



# **JOU 4313C: SPORTS REPORTING**

**FALL 2025**

**Monday | Period 6-8 (12:50 PM - 3:50 PM) | 2056 Weimer Hall**

**Professor Ryan Hunt**

**Office Hours: Tues. & Thurs, 1pm-3pm OR [by appointment](#). Weimer Hall #3040D**

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## **COURSE DESCRIPTION**

Sports reporting is much more than just game coverage. A great sports writer must look beyond the box score in order to inform, educate and entertain fans in numerous ways – on multiple platforms. This course is designed to broaden a student's understanding of effective sports reporting and to sharpen and develop the student's writing, reporting and other skills required in today's industry.

## **COURSE GOALS AND OBJECTIVES**

- To expose you to multiple forms of sports reporting and improve your skill set.
- To learn techniques used by sports reporters and apply them to your career.
- To produce original content of professional quality across various genres.
- To get a better understanding of the industry and the change in consumption habits

## **COURSE TOPICS**

### *Techniques*

Understanding audiences  
Knowledge of AP Style for sports  
What makes a good sports story  
Asking questions, getting quotes  
Developing story ideas, content plans  
Working on deadline  
Developing your voice, style

### *Genres*

Game coverage (previews, recaps)  
News coverage (original, aggregation)  
Commentary and analysis  
Alternative story types (listicles, rankings)  
Multimedia: Video, podcasts  
Sports betting and its impact  
Social media

## **READING**

*There is no mandatory textbook for this class. However, you are expected to read...*

- [CJC Sports Style Guide](#): I put this together not just to replicate The Associated Press Stylebook, a guide most professional organizations use, but also to incorporate local elements or other style questions you may run across that are NOT included in the book. Bookmark this. Use it. Learn it.
- Daily national and local sports coverage. Stay on top of the news, especially when it comes to Florida athletics or the NFL.

## **CLASS SCHEDULE**

*Specific weekly schedule elements subject to change at the instructor's discretion.*

Week 1 (8/25) Intro/overview; Sports Journalism 101; Your media consumption; CJC Style Guide  
Week 2 (9/1): **NO CLASS ... Labor Day holiday**  
Week 3 (9/8): Four pillars of sports reporting; What's a good sports story? Finding the narrative  
Week 4 (9/15): Breaking news; Writing on deadline; Aggregation & attribution; Common errors  
Week 5 (9/22): Game coverage; Gamers for today's readers; Multimedia project intro  
Week 6 (9/29): Covering a press conference; Getting (and using) quotes; What's a good quote?  
Week 7: (10/6): Before the game (previews, analysis); Sports betting coverage and impact  
Week 8: (10/13): Social media: Live tweeting, Reaching audiences and developing your own brand  
Week 9: (10/20) Beat coverage: Developing ideas, content planning; what do audiences want?  
Week 10: (10/27): Alternative story examples (listicles, trend and explanatory pieces)  
Week 11 (11/5): Sports commentary and analysis  
Week 12: (11/10): **NO LECTURE ... Live event coverage: Game TBA**  
Week 13: (11/17): Reporting on contracts; Live deadline writing assignment  
Week 14: (11/24): **NO CLASS ... Thanksgiving Week**  
Week 15: (12/1): **ZOOM ONLY**. Reporting on concussions in sports workshop

Guest speakers to also be incorporated on a rotating basis over the course of the semester.

## **ASSIGNMENT BREAKDOWN**

*Note: Assignment specifics and due dates will be visible in Canvas. Always bring charged laptops to class. On average, this class will have one assignment per week, based on that week's lecture topic. On rare occasions, there may be two assignments in one week.*

- ***Attendance + Class Participation/Professionalism (200 points)***

You are expected to attend class on time. We are only scheduled to meet 11 times this semester. You miss one class; you miss a lot. Therefore, 20 points are deducted for each class missed without a legitimate reason. Points can also be deducted at the instructor's discretion for chronic lateness, being disengaged in class and/or failure to participate in class discussions.

- ***Briefs (300 total points; six at 50 points each)***

We will have six short or in-class assignments designed to introduce a skill for sports reporting, including AP style, sports knowledge, writing news briefs and asking press conference questions.

- ***Deadline/Live Assignments (900 points; nine at 100 pts. each)***

We will cover topics, games and events as a class, both off TV and in person. We also will introduce elements that are commonplace for every beat reporter, such as game previews, listicles, live social media coverage, commentary/analysis and coverage planning.

There will be a minimum of two live events we cover as a class. *Note: There will be times the class covers a live game outside of class hours. During those weeks, the Monday lectures will be canceled.*

- ***Multimedia Project (150 points)***

Each student will be required to do one multimedia video project – sample ideas: either a postgame video standup or a topical video essay with voiceover – off a selected topic or sporting event. To simplify production and execution, video standups can be done in partnership with one other student. Each student, though, is required to submit their own projects independently. Ideas for the project will be due Oct. 1. The project will be due Oct. 12.

- ***Final Project: Recording a Sports Podcast (200 Points)***

Your final project will be a 10-minute video podcast episode on a specific sports topic hosted with a fellow classmate. You will select a topic in advance, plan a show and then record it. Topics must be approved by the professor in advance.

You will be graded on your planning (research and script), organization (show structure and flow), execution (quality of your content, ability to make a good argument, delivery), collaboration (ability to interact with your partner) and technical issues (sound quality). Scripts will be due before Thanksgiving break. The final version of the podcast will be due Dec. 8.

## **EXTRA CREDIT**

There will be select opportunities to earn extra credit during the course of the semester. Details to come in specific classes. Class attendance is required to participate in that extra-credit assignment.

## **GRADING**

*You will be graded on a 1,750-point scale. Students will be graded in accordance with policies for [assigning grade points as articulated here](#). Grades may be rounded up at the instructor's discretion.*

A: 93-100% (1,627-1,750 total points)  
A-: 90-92.9% (1,575-1,626)  
B+: 87-89.9% (1,522-1,574)  
B: 83-86.9% (1,452-1,521)  
B-: 80-82.9% (1,400-1,451)  
C+: 77-79.9% (1,347-1,399)  
C: 73-76.9% (1,277-1,346)  
C-: 70-72.9% (1,225-1,276)  
D: 60-69.9% (1,050-1,224)  
E: 59.9% and below (Under 1,049)

## **SUBMISSION GUIDELINES**

Please submit all assignment elements in Canvas. For all written assignments, please also share them in Google docs with me at [ryanhunt@ufl.edu](mailto:ryanhunt@ufl.edu).

## **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 a 10-point deduction in the first 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, advance notice and written documentation will be required. If advance notice is not possible because of a true emergency, written documentation will be required ASAP.

Fact errors – misspelled names, incorrect stats, wrong titles, inaccurate information – will result in a significant deduction at instructor's discretion, depending on the scope of the error(s) and assignment. At a minimum, any fact error is at least a 15-point deduction.

Check the names in your story. Then double check them.

## **ACADEMIC DISHONESTY/HONOR CODE**

Additionally, academic dishonesty of any kind will not be tolerated in this course. Violations of the honor code include plagiarizing material from other sources, fabricating material or using any work done by another person for a class assignment. See the Department of Journalism website, as well as UF guidelines, for specific outline of honor code violations. See more: [UF Student Honor Code](#).

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.

### **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.

Using AI is akin to plagiarism. And that is one of the biggest sins in journalism. Do your own work.

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

### **PROFESSIONAL CONDUCT**

This is a workshop-style class in which we will all contribute ideas and engage in discussion. For the sake of other students, please don't be a distraction in class. Professional courtesy is expected. No checking your phone in class. If you need to use your phone, please leave the room to do so.

### **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 provide documentation to the instructor.

### **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, 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 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, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) 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 UF. 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 team can reach out to any student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. 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.