



# **RTV 3593: MULTIMEDIA SPORTS REPORTING**

## **SUMMER 2025 STUDY ABROAD**

Class Meets On Location in the United Kingdom

**Professor Ryan Hunt**

Office: At UK Accommodations Site; Office Hours: [By appointment](#)

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### **COURSE DESCRIPTION**

This course is designed to provide instruction, examination and on-the-ground immersive training around information-gathering, interviewing, writing and reporting on sports. Emphasis is placed on improving and enhancing idea generation, writing skills and reporting acumen. There also will be a focus on analysis of sporting culture and issues centered around live sporting events. Students will utilize these skills to generate content in different formats, including digital, video and social media.

### **COURSE GOALS AND OBJECTIVES**

After successful completion of this course, students should be able to develop and/or enhance:

- a better understanding of approaches to idea generation for sports content creation.
- comprehension of the relative newsworthiness of sports stories for different platforms.
- skills to effectively research, gather and analyze sports information to complement work.
- understanding of the ethics and values of sports journalism and different cultures.
- an ability to report sound, multimedia, social and/or written features for publication.
- appreciation and understanding of international sports, cultures and sports media.

### **COURSE GRADES**

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

<b>Evaluation Components</b>	<b>Points Per Component</b>	<b>% of Total Grade</b>
Pre-Trip UK Media Review	20 points	10%
Class and Excursion Attendance, Participation and Citizenship	20 points	10%
Online Discussions	20 points	10%
Social Media Content	20 points	10%
Multimedia Project: Ideation	10 points	10%
Multimedia Project: Draft	20 points	10%
Multimedia Project: Presentation	20 points	10%
Multimedia Final Project	50 points	25%
Post-Trip Experience, Reflections	20 points	10%
<b>Total</b>	<b>200 pts</b>	<b>100%</b>

### **GRADING**

You will be graded on a 200-point scale. Grades can be rounded up to the nearest percentage point at the professor's discretion.

A: 93.5-100%	C+: 76.5-79.9%
A-: 90-93.4%	C: 72.5-76.4%
B+: 86.5-89.9%	C-: 70-72.4%
B: 82.5-86.4%	D: 60-69.9%
B-: 80-82.4%	E: 59.9% and below

Students will be graded in accordance with UF policies for assigning grade points [as articulated in the link here](#).

### **TENTATIVE COURSE OUTLINE**

While we will have some time in a classroom, the majority of the experience will be in the field. There will be guest speakers on occasion who will detail their experience covering sports in the UK. Each week, we will focus on a specific topic, centering on covering sports and/or sporting culture.

Week 1	<ul style="list-style-type: none"><li>• What Makes a Good Multimedia Story?<ul style="list-style-type: none"><li>○ Lecture/Discussion In Class</li><li>○ Online Discussion Due</li><li>○ Multimedia Project Pitch Memo Due</li></ul></li></ul>
Week 2	<ul style="list-style-type: none"><li>• Identifying and Interviewing Key Sources<ul style="list-style-type: none"><li>○ Lecture/Discussion In Class</li><li>○ Online Discussion Due</li></ul></li></ul>
Week 3	<ul style="list-style-type: none"><li>• Storytelling for Social Media<ul style="list-style-type: none"><li>○ Lecture/Discussion In Class</li><li>○ Online Discussion Due</li><li>○ Multimedia First Draft Due</li></ul></li></ul>
Week 4	<ul style="list-style-type: none"><li>• Online Sports Content: The US vs. the UK<ul style="list-style-type: none"><li>○ Lecture/Discussion/Reflection</li><li>○ Online Discussion Due</li><li>○ Multimedia Final Draft Due</li></ul></li></ul>

### **REQUIRED EQUIPMENT**

There is no textbook for this course. Any readings and resources will be posted in Canvas

- *Students must have a mobile phone with international data access.*

### **ASSIGNMENT DESCRIPTIONS**

**\* Pre-Trip UK Media Review: (20 points)** Before we land in London, each student will be required to examine the differences (and similarities) in how a traditional British media outlet covers sports, both digitally and on social media. Instructions will be posted within the Canvas assignment.

**\* Class and Excursion Attendance, Participation and Citizenship (4 weeks, 5 pts per week) -** Attendance for in-class lectures and all field experiences is required as part of this trip. Students are expected to be on time.

Your participation in class activities will also impact your score. This includes, but is not limited, to the following: preparation; active listening and involvement in classroom and outside of classroom activities; posting relevant content to Canvas, questions & comments on the course forums; being respectful of others; and, a program-long sustained effort at contributing to the program discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed. In short, don't be checked out and mail it in.

The following rubric will be employed to assign participation points.

<b>Preferred (5 pts)</b>	<b>Acceptable (4 pts)</b>	<b>Needs Improvement (2-3 pts)</b>	<b>Unacceptable (1pt)</b>	<b>Will Ask You To Leave (0pts)</b>
Arrives on time  Comments are relevant and reflect understanding and good preparation  Clear enthusiasm	Arrives on time  Comments are mostly relevant; understanding may be slightly lacking  Not enthusiastic, but positive	Arrives no more than 5 mins late  Comments are minimal (“yeah”, “uh huh”), show poor preparation  Demeanor is sluggish	Arrives more than 5 mins late  No comments are made  Sleeping, texting, disengaged	Absent  Disruptive or rude comments  Drawing others into disrespectful behaviors (showing texts, being online, etc)

**\* Online Discussion (4 weeks, 5 pts per week)** – Through our class portal on Canvas we will hold online discussions surrounding various real-time topics. You will be required to post your thoughts and respond to classmates. There will be a rubric in Canvas to ensure you participate properly.

**\* Social Media Content (20 points)** - Each student will be required to document their experience in the UK, creating content for the CJC’s social handles – and your own. To avoid redundancy, each student must sign up for a specific day/event on a forthcoming social media calendar. In addition to posting on visual content X or Instagram, students are encouraged to post on LinkedIn to recap their trip and the connections they’ve made. More assignment details will be provided in Canvas.

**\* Final Project (four parts; 100 total points)** - Each student will be required to complete one multimedia story centered around a facet of sporting culture in the United Kingdom. Be sure to work ahead, researching to find a viable topic and secure multiple sources for your stories.

This project will be completed in four parts.

- **Multimedia Project Ideation (20 points)** – Each student must complete a formal pitch memo, detailing your final project idea. All ideas must be approved by the instructor before beginning work on your project.
- **Multimedia Project Draft 1 (20 points)** – First draft will be due halfway through the program from the options provided. This includes details about the project’s sources.
- **Multimedia Project Final Draft (50 points)** – Your final draft will be due at the end program. More details about the project expectations and deliverables will be in Canvas.
- **Project Final Presentation (20 points)** - On the final day of the trip, students will present a report on their work in class and receive feedback from the instructor and classmates.

**\* Post-Trip Experience, Reflections (20 points)** - Each student will be required to write a short essay reflecting about their experience in the UK, detailing what they learned and how it can potentially impact and shape their careers. Instructions to be posted in Canvas.

### **COURSE ELIGIBILITY**

Students must be approved by program leaders.

### **PROFESSIONAL CONDUCT**

This is a workshop-style class in which we will all contribute ideas and critiques of others' work and ideas. Please use professional courtesy. Turn cell phones off. No texting (or checking your phone) in class; please refrain from being consistently on your phone on an out-of-class excursion, especially in front of guest speakers.

### **DEADLINES AND DEDUCTIONS**

Journalism is a deadline business. This course is designed to mirror the expected behavior of a professional newsroom. They're called deadlines for a reason.

Failure to meet assignment deadlines will result in up to a 10% deduction – one letter grade — for each 24-hour period it's late. Late assignments beyond 24 hours may not be accepted, and could be graded as a zero, unless an emergency can be documented. If an illness or a personal emergency prevents you from completing an assignment on time, written documentation will be required ASAP.

Fact errors will result in a 15% deduction, depending on the type of error and the assignment.

### **SUBMISSION GUIDELINES**

Please submit all assignment elements in Canvas. Occasionally, you may also be asked to share a Google doc with me at ryanhunt@ufl.edu.

### **ACADEMIC DISHONESTY/HONOR CODE**

Plagiarism is one of the biggest sins in journalism. Do your own work.

Academic dishonesty of any kind will not be tolerated. Violations include plagiarizing material from other sources, using artificial intelligence (such as ChatGPT), fabricating material or using any work done by another person for a class assignment. Even copying photos from the internet could lead to a copyright claim in the real world. See the Department of Journalism website, as well as UF guidelines (including the [UF Student Honor Code](#)), for specific outline of violations.

Any violations of this code will be reported to the Dean of Students. Failure to comply with this commitment will result in disciplinary action compliant with the UF Student Honor Code Procedures.

If you have **any** degree of uncertainty, please ask.

### **A NOTE ABOUT AI**

Does AI belong in journalism? In this class, it does not. You are here to learn, improve and get more reps, so my No. 1 expectation for you is to simply do your own work. Don't take the easy way out. The only AI welcome here is Allen Iverson.

In the real world, [you would be fired](#) ([or be forced to resign](#)) if you turned in a piece of work to your editors with your name on it that was written or had significant elements [generated by AI](#). Major companies [have been embarrassed](#) by using AI and [passing it off as human](#) work. And [jobs have been eliminated](#) across the industry.

In this class, I will randomly pick certain stories over the course of the semester and run them through [multiple AI checkers](#). If assignments are flagged as generated by AI by each detector (over a percentage determined by your instructor), the assignment will not be accepted. You may receive a 0 for assignment plus a half-letter grade deduction from your final grade.

### **CLASSROOM NEEDS**

Students requesting special classroom needs must register with the Dean of Students Office, which will provide documentation to the student, who must then give the documentation to the instructor.

### **COLLEGE OF JOURNALISM AND COMMUNICATIONS OBJECTIVES**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

## **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 the [GatorEvals portal](#). 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 this link](#). Summaries of course evaluation results are [available to students here](#).

## **STUDENTS WITH DISABILITIES**

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) 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.

## **U MATTER, WE CARE**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

## **THE INSTRUCTOR**

Ryan Hunt is a Sports Lecturer at the University of Florida. A 1997 graduate of UF's College of Journalism and Communications, Ryan spent 25 years at *Sports Illustrated*, including the last four as its co-Editor-in-Chief. Ryan managed SI's editorial staff, leading a team of experienced reporters and editors and overseeing the digital strategy – from daily content planning to major event coverage to franchise development.

At SI, Ryan started as an entry-level Associate Producer in Atlanta before climbing the ranks – Homepage Editor, News Director, Associate Managing Editor to Executive Editor – to become one of only 11 people to hold the top editorial title at the brand. He grew up in the Tampa-St. Petersburg area and was the sports editor of the *The Independent Florida Alligator* during his time at UF. Nearly 30 years ago, I was in the same position as you are today.