

Semester: Spring 2024

Course and Time: JOU4930 Special study in Sports Broadcasting Monday
4:05-7:05pm

Location: Weimer #3024

Instructor: Karla Dugan

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Office phone: 859-785-6801

Office Hours: Mondays and Tuesdays anytime. Other times by appointment. I will be in the newsroom at various times throughout the week.

PURPOSE OF COURSE:

The purpose of this course is to cultivate an exciting career in television Sports Broadcasting. Together, we will learn how to write broadcast copy, shoot video, edit, and report, anchor sports stories on camera. By the end of our time together, you will have a great advantage in the competitive world of sports reporting. The goal is for you to have enough clips to make your first Sports reporting reel.

COURSE GOALS:

1. To show and discuss how to navigate the competitive world of sports broadcasting.
2. Demonstrate the ability to use a camera and shoot usable video for on-air.
3. Demonstrate the ability to write for electronic media.
4. Demonstrate the ability to edit video using natural (nat sound) sound, voice over (VO), and interview sound (SOT). How to put all 3 of these audio specialties into one package.
5. How to put together a set of sports highlights and voice them over on tape and/or live.
6. How to create a sports feature.
7. How to write a full sportscast.
8. How to cover a game live, or sidelines.

9. How to really know the game.
10. How to write a game preview and postgame.
11. Find your style, your way of delivering, and your ideas for inserting yourself in the world of sports.
12. Discussing Ethics in sports broadcasting and what happens when news and sports conflict.
13. Contributing content on multiple platforms on social media and the web.

COVID Changes & Precautions

Masking is no longer mandated or expected but may remain welcome, particularly in areas where distancing and limiting numbers is a challenge.

In the past, areas of concern included the classrooms, the newsroom, the tv set area, and the tv control room. UF guidance is subject to change. Please look for updates online.

Inclusion & Diversity

CJC JOU Policy:

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along several dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class, and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

UF Honor Code

UF students are bound by "The Orange Book" which explains the code of conduct for all students. It is online at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> You should be familiar with all aspects: the pledge to do your own work with nothing unauthorized given or received, the system UF uses for handling academic misconduct, and your responsibility as a student to report any condition that facilitates academic misconduct.

Accommodation

Students with disabilities requesting accommodation should first **register with the Disability Resource Center** (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. Videography requires handling 20-30 pounds of gear in all sorts of weather conditions; students with physical limitations or ongoing medical conditions should seek accommodation from the instructor as needed.

Campus Resources

Please be aware of UF's Health & Wellness resources for students:

U Matter, We Care: if you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> 352-392-1575
First Responders: University Police Department 352-392-1111 or 911 for emergencies <http://www.police.ufl.edu/> & SARS (Sexual Assault Recovery Services) at the Student Health Care Center 352-392-1161

Cost Considerations

There may be an equipment fee for this course, as most roles add wear and tear on station/INC equipment, and some roles impact field gear.

Feedback & Evaluations

Students may be expected to provide professional and respectful feedback on the quality of the instruction in this course by completing course evaluations online via GatorEvals.

CJC/DMP/INC Policies

It is your responsibility to learn and comply with all INC policies posted online at wuft.org/newsroom. The G020 Loading Zone Student Policy emphasizes that any access to the Weimer Service Drive is only for stopping to load/unload heavy/bulky gear and stops are limited to 10 minutes. **Follow instructions closely, you are personally responsible for any tickets you get.** The CJC/DMP/INC Equipment Policy emphasizes that **gear checkout is for official course or INC business only.** Our Computer Policy emphasizes that **all the computers in the INC are for official station business (including select courses) only.** Many are reserved for people in specific roles at certain times of day. We **embrace the RTDNA Code of Ethics** and the similar SPJ Code of Ethics, and you should read/follow the NPR ethics guidance as well. All are available online.

Attendance Policy and Missed DEADLINES

2 excused absences will be allowed for illness or emergencies. Please let me know by email asap.

Deadlines are vital to learning how to perform this job. There is no choice but to meet a deadline. Shows are produced and allotted time and count on the material you produce and prepare for on-air. Points will be deducted from your grade for that project for not meeting deadlines.

Writing format quiz: 5 points (with News Broadcast class)
In class exercises and participation: 15 points (5 @ 3 points each)
In class live work: 5 points selected randomly.
Sports desk work: 10 points

Assignment 1: 5 points
Assignment 2: 10 points
Assignment 3: 15 points
Assignment 4: 20 points
Final assignment: 30 points

Will provide dates and discuss more requirements in class:

Throughout the semester I hope to provide multiple opportunities for you to go out and shoot all kinds of sports. The more you do so the more points you add to your grade and learn the skills of shooting sports.

Sports desk work: come up with 2 story ideas to be presented to WUFT sports for on-air purposes. You will submit these ideas to me in class and by email detailing how you plan to execute the story including logistics, contacts, focus, camera use plans, etc.

Assignment 1: VO shoot and edit (with nat sound) video of a sporting event for highlights or story shots that will be a voice over and edit as though turning into WUFT sportscast in a prompt manner.

Assignment 2: VO. Shoot video for Voice over a highlight reel or story for use on -air. 20-30 seconds in length.

Assignment 3: VO/SOT 40-50 seconds in length. Required elements: One 3-shot sequence, one soundbite (SOT), script written in ENPS with proper format (including commands), video uploaded to YouTube and links submitted in Canvas, screenshots of each full timeline in Adobe Premiere uploaded to Canvas.

Assignment 4: shoot, edit, produce, and write a pregame or postgame story for on air purposes 1 minute in length.

Final Assignment: shoot, edit, write, and produce a Sports Feature Story for on air purposes 1:15-20 in length.

Syllabus accuracy:

This syllabus is subject to change as does the sports world daily.

Week 1 (1/8)

- Syllabus Review
- Introductions
- Equipment Policy Review
- Sports Broadcasting and the many parts
- What makes a great story (story pitch)
- Vocabulary
- Writing for Electronic Media Overview

Week 2 (1/15) No Class

Week 3 (1/22)

- Weekly Discussion
- ENPS Demo
- Interview Techniques
- What makes a good question in sports?
- How to mic interviewees, camera audio check (headphones!)
- Interview framing, 2 shots
- Sports Desk Work Due

Week 4 (1/29)

- Weekly discussion
- The gear (what is in each kit, how to properly use and care for the gear)
- Hands on camera exercise (save footage on your SD card: 1 interview, 1 sequence, 15 shots). Finish homework, if needed.

- Shooting sports versus shooting news. Features versus highlights.
- **In Class: News Writing Style and Format Quiz**

Week 5 (2/5)

- Weekly Discussion
- Editing can make or break a story.
- Adobe Premiere Demo
- Adobe Premiere exercise (editing sequences, manipulating audio, inserting Nat pops full)
- Assignment #1 Due VO critique in class

Week 6 (2/12)

- Weekly Discussion
- Finding your style/niche
- Ethics in sports
- Assignment #2 VO due critique in class (VO)

Week 7 (2/19)

- Package writing
- Examples of packages and discussion
- Standups (framing, background, placement, purpose)
- Informative vs demonstrative; Bridge standup vs closing
- How to be a one-man band

Week 8 (2/26)

- Weekly Discussion
- In class exercises and in class live work
- How to conduct yourself in and around the games
- Preview and postgame reporting
- Assignment #3 Due VO/SOT critique in class

Week 9 (3/4)

- Weekly Discussion
- How to produce/write a full sportscast
- Editing a package including pad, and nat pops
- editing a package - in class

Week 10 (3/11) SPRING BREAK NO CLASS

Week 11 (3/18)

- Weekly Discussion
- Play by play and color. Skills involved. How well do you know the game?
- Sideline Reporting
- Covering the Big game
- Assignment #4 Due must include at least one interview less than one minute in length. No stand up.

Week 12 (3/25)

- Weekly Discussion
- Critique Assignment #4
- Polish off stories/logistics/editing/any questions

Week 13 (4/1)

- Open discussion and guidance

Week 14 (4/8)

- Critique Final packages

Week 15 (4/15)

- Critique Final Packages

Week 16 (4/22)

- Critique Final Packages

Week 17 (4/29)

- Critique Final Packages if needed.