

RTV/JOU 4930: Sports Capstone &  
Portfolio  
Spring 2019 College of Journalism and  
Communications

University of Florida

**Instructor: Eric Adelson**

**Place: Weimer Hall**

**Day and Time: Wednesdays, 6:15pm - 8:10pm**

**E-Mail: [ericadelson@gmail.com](mailto:ericadelson@gmail.com)**

**Twitter: @eric\_adelson**

**Office Hours: Please email or call**

**Phone: (718)-791-6483**

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

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

Overview and Objectives

Usually taken in the last year of study, the capstone sports portfolio course integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Students completing the course will demonstrate progress in their written, oral, and communication skills, as well as the ability to think creatively and critically. Those students that complete this course will be prepared to enter and perform satisfactorily in entry-level sports communication and media positions. Ideally, the challenges of the course will give students a sense of the challenges of their next job.

After successful completion of this course, students should be able to: (1) Understand the current issues affecting the sports industry; (2) Grasp the ethics and values of the sports media industry; (3) Understand the skills needed in a job search; (4) Construct and improve their resume; (5) Understand their own personal brand; (6) Showcase examples of their best work to professional audiences.

## Course Eligibility

Students must have received a grade of “C” or better in two semesters of JOU 4201 “News Center Practicum” or RTV 3495 “ESPN Experience”.

## Course Grades

The following table outlines the point-accruing 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>
<b>Class Participation, Citizenship, (20)</b>	<b>20 pts each = 300 pts</b>	<b>15%</b>
<b>Resume Development Project</b>	<b>400 pts</b>	<b>20%</b>
<b>Professional Branding Project</b>	<b>400 pts</b>	<b>20%</b>
<b>Electronic Portfolio Project</b>	<b>400 pts</b>	<b>20%</b>
<b>Capstone Project</b>	<b>500 pts</b>	<b>25%</b>
<b>Total</b>	<b>2000 pts</b>	<b>100%</b>

## Assignment Descriptions

**Class Participation and Citizenship (15 weeks, 20 pts per week)– This includes, but is not limited, to the following: regular and on-time**

attendance for class; active listening, including note taking; involvement in classroom activities; posting relevant content; 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.

The following rubric will be employed to assign participation points.

<b>Preferred (20 pts)</b>	<b>Acceptable (15-19 pts)</b>	<b>Needs Improvement (11-15 pts)</b>	<b>Unacceptable (1-10 pts)</b>	<b>Will Ask You To Leave (0pts)</b>
<p><b>Arrives on time</b></p> <p><b>Comments are relevant and reflect understanding and good preparation</b></p> <p><b>Clear enthusiasm</b> <b>Participates in Twitter course hashtag activity regularly</b></p>	<p><b>Arrives on time</b></p> <p><b>Comments are relevant, but understanding may be slightly lacking</b></p> <p><b>Not overly enthusiastic, but positive</b> <b>Participates in Twitter hashtag activity at times</b></p>	<p><b>5 minutes late</b></p> <p><b>Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation</b></p> <p><b>Demeanor is sluggish</b> <b>Participates in Twitter course hashtag activity rarely</b></p>	<p><b>5+ minutes late</b></p> <p><b>No comments are made</b> <b>Sleeping, texting, disengaged</b></p> <p><b>Fails to participate in Twitter course hashtag activity</b></p>	<p><b>Absent</b></p> <p><b>Disruptive or rude comments are made</b></p> <p><b>Drawing others into disrespectful behaviors (showing texts, shopping online, etc)</b></p>

# Projects

- All projects will be expected to be of high quality work. 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.

- **Capstone Project** - This assignment allows you to produce a new project according to your major option and interests. Eligibility: (1) You may not complete a project in a genre unless you have completed specific coursework for that genre. (2) Your capstone cannot be a rehash or improvement on a previous project, whether produced for class or not. It needs to be a new project. Your pitch must be approved prior to beginning your project, and not all project ideas will be approved.

- **Professional Brand Project** - Knowing your personal brand can help you market yourself to future employers, and it can help you find organizations that are a good fit for you. It is important to be able to articulate your personal brand before you begin your job search.

- **Resume Development Project** - 1-2 pages, for the purpose of submitting to potential employers. Must be designed to assignment specifics. The purpose of the resume assignment is to provide you with an opportunity to take an inventory of your skills and experiences as you begin to think about your professional career.

- **Portfolio Site Project** - Each student will accumulate items for their portfolio. This portfolio should help prepare you for the opportunities

and responsibilities of a college graduate. It will be graded on its quality and completeness, meaning that it should provide excellent artifacts of student learning, as well as a sufficient quantity of such works. Your portfolio must include your capstone project and all “portfolio-required” assignments. The portfolio is designed to house your work done in various classes and/or experiences and must be available online.

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

1900-2000 points	<b>A</b>	1800-1899 points	<b>A-</b>		
1725-1799 points	<b>B+</b>	1675-1724 points	<b>B</b>	1600-1674 points	<b>B-</b>
1525-1599 points	<b>C+</b>	1475-1524 points	<b>C</b>	1400-1474 points	<b>C-</b>
1325-1799 points	<b>D+</b>	1275-1324 points	<b>D</b>	1200-1274 points	<b>D-</b>
0-1324 points	<b>F</b>				

## Course Outline Week

**Week 1 • Introduction to class; imagining life after college, first “homework” assignment**

**Week 2 • Capstone Pitch Due, present to class • Professional Brand Project - What are your strengths • Guest Speaker - Andy Staples, Sports Illustrated**

**Week 3 • Capstone Pre-Reporting Questions Due • Job Search Strategies • Professional Brand Project - What are your areas for improvement • Guest Speaker- Marcus Vanderberg, Yahoo Sports**

**Week 4 • Capstone Sources Due (discuss and critique) • Current Resume Due • Professional Brand Project - Discussion of ethics • Guest Speaker - Rachel Axon, USA Today**

**Week 5 • Future Resume Due • Professional Brand Project - The power of passion • Creating your Portfolio Website ◦ Show examples ◦ Go over each platform • Resume Development Project**

**Week 6 • Cover Letter Due • Professional Brand Project - Pursuing your passions • Networking; Resume Development Project • Guest Speaker - TBD**

**Week 7 • Final Resume Due ◦ Resume Critiques and Analysis • Professional Brand Project - Your network • Requirements for Portfolio Website-Work Content ◦ Video, written and social, best way for displaying**

**Week 8 • Written and interpersonal communication; Discussion of effective portfolio site • Professional Brand Project - Social media • Guest Speaker - Career Resource Center (networking)**

**Week 9 • Job Interviews • Requirements for Portfolio Website-About Me ◦ Resume, social, home page • Professional Brand Project - Elevator pitch**

**Week 10 • Capstone Draft 1 Due ◦ Instructor and Peer Critiques • Negotiating job offers; Capstone and portfolio workshop • Guest Speaker - Career Resource Center (job interviews)**

**Week 11 11/19 • Professional Development • Capstone and portfolio workshop • Portfolio Site Draft Due**

**Week 11 • Professional Development • Capstone and portfolio workshop • Portfolio Site Draft Due**

**Week 12 • Capstone Draft 2 Due ◦ Instructor and Peer Critiques • Capstone and portfolio workshop • Your first job**

**Week 13 • Capstone Final Draft Due • Capstone and Portfolio Presentations**

## Policies

### 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. 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.**

**Be Ready: Journalism is about the unexpected.**

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

**Students are expected to be in class on time and remain until dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop 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.