-89.9
B – 83-86.9
B- -80-82.9
C+ - 77-79.9
C – 73-76.9
C- 70-72.9
D+- 67-69.9
D- 63-66.9
E – under 60

COURSE SCHEDULE

Week One (Aug 23):

Intro to class and review of syllabus; the basics of podcasting; Audacity walk through. Soundcloud walk through and sign up.

- Week Two (Aug 30): **Sports Quiz 1** – Gator Coaches; Sports discussions; Basics of podcasting;
Discussion of Assignment 1. Due Thursday Sept 7 @ 9PM
- Week Three (Sept 6): Sports game and discussion. Sports Discussion. Podcasting Techniques
- Week Four (Sept 13): Critiques/Analyses of Assignment 1 – *Favorite Team*; Sports Discussion; **Discussion of Assignment 2. Due Thursday Sept 21 @ 9PM.**
- Week Five (Sept 20): **Sports Quiz 2.** Complete Critiques of Assignment 1. Sports Issues; Interviewing Techniques; Approach tips for Assignment 3. **Due Thursday Oct. 12 @ 9PM.**
- Week Six (Sept 27): Critiques/Analyses of Assignment 2 – Game Recap; Sports Discussion; Techniques for the Podcast Interview
- Week Seven (Oct 4): **Critiques continued...**More discussion of techniques for assignment 3.
- Week Eight (Oct 11): Sports Quiz 3. Critiques continued; **Discussion of Assignment 4. Due Thursday Nov. 2@9 PM**
- Week Nine (Oct 18): Critiques/Analyses of Assignment 3
- Week Ten (Oct 25) Critiques/Analyses of Assignment 3
- Week Eleven (Nov 1): Sports Quiz 4; Sports Issues; **Discussion of Assignment 5. Due Thursday Nov. 29@class time.**
- Week Twelve (Nov 8): Guest Speaker from Sports Media; Sports discussion
- Week Thirteen (Nov 15): **Discussion of Branding Podcast, Assignment 5. Due Nov. 29 @ class time;** Final Podcasting Lecture: Guest Speaker
- Week Fourteen (Nov 22): Thanksgiving Holiday
- Week Fifteen (Nov 29): **Due:** Branding Podcast. Critiques and Final Analyses

***NOTE: Topic schedule subject to change based on guest availabilities and other factors. There will be no change in project due dates.**

Sports Knowledge Quizzes: 10% of Grade

Multiple times throughout the semester at the beginning of class, the instructor will administer a current information sports knowledge quiz containing information about UF, State of Florida, national or international sports. The instructor will inform the students of the general topic prior to the quiz. Working in sports requires a well-rounded understanding of sports and

the quizzes serve as a motivation to learn as much as possible about the field in which students will be working.

Course Discussions/Critiques: 10% of Grade

Podcast Project Descriptions

Favorite Team Podcast: 5% of Grade

A 2:30-minute podcast on what your favorite team is (any sport) and why.

Game Recap: 15% of Grade

A 3-minute recap on a specific game or match to be chosen in conjunction with instructor. Any sporting event may be reviewed.

College Football Playoff Preview Conversation: 15% of Grade

A 8-10 minute podcast conversation *with another knowledgeable person* previewing and predicting which four teams will be in the College Football playoff, and who will win the national championship. Opinion is obvious here, but be sure to back it up with facts. Some debate and disagreement is good for the audience! This podcast is to help you learn how to carry an interesting discussion on a topic and help see something from a point of view other than your own. In addition, this podcast will have two live-reads (i.e. commercials) at specific intervals dictated by the instructor. Make sure that you lead the discussion.

Note: A classmate cannot be your partner for this podcast.

Deep Dive Topic/Interview: 20% of Grade

A 4-5 minute podcast where you choose a very specific topic and do research on it to produce an interesting episode on something not generally known. You will splice soundbites from your interview into the podcast.

Example: Don't tell us how good the Golden State Warriors' offense was this past NBA season. Tell me about how their three-point shooting has changed this season compared to last, which has led to their current record.

Example: Don't tell us the Chicago Cubs are not winning as much as last year. Tell me why. Tell me about team starters ERA and run production, run differential comparisons, or specific offseason moves they made and their impact.

Final Podcast: Branding - 25% of Grade

An 8-10 minute podcast that'll serve as a pilot to a series you'd want to continue after class.

- It can be about any sports topic!
- It can be any format – solo, conversational with a friend, interview.
- Must have an interesting, catchy name.
- Must have a 2-3 sentence summary to give new listeners what they can expect from your series.

All projects will be expected to be of high quality work. Project pitches must be completed in the same class session as the assignment is formally discussed, so please be thinking about topics for each assignment. You may pitch your project topics earlier.

Website: Your goal should be to have your work seen by as many people as possible to improve your brand and to begin to establish yourself as a professional and experienced sports reporter.

To do this, you'll create a free Soundcloud account. This is where you'll upload your

completed podcasts throughout the semester. It should help the instructor and yourself keep your work organized. Make sure all your work is set to public.

