



RTV 3502 and 3504

Spring, 2021

Meets **Mondays, 1:55 – 2:45pm**

Online via Zoom:

<https://ufl.zoom.us/j/94893680315?pwd=UVR0L1BCaFJuNmprOHY5VUhfZnJMQT09>

Password: Sports

In-person: Weimer Room 3324

Tuesdays, 3:00 - 5:00pm

Online via Zoom:

<https://ufl.zoom.us/j/91932310809?pwd=NFZubStiWDdicEwrdE9xb3A5OWZZQT09>

Password: Sports

In-person: Weimer Room 3020

Canvas: Weekly lessons, homework, and projects.

Instructor: Ben Lynn, M. A.
Department of Telecommunications
Phone: 217-202-3603
E-mail: b.lynn@ufl.edu

Office Hours: Mondays from 12:45 to 1:45pm in Weimer G029 and by appointment. Please feel free to email me at any time and to schedule an appointment. I am available to you throughout the week.

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 in a post-pandemic remote production work environment. The course combines informative lectures with hands-on applications that allow learners to develop their content production skills. 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.

COURSE OBJECTIVES:

This course will teach you to:

- Function as a multi-media content producer in a remote-work environment.
- Conduct professional interviews.
- Edit sports highlights videos that meet broadcast standards.
- Become proficient with multi-media remote production workflows. This includes all aspects from content capture, editing, to distribution.
- Communicate using the language of sport.
- Produce a broadcast-quality webcam image.
- Use a camera and know the basic tools for controlling the image.
- Work in a remote sports production environment.
- Prepare an appropriate content production plan based on the event and type of coverage.
- Capture professional images of sporting events.
- Create freelance (work-for-hire/contractor) invoices.
- Work safely in a post-pandemic production environment.

COURSE DESIGN:

This course is designed as a hybrid of in-person and online content delivery methods. The course assignments will be posted by the week they are due, and you will complete those on your own time. Each assignment will be self-contained and provide you with a curated list of resources that you will need to effectively learn the material and complete the work.

In addition to the self-paced online content, we will meet each week on Zoom for an hour and a half. The live meetings will be focused on group activities, guest speakers, and responding to questions about the assignments.



TEXT:

Television Sports Production by Jim Owens (5th edition). Three buying options below.

Amazon: https://www.amazon.com/Television-Sports-Production-Jim-Owens-dp-1138781304/dp/1138781304/ref=mt_other?_encoding=UTF8&me=&qid=1608068270

Barnes & Noble: <https://www.barnesandnoble.com/w/television-sports-production-jim-owens/1124309828?ean=9781138781306>

Books-A-Million: <https://www.booksamillion.com/p/Television-Sports-Production/Jim-Owens/9781138781306?id=7990539497995>

REQUIRED HARDWARE: (see Canvas for purchase options)

50 ft.+ of A/C cord (extension cord).

Cell phone (used for capturing, editing, and uploading content)

Small tripod

Desk light

USB Microphone

COMMUNICATION METHODS:

The instructor is available throughout the week should you need assistance. You can email me directly or use the Canvas email system. 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 in the weekly Zoom meetings is required. It is also required that you use video for the weekly Zoom meetings. If you cannot use video for this course, please contact me to discuss your situation. **For your safety, do not Zoom while driving. Any student seen driving while in class will be removed from the class.**

Unexcused late work will receive a 20% deduction for each week it is late. 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. All assignments will be due on Sunday nights by midnight.



With the current pandemic still happening, it is expected that some of you, or myself, may get sick during the course of the semester. Please reach out and update me with your status when you can so that we can set up a schedule for you once you have recovered.

Safety

Due to the ongoing COVID-19 pandemic, CDC and UF safety guidelines will be strictly enforced. At that time of this writing, that includes the wearing of masks over the mouth and nose and staying more than 6 feet away from others at all times. Guidelines are subject to change as the situation changes. Please be understanding that we will adjust our safety measures as the situation dictates and we are provided new information and guidance.



STUDENTS WITH DISABILITIES:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

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 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) Attendance; (2) Assignments; (3) Quizzes; (4) Exam

Area	Points		
		A	94 – 100%
In-class activities	50	A-	90 – 93%
Quizzes	75	B+	88 – 89%
Over-Under Cabling	30	B	84 – 87%
Editing live event highlights	20	B-	80 – 83%
Camera and Audio basics	10	C+	78 – 79%
Sequencing shots	20	C	74 – 77%
VO's and SOT's	10	C-	70 – 73%
How-To Video	50	D	65 – 69%
Webcam shots	10	E	64% or below
Mid-Term Exam	20		
Camera map	20		
Invoicing	20		
Remote sports productions	10		
Final Project	125		
	Total points 470		



In-Class activities: Throughout the semester we will have in-class activities. Each activity will count for a small amount of points.

Assignments: All assignments are due at 11:59pm on Sunday of the week they are assigned.

Quizzes: There will be small quizzes given throughout the semester. Quizzes will be assigned through Canvas and you will receive notifications and reminders about them via Canvas and email.

Exam: The mid-term exam will be distributed through Canvas and you will have a 2-hour time limit to complete the exam once you begin it.

COURSE SCHEDULE:

Week of:	Week of class	Topic	In-class agenda	Assignment	Due	Points
Jan. 12	Week 1	How to be a utility	How to ID a Poser	Cable coiling 1 - 250 ft.	Jan. 17 th by midnight	5
Jan. 19	Week 2	Editing Highlights - Live events	Breaking down highlights videos	Edit a 1-minute highlights clip from a live sports broadcast.	Jan. 24 th by midnight	10
Jan. 26	Week 3	Camera and Audio Basics	Practice camera and audio basics	Demonstrate competencies with audio and video using a cell phone. Cable coiling 2 – 250 ft.	Jan. 31 st by midnight	10 10
Feb. 2	Week 4	Sequencing shots	Guest Speaker 1	Shoot and edit a 30 second sports video	Feb. 7 th by midnight	20
Feb. 9	Week 5	VO's and SOT's	Practice recording VO's	Create a 30 second VO	Feb. 14 th by midnight	10



Feb. 16	Week 6	Webcams and How-To video Part 1	Guest Speaker 2	Demonstrate competencies in creating a broadcast-ready webcam shot Develop a storyboard for your How-To video	Feb. 21 st by midnight	10 20
Feb. 23	Week 7	How-To video Part 2	Examine how sports broadcasters employ how-to techniques.	Create a 2-minute sports How-To video	Feb. 28 th by midnight	30
Mar. 2	Week 8	Mid-Term exam - online only	Cumulative exam		Mar. 7 th by midnight	20
Mar. 9	Week 9	Remote sports productions	Structure of live remote sports productions	Quiz – Sports productions Cable coiling 3 – 500 ft.	Mar. 14 th by midnight	10 15
Mar. 16	Week 10	Reading camera maps	Review of mid-term exam	Demonstrate you can read a camera map.	Mar. 21 st by midnight	5
Mar. 23	Week 11	Camera placement	In-class lecture on how to estimate camera types and positions.	Watch a live sports broadcast and create a camera map	Mar. 28 th by midnight	20
Mar. 30	Week 12	Invoicing	Asynchronous week - No activities. Email questions to instructor	Invoice assignment	April 4 th by midnight	20
Apr. 6	Week 13	Final Project - Package Interview with an Athlete	Asynchronous week - No in-class activities- Email questions to instructor	Project checkpoint 1	April 11 th by midnight	10



Apr. 13	Week 14	Final Project - Package Interview with an Athlete	Status updates	Project checkpoint 2	April 18 th by midnight	15	
Apr. 20	Week 15	Final Projects - Package Interview with an Athlete	Final adjustments	Final project due	April 25 th by midnight	100	
Apr. 27	Finals week	Final project presentations				In-class activities	50
						Quizzes	75
						Total Points	470

Please note: As the semester progresses, the schedule may change to reflect the progress and needs of the class. However, the total points for the semester will not change.