

RTV 4930: Globalizing the NFL

Fall 2022

College of Journalism and Communications, University of Florida

Place: TUR 2353

Day and Time: Tuesdays, Periods 6-7 (12:50 - 2:45 p.m.)

Instructor: Dr. Roxane Coche

E-Mail: rcoche@ufl.edu

Office Hours: 10 a.m. – Noon on Tuesdays, and by appointment.

⇒ Email or text me at any time! My cell number is on Canvas.

Canvas Link: <https://ufl.instructure.com>

Course Text: All Readings and Resources will be available online or given in class.

Overview

The NFL is hosting its first-ever American football game in Germany on Nov. 13, and we will travel there to provide media coverage for the College of Journalism and Communications' Division of Media Properties: WRUF (ESPN Gainesville), WUFT, etc. More than stories about the game itself (Tampa Bay Buccaneers vs. Seattle Seahawks), you will produce coverage about the atmosphere surrounding this historical event, the local fans and the American football culture in Germany. This will allow you to directly interact with Germans and American expats living in Germany. The program is short, but such stories require pre-production and post-production, which we will do from Gainesville throughout the semester. This course and program will also study how American football instances are using media to try to expand internationally, and we will have guest speakers from the International American Football Federation.

Course Learning Objectives

The five main goals of this short-term program are:

1. Learn to work together with people from another country to explain and think critically about international issues, including but not limited to the influence of media on societies and the global sport industry through employing a wide variety of teamwork skills, intercultural communication and social interaction skills;
2. Develop an ability to identify and respect cultural and linguistic differences to be more effective communicators and writers.
3. Gain practical experience in advanced and specialized news coverage;
4. Strengthen your competence in producing stories based on information obtained from primary sources and in a fast-paced environment;
5. Work through and hone your problem-solving skills;

Some Rules

1. Professionalism

Respect your classmates, their work and their views. Be polite, professional and respectful when expressing yourself. Also respect cultural differences, which you will definitely come across in this class. In addition, I believe part of my job is to get you as ready for the professional industry as possible. Not following basic instructions disqualifies anyone from jobs, so, to get you ready for these expectations, you will have to follow every single instruction on any given assignment. Failure to do so will result in an automatic 20% deduction (of the maximum number of points possible) the first time, 50% the second time and 100% any time after that. Detailed instructions for all assignments are available on Canvas.

2. Preparation

As the old adage goes, “by failing to prepare, you are preparing to fail,” so do the required reading and listen to the lectures before completing any assignment, story or project. Ask questions if you have any doubts. I check my emails and texts way more than recommended by mental health professionals. I will always get back to you as soon as I can. If I seem to have forgotten for whatever reason (it doesn't happen often, but it might), message me again. You are not bugging me by staying on top of things. **However:** If you have a question about an assignment, don't text me at the last minute and expect an answer right away/before the deadline. I may be sleeping or showering at that time. I may use technology in unhealthy fashion (or so *they* say), but I am still a human being.

3. Deadlines

Remember there's a reason “DEAD” makes up half the word “deadline.” All deadlines are firm, especially in the media industry. You are responsible for turning in all assignments, stories and projects on the date and time they are due. If you want to get ahead, you are welcome to. I will always try to provide feedback in a timely manner.

Exceptions *may* be made for extraordinary circumstances if you notify me before the due date. I am available for calls (almost) on a daily basis, please reach out!

4. Feedback

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

5. Course Content

In the interest of honest and frank discussions, all materials I post on Canvas or other instructing tools (lectures, comments of guest speakers, discussion boards) are strictly off the record. This means that they may not be published in any format, either in a print publication or on a website, personal blog or social media.

6. Engagement

My role is akin to that of a coach. You are the players, the main actors of this course. Get involved!

7. Honor Code

All students are expected to follow the University of Florida Honor Code. The full text of the Honor Code can be found on the [Dean of Students Office's website](#). Any violation of the academic integrity expected will result in a minimum academic sanction of a grade of zero on the appropriate assignment, and the student being reported to the journalism department. Note that plagiarism specifically is unforgivable in journalism. It essentially ends a journalist's career.

8. Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu>) 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.

9. 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>. They typically open during the last three weeks of the semester. Announcements will be made giving specific times when they are open. Summary results are available at the URL above.

Study Abroad

In this course, students and instructor will be traveling to Munich, to cover a historical event in sports: the first NFL game to be played in Germany. One cannot pass this class without going on this study abroad program. On-campus students will miss almost a week of classes between November 10 and November 15, 2022. You must work with your other professors to see if you can work ahead or catch up when you get back.

Because our time in Germany is short, you will not immerse have a chance to fully immerse yourself in German culture. However, this program mirrors the professional experiences of journalists: you have only a couple of days to understand some of the dynamics in the host culture before writing about it. Thus, it provides an incredible training experience, which is in line with CJC's "teaching hospital" method of communication education. Through this course and its study abroad program, you will gain a better understanding of the importance of the preparation or "pre-production" stage in journalistic work.

Course Outline (subject to change)

| Week | Topic |
|---------|---|
| Week 1 | Course introduction. Resume workshop. |
| Week 2 | “American” Football |
| Week 3 | The Art of Pitching |
| Week 4 | Intro to IFAF |
| Week 5 | Pitching to Media Properties |
| Week 6 | Research Session with CJC Librarian April Hines |
| Week 7 | Rhythm and cultures |
| Week 8 | Study abroad orientation |
| Week 9 | Munich preparation |
| Week 10 | This season’s Bucs and Seahawks |
| Week 11 | Last preparations for Munich study abroad |
| Week 12 | Munich from Nov. 10 to Nov. 15, 2022 |
| Week 13 | Post-production |
| Week 14 | Munich reflections — Feedback on projects |
| Week 15 | BEA Festival entries + Class goodbyes |

Course Grading

You will be graded in accordance with [UF policies](#) out of 1,000 points:

| Evaluation Components | Points Per Component | % of Total Grade |
|------------------------|----------------------|------------------|
| Assignments & projects | 400 pts | 40% |
| Final Project (1) | 200 pts | 20% |
| Study abroad work (1) | 400 pts | 40% |
| Total | 1,000 pts | 100% |

Detailed instructions and rubrics are available on Canvas.

Note that for every assignment, story or discussion you turn in, errors of fact (including misspellings of proper names) will lower your grade by 20% each time they appear in a story (of the maximum number of points possible). Easily avoidable mistakes (missing words, typos, basic spelling or grammatical errors) will each cost 5%.

Final grades will be calculated with the following table:

| | | | | | |
|----------------------|----|------------------|---|----------------|----|
| | | 920-1,000 points | A | 900-919 points | A- |
| 875-899 points | B+ | 820-874 points | B | 800-819 points | B- |
| 775-799 points | C+ | 720-774 points | C | 700-719 points | C- |
| 675-699 points | D+ | 620-674 points | D | 600-619 points | D- |
| 599 points and under | F | | | | |

Additional policies and information

1. Health and wellness resources on campus

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).