

**Spring 2020**

Mondays, 1:55-2:45pm
Tuesdays, 3:00-4:55pm
Weimer G215

Instructor:

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Office Hours:

Mondays, 1:00-1:50pm and Tuesdays, 5:00-6:00pm.
By appointment.
Please feel free to email me at any time.

COURSE DESCRIPTION:

Sport has become one of the most influential platforms in the world. Billions of people consume sports media content in some form each year. Live sports productions have kept traditional broadcasting alive and they continue to facilitate the connection from advertiser to consumer. Beyond the playing field, we have seen that sport can create some of the most meaningful, and divisive, social conversations. Players and managers from the NFL, NBA, and U.S. Women's Soccer team, to name just a few, have all brought social issues to the forefront of mainstream America. Sport, and how it is communicated, can change the world.

The purpose of this course is to provide aspiring professionals with the basic skills necessary to produce multi-media, multi-platform sports content. The course combines informative lectures with hands-on applications that allow learners to develop their content production abilities. Students will work with a variety of production equipment to produce several different types of content. The course is modeled after real-world production practices and relies heavily on students working together to complete objectives. Students will leave the course equipped with the basic skills and strategies necessary to begin a career in multi-media sports productions.

Note: Most sports take place on the weekends and several assignments require students to check out equipment and cover sporting events at local venues around Gainesville. Transportation can be arranged with instructor.



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COURSE OBJECTIVES:

This course will teach you to:

- Prepare an appropriate content production plan based on the event and type of coverage.
- Capture professional images of sporting events.
- Understand the basics of troubleshooting technical problems.
- Conduct professional interviews.
- Edit sports highlights videos that meet broadcast standards.
- Become proficient with multi-media production workflows. This includes all aspects from content capture, editing, to distribution.
- Demonstrate professional writing that meets the AP guidelines.
- Communicate using the language of sport.

REQUIRED TEXT:

The Associated Press Stylebook 2019 and Briefing on Media Law (2019). Associated Press. Available on Amazon at the following url: https://www.amazon.com/Associated-Press-Stylebook-2019-Briefing/dp/1541699890/ref=sr_1_1?keywords=ap+stylebook&qid=1575654541&sr=8-1

Additional required readings will be provided on Canvas.

REQUIRED HARDWARE:

128+ GB SD memory card. Used for capturing footage and editing content. Link to recommended memory cards will be provided on Canvas. (Cost will be approximately \$30)

EQUIPMENT POLICIES:

Students will check-out a camera kit with an equipment list included. It is their responsibility to confirm that every item on the list is present when they receive the kit, as well as when they return it. If equipment is missing when the kit is returned, a hold will be placed on their account until the item(s) have been returned or they have paid for the replacement part(s). Additional information on camera check-out procedures can be found on Canvas.



COMMUNICATION METHODS:

The instructor is available in person on Mondays, Tuesdays, Fridays and Saturdays. Students will be covering local sporting events throughout the semester and the instructor will be available to assist students as needed.

If you email, you can expect a reply within 24 hours except on Sundays. Often, I will reply within a few hours. Do not hesitate to email me, regardless of the day or time. While I may not reply immediately, I will respond as soon as I am available to do so.

ATTENDANCE AND LATE WORK POLICIES:

Attendance is optional, but students will not pass the course if they are not present. All lecture content is testable and the quizzes and exams will be based heavily on the lectures.

No unexcused late work will be accepted. However, **any assignment may be turned in early for full points**. If you know that you will miss a particular class period, you may contact the instructor ahead of time and turn the assignment in early for full credit. Documented medical emergencies are considered excused absences and any work missed can be made up at a later date when your health allows.

STUDENTS WITH DISABILITIES:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available.



UF HONOR CODE:

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

HELP WITH COPING:

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

GRADING:

Grades are *earned* via (1) Labs; (2) Quizzes; (3) Exam

Area	Points	A	94 – 100%
Editing sports highlights	10	A-	90 – 93%
Super Bowl Predictions	10	B+	88 – 89%
Real life sports #1	10	B	84 – 87%
Super Bowl Recap	10	B-	80 – 83%
Interviews: Learning Sports	10	C+	78 – 79%
Real life sports #2	25	C	74 – 77%
		C-	70 – 73%
		D	65 – 69%



Podcast	25	E	64% or below
Live sports broadcast	30		
Real life sports #3	50		
Feature story	50		
Quiz #1	20		
Quiz #2	20		
Quiz #3	30		
Final Exam	50		
	Total points		
	350		

Labs: All lab assignments are due at 11:59pm on Sunday of the week they are assigned. Exceptions are the labs that span multiple weeks and they will be due at 11:59pm on the second Sunday of the lab.

Quizzes: Quizzes and exams are administered in class on the scheduled weeks.



COURSE SCHEDULE:

(Out of class homework assignments are in bold)

Week	Quizzes and Exams	Labs	Lectures
Week 1- Jan. 6-7		Hands on gear. Intro to Premiere.	Defining sports productions and introduce workflow.
Week 2- Jan. 13-14		Edit highlights (due on Sunday Jan. 19 th)	Broadcast production formats: VO, VOSOT, & Packages. Highlights videos.
Week 3- Jan. 21		Super Bowl predictions (due on Sunday Jan. 26 th)	Production skills: Interviews and audio.
Week 4- Jan. 27	Quiz 1	Real life sports #1 (due on Feb. 2 nd)	ENG style sports coverage.
Week 5- Feb. 3-4		Super Bowl recap (due on Feb. 9 th)	Live sports broadcasts: Remote productions.
Week 6- Feb. 10-11		Interviews: Learning sports (due on Feb. 16 th)	How viewers learn to consume content.
Week 7- Feb. 17-18	Quiz 2	Real life sports #2 (due on Feb. 23 rd)	Production skills: Script writing
Week 8- Feb. 24-25		Create a podcast (due on Mar. 1 st)	Podcasts- Workflow through technique
Spring Break- no classes			
Week 9- Mar. 9-10		Live sports broadcast part 1	Live sports broadcasts (Studio productions)



Week 10- Mar. 16-17		Live sports broadcast part 2 (completed in class)	Production skills: Content preparation
Week 11- Mar. 23-24	Quiz 3	Real life sports #3 (due on Mar. 29 th)	Graphics
Week 12- Mar. 30-31		Feature story part 1	Intro to feature productions
Week 13- April 6-7		Feature story part 2 (due on April 12 th)	Refining content
Week 14- April 13-14		GatorVision	Starting a career in sports productions
Week 15- April 20-21		eSports	The future of sports productions
Week 16	Final Exam		

Please note: As the semester progresses, this schedule may change to reflect the progress and needs of the class and work groups.



APPENDIX A: GRADING RUBRIC FOR REAL LIFE SPORTS ASSIGNMENTS

RTV 3502C – Real Life Sports Grading Rubric

Group:

Project:

Technical 1	No/0	Yes/5
Completed on time?		
Correct project length?		
Correct file format?		
Correct project name and location?		

Instructor notes:

Script (if applicable)	1	2	3	4	5
Does the script follow AP guidelines?					
Free of grammatical errors					
Sentence composition					
Appropriate language for sports					

Instructor notes:

Technical 2	1	2	3	4	5
Shot composition					
Exposure					



Focus					
Free of editing errors (Jump cuts, flash frames, black holes, etc.)					
Lighting					
Pacing					
Sequencing					
Camera movement					

Instructor notes:

Audio	1	2	3	4	5
Recording: Was the mic close enough?					
Is the audio distorted? (clipping)					
Are the audio levels consistent?					
SFX and Nat pops					
Music choice (if applicable)					

Instructor notes: