

Course: ESPN Gainesville Experience

JOU4201 is designed to offer training in sports news gathering, writing, interviewing, and reporting. Special emphasis is placed on improving writing skills, basic news production, and actual multimedia reporting assignments. Students may receive practical experience in the field.

PREREQUISITES: To qualify for JOU4201, students must get approval to join the course through the instructor.

Learning outcomes:

By the end of the course, the student will be able to write stories acceptable for on-air and station website use under deadline pressure.

- Learn to record audio via phone or in person and edit audio.
- Learn to produce multimedia web projects and audio story projects.
- Learn to write “sound stories”.

Course Objectives

1. Understand the variety of sources used to create stories.
2. Understand appropriate websites for research.
3. Understand sports news and current events and how to engage audience via social media.
4. Produce content for station website (WRUF).

SPRING 2024

Class Info

Days: Varies

Location: Innovation News Center

Instructor

Steve Russell
Sports Director in the Division of Media Properties

Contact Info

Phone: (352) 294 – 1505

Email: srussell@wruf.com

Office Location: Weimer Hall
2312 (INC)

Twitter: @SteveRussell850

Office Hours

Days, times: M – F
8AM – 11:30

Location: Weimer Hall
2312 (INC)

Grading Policy:

The following table outlines the point-accruing component of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points per Component	% of Total Grade
Shift Attendance	50 pts	25%
Content and Quality of Content Produced (10 pieces of content)	15 pts each – 150 points	75%
Total	200 pts	100%

SHIFT/GAME/EVENT ATTENDANCE (50 POINTS)

Students will be assigned one shift per week and must attend each week unless the student has a university-approved absence. If a student is missing a shift because of an illness, the student **MUST** provide a doctor's note for the absence to be excused. Any unexcused absence can result in the student being dismissed from the experience and failing the experience.

CONTENT PRODUCED (150 POINTS)

You are required to produce 10 separate pieces of content during the semester. This can be a variety of content that includes game previews, recaps, features, live tweeting, etc. You can work with your reporting team together on these pieces, but you must play a role in creating the content to get credit for it. You should track your content on the ESPN Gainesville content calendar. For your 10 separate pieces of content, you will be graded on the quality of the content and your growth over the course of the semester. Each piece submitted will have a rubric attached to it that will explain the criteria you need to take into consideration.

Attendance Policy:

As stated before, students must attend one "shift" each week unless they have a university approved absence. If you are missing because of an illness a doctor's note must be provided for the absence to be excused. Any unexcused absence can lead to a dismissal and failure of the immersion experience.

AI Statement:

You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs.

Plagiarism and Citing Sources:

The Action

1. If you include a passage that is word-for-word from another published or broadcast document (including from the internet) without attribution, that is plagiarism.
2. If you include a passage that is word-for-word from another published or broadcast document (including from the internet), with attribution that comprises the bulk of your writing, that is plagiarism.
3. If you cite a human source or sources from another published news organization or other publication (including from the internet), and that source or those sources comprise the bulk of the sources used in your own writing, that is, for all intents and purposes, plagiarism.
4. If you use another news organization's story to write a story that you did not cover, but are writing it as if you were there and did cover it, that is plagiarism.

5. If you create characters who do not exist and use them as sources for your story, that is a fabrication, which is academic and journalistic dishonesty.
6. If you produce a story -- including text, photos or video -- for one class (or internship), then use the same story in another class without both instructors' approval, that is double-dipping, which is academic dishonesty.
7. If you produce an assignment for one class that is corrected, edited or graded, then hand in that assignment to another class, that is considered academic dishonesty.
8. If you hand in a story with your name on it that someone else wrote, that is academic and journalistic dishonesty.
9. If you hand in a story with your name on it for which someone else did the research or interviewing, that is academic and journalistic dishonesty.
10. If you hand in a story with your name on it for which someone else did the editing or rewriting, that is academic and journalistic dishonesty.
11. If you use a photograph, image, or song without permission and/or without credit to the source, that is a copyright violation, which is a form of plagiarism.

The Consequences

All acts of suspected plagiarism or academic dishonesty will be reported to the INC Director and /or journalism chair, and the Dean of the CJC, and may be referred to the Student Conduct & Conflict Resolution Center.

Sponsored Content:

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is "native advertising," or "sponsored content" which is content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. Sometimes different outside entities will offer reporters, broadcasters, and authors monetary compensation for including this sponsored content or native advertising in their reporting.

ESPN Gainesville and the University of Florida College of Journalism and Communications and the Department of Media Properties **are NOT in this business.**

Suppose you, as a student, are ever approached via email, text, phone call, direct message, etc. by an outside entity about linking to or providing information to our audience in a manner that is described above or something similar. In that case, you should not engage with this outside entity or cooperate with them. Please refer them to a manager, director, or instructor when/if this happens.

If any willful violation of this policy occurs with any content a student is producing for the University of Florida College of Journalism and Communications and the Department of Media Properties, you **WILL** be removed from the immersion experience, course, or, program, **you will fail the experience and/or course** and other consequences could result.

Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). 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.

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Conduct Code](#). If you have any questions or concerns, please consult with the instructor in this class.

Recording Policy:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. **All other purposes are prohibited.** Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Support Resources:

Should you run into any unexpected crisis or challenges, please know that we have resources to help. If you are not sure which resource is appropriate for you, please contact the Knight Division in Weimer 1060, knightdivision@jou.ufl.edu or www.jou.ufl.edu/knight.

Campus Resources:

Health and Wellness

- **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.
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

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.
- **JCA Communication Coaching Center:** Free tutoring services provided by Journalism and Communications Ambassadors in Weimer Hall Visit <https://jca.jou.ufl.edu/tutoring/> for a list of sessions.
- **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.