RTV 3502C: Fundamentals of Sports Production

Spring 2023

College of Journalism and Communications
University of Florida

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Place: Online Day and Time: When you feel like it – as long as you meet deadlines 🙂

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Taught by Katie Gillen kgillen1@ufl.edu (response typically within 12 hours). Twitter @katiegillen (response typically within 48 hours)
Office Hours: By appointment. Please reach out at any time! Can typically hop most quickly in the morning, lunchtime, and early evening.

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Course Description

The purpose of this course is to provide aspiring sports media professionals with the basic skills necessary to produce videos in a multi-media, multi-platform work environment. The course combines informative lectures with hands-on activities and assignments to allow you to develop some video production skills. You will leave the course equipped with sharpened storytelling skills and basic shooting and editing abilities, which are increasingly necessary to begin a career in the sports media industry.

Course Objectives

This class is about sports video production. The overall objective for this class is for you to learn how to function as a production professional in the 2020s.

As such, by the end of the semester, you should be able to:

1. Recognize and apply the production process. (Modules 1-12)
2. Successfully produce a few videos, which you will have filmed and edited yourself. (Modules 3, 4, 6-10, 12)
3. Apply insights about the sports production industry to your work. (Modules 1-12)

4. Demonstrate your story idea-generating, newsgathering, interviewing, and reporting skills. (Module 12) For further details about module objectives and the assignments by which they will be assessed, review the **Course Map**

Course Requirements

Required Equipment

There is no required textbook for this course. All readings have been provided via Canvas. This class is not just to learn about the sports production industry conceptually, but also to gain practical skills, most notably when it comes to shooting and editing video. Though you will be using your phone, you are still expected to acquire some hardware and software to improve the quality of your productions. **View the Equipment List.**

Referenced Materials

Whittaker, R. Television Production: A Free, Interactive Course in Studio and Field Production, www.cybercollege.com/index.htm, 2017
Champagne, B., et al. *Writing for Electronic Media*, press.rebus.community/writingforelectronicmedia/.
Gisondi, J. *Field Guide to Covering Sports*. CQ Press, an Imprint of SAGE Publications, Inc., 2018.
Owens, J. *Television Sports Production*. Focal P., 2007
Tuggle, C. A., et al. *Broadcast News Handbook: Writing, Reporting and Producing in a Converging Media World*. McGraw-Hill, 2014.

Prerequisites
JOU 3101 is a prerequisite for this course.

Minimum technology requirements

Review the Equipment List to familiarize yourself with the equipment and technology needed for this course.
The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:
- Webcam

- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review prior to the start of their program.

Minimum technical skills

To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software. You will need to use other software throughout the course (i.e. video editing) but technical skills will be addressed prior to using new tools. Materials/Supply Fees There is no supply fee for this course.

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Zoom

Zoom is an easy to use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at https://ufl.zoom.us.

Course structure and policies

The course has 12 modules: four, including the first three, are two-week modules and eight are one-week modules.
- In each module, we use video lectures and online resources to teach you valuable skills for your future career in the sports media industry. Practice activities and one or two assignments per module will help you develop and hone those skills.
- Discussions are due on Wednesdays followed by responses to classmates two days later. Most practice activities are due on Tuesday nights (though there are a couple of exceptions as evidenced by the schedule below).
- Assignments and projects are due on Friday nights with a 24-hour grace period. This means that as long as you turn in your work by Saturday night, you will

receive full credit. The deadline is written as Friday because I do not guarantee any answers to questions received after business hours on Friday. **Only assignments and projects have a 24-hour grace period.** Activities, discussions or practice exercises all have hard deadlines.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academicregulations/attendance-policies/.

As this is an online class, you are responsible for observing all posted due dates, and are encouraged to be self-directed and take responsibility for your learning.

Course Pacing

Each activity and assignment has a deadline by which you should turn in your work. Note that you can always turn in your work early. In fact, you are highly encouraged to work days –or even weeks– ahead of time.

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Let's put it that way: If I were a student in that class, I would try to turn in my work at least 48 hours ahead of the deadline.

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Why? Because deadlines are firm and technical issues happen more or less often depending on the equipment used, luck, and a variety of other factors. **Getting your work done early gives you a chance to fix any potential technical problems and still turn something in by the deadline.**

Download the Course Schedule document for reference.

Grading Policy

I will make every effort to have each assignment graded and posted within one week of the due date.

Grades

You can earn up to 1,100 points in this course through participation, assignments, one quiz, and projects. Here is the breakdown of your grade:

- **Participation:** 150 pts
    - Two discussions worth 10 points each (Note: "Introduce yourself" is not graded)
    - Sixteen practice exercises worth 10 points each. Your lowest score overall AND your lowest scores in both Modules 5 and 6 will be dropped for a total of 130 points.
- **Assignments:** 500 pts
    - Eleven assignments for 50 points each. Your lowest score will be dropped.
- **Quiz:** 50 pts
    - One quiz about fundamentals in Module 1 worth 50 points.
- **Projects:** 400 pts
    - Four projects worth 100 points each

Grading Scale

A	94% - 100%	B-	80% - 83.99%	D+	67% - 69.99%
A-	90% - 93.99%	C+	77% - 79.99%	D	60% - 66.99%
B+	87% - 89.99%	C	70% - 76.99%	E	0 - 59.99%
B	84% - 86.99%				

See the current UF grading policies for more information.

UF Policies

University Policy on Accommodating 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 procedure as early as possible in the semester.

University Policy on Academic Conduct:

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 honesty 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 Student Honor Code and Student Conduct 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. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Netiquette and Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

Getting Help

Technical Difficulties:

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:
- http://helpdesk.ufl.edu
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

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 umatter.ufl.edu to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit counseling.ufl.edu 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 shcc.ufl.edu.

- **University Police Department:** Visit police.ufl.edu or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

Academic and Student Support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services career.ufl.edu/.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. cms.uflib.ufl.edu/ask
- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/

Course Evaluations

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/.

Canvas Information

Canvas is where course content, grades, and communication will reside for this course.

- Ufl.instructure.com
- For Canvas, Passwords, or any other computer-related technical support contact the IT Service Desk.
    - 123 123-1234
    - 877 878-8325
    - http://it.myinstitution.edu

- ○ itsupport@myinstitution.edu

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:
- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Privacy and Accessibility

Policies For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
  - [Privacy Policy](#)
  - [Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
  - [Privacy Policy](#)
  - [Accessibility](#)
- Vimeo
  - [Privacy Policy](#)
  - [Accessibility](#)
- Zoom
  - [Privacy Policy](#)

- - Accessibility
- YouTube (Google)
  - Privacy Policy
  - Accessibility
- Microsoft
  - Privacy Policy
  - Accessibility
- Adobe
  - Privacy Policy
  - Accessibility
- Turnitin
  - Privacy Policy
  - Accessibility

COVID-19 Recorded Course Statement

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials are prohibited.