

Gator Game Day

Spring 2026

College of Journalism and Communications
University of Florida

Instructor: Jeremy St.Louis

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Office Hours: By appointment

Class Site: INC Conference Room

Class time: 1-2p - see dates below

Overview and Objectives

The Gator Game Day independent study immersion offers instruction, analysis, and training in the principles of Producing, Directing, Hosting/Analyst, and Field reporting for a Gators Basketball pregame show. This is an *industry-level immersion* and requires significant commitment during the college basketball season.

You will learn how to build a rundown, brainstorm as a team to determine discussion topics for the show, produce video and graphics to illustrate discussion, produce game recap packages and construct engaging segments.

Hosts will learn how to anchor an unscripted pregame show, working with analysts to inform and entertain the audience.

Analysts will learn how to break down film, attend/cover press conferences and discuss pertinent storylines for Gator games each week of the season.

The Host and two Analysts who are not on the show in any given week are considered 'Rovers' and expected to help the Production team with cutting videos, assembling graphics or helping the on-air team prep. Being a Rover is *not* a 'week off' and failure to contribute in a meaningful way to the show that week will result in a significant grading penalty.

Production students will learn studio production and how to execute a multi-faceted program in a dynamic studio space.

Course Learning Objectives

After successful completion of this course, students should be able to:

- (1) Learn the role of a Pregame Producer and the many steps that go into prepping a rundown and timing a show. Steps include communicating with graphics and editors before the game. The Producer is the main leader of the show. They time the show. They give counts to commercial breaks or sound bites.
- (2) Learn the role of desk Host/anchor and the research that goes into prepping what they will talk about during the show. (unscripted = no prompter)

- (3) Learn the role of Game Reporter - shoot and edit broadcast quality recaps as a two-person team.
- (4) Learn how to communicate with the UAA/SIDs to set up interviews and receive and assets of highlights after the game. Request access to server with files. Seek out **reputable** resources to research your facts.
- (5) Learn how to direct cameras, work side-by-side with your Producer to keep the train moving on show day.
- (6) Learn how to present on camera at the desk and work in an unscripted, ad-lib environment.
- (7) Learn how to research and use analytics to tell a story and form graphic support of the topics.
- (8) Learn how to run a camera in the field while you're out with a reporter or simply getting shots of fans and color for the show.
- (9) Learn how to direct a live-to-tape show.

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.

Office Hours

Office Hours are scheduled via email and online booking. Meetings can be held in-person or virtually.

Course Communication

Your instructor will reply to email as soon as possible but the maximum is 48 hours not including weekends or holidays.

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.

Evaluation Components	Points Allocations
Participation, attitude & attendance	100/semester
Show Hosting x 2	100/show
Analyst Role x 2	100/show
Game Recap Reporting x 4	50/show
Total	300 possible points each

Assignment Descriptions

Weekly participation in creating a Rundown – As a team, you will brainstorm a three segment rundown. The rundown should recap the Tuesday game and then break down the upcoming Saturday matchup, highlighting important storylines as it relates to the game, coaches and players involved. You will decide on full-screen graphics and video needed to support your topics. Be creative and add some interesting, fun elements to make your segments engaging. As a team, you will assign who researches and designs the graphics and run it by the Producers (Nick Gonzalez-Abreu & Alan Williams), Coordinating Producer (Emily Drellick) EP (Prof St.Louis) and then pass them along to the editor with instructions by Wednesday (detailed graphics layout). By Thursday, you should have gathered your video files and have them edited in Premiere Pro. The more you get done during the week, the easier show day will be. Your show day effort is also part of your grade.

***All graphics and video **must** be submitted to Producers/Editors by Thursday at 12p. These are **HARD** deadlines and you **WILL** be docked grade points if you're late. Producers/Editors will have permission to deny graphic requests if they are late (save for 'Breaking News' graphics).*

****YOU** are responsible for coordinating the edit of VOs and SOTs for any analysis you plan to do.

Weekly Package assignments - Reporters are assigned the Tuesday home game to shoot and recap (including postgame press) in a completed package of no more than two minutes for the Friday show. Storytelling is a major part of any pregame show. This, along with hosting, is considered a vital element of Gator Gameday and will be graded as such.

Hosting Assignments - Two Hosts will rotate on the pregame desk and have two desk assignments each for this immersion. As a Host for your week, you will be responsible for leading the discussion for the topics decided upon in class. Wednesday, run your preliminary writing, questions and tosses by the EP. If you are NOT on the desk, you are expected to help with production elements as assigned by the Producers.

Gator Gameday hosting is a *non-scripted* environment, meaning you will NOT have any teleprompter and will need to be conversational and have command of the desk at ALL times (you can have paper notes or an iPad on the desk with you). YOU intro the show, segments and lead the discussion with your analysts. The show goes through YOU and you alone so you'll need to be well-prepared, well-versed on the topics and confident in where you're going.

Role of a Producer - The Producer is responsible for everything in the rundown. After meeting in class, the Producer assigns video edits and/or graphics to 'Rovers'. They will also type in each item (element) in the rundown and what order it will be in. The Producer/talent then begin researching stats and writing up notes to help get videos to expand certain talking points. During the actual show, the Producer talks to the hosts in IFB and to the rest of the production staff so we're all in sync. He/she counts everyone in and out of segments, keeps time of the items and the show as a whole. Like the Host position, this is a leadership role. If the Host is the QB, you are the Head Coach, the control room is your coaching staff. You call the plays and communicate with your QB and they run it.

Rovers - While the Rover has no 'show' responsibilities any given week on-air, they ARE expected to help with cutting videos, helping come up with graphics, packages, talking points and analysis. They are KEY people behind the scenes because they can do anything and everything related to the production of the show.

When Zooming, Please have your cameras on.

MODULE WELCOME INTRO TO GGD SHOW CLASS: FEB 3/26 SHOW DATE: FEB 6/26	Welcome, Introductions, Syllabus, Canvas <ul style="list-style-type: none">• Build a rundown, brainstorm together as a group to make a list of topics.• Package: Gamer FLA v ALA (Sun game)• Assign Rovers roles
MODULE 2 CLASS: FEB 17/26 CREATE A RUNDOWN SHOW DATE: FEB 20/26	Build a rundown , brainstorm together as a group to make a list of topics. <ul style="list-style-type: none">• Package: Gamer FLA v S. CAR (Tues game)• Brainstorm topics for show• Assign Rovers roles
MODULE 3 CLASS: MAR 3/26 CREATE A RUNDOWN SHOW DATE: MAR 6/26	Build a rundown , brainstorm together as a group to make a list of topics. <ul style="list-style-type: none">• Package: Gamer FLA v MISS ST (Tues game)• Brainstorm topics for show• Assign Rovers roles

MODULE 4 CLASS: MAR 24/26 CREATE A RUNDOWN SHOW DATE: MAR 27/26	Build a rundown , brainstorm together as a group to make a list of topics. <ul style="list-style-type: none"> ● Package: Season Recap/SEC Tourney ● Brainstorm topics for show ● Assign Rovers roles
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Policies

Video Usage Policy

SEC & ESPN Footage Use Policy for Student Media

WUFT-TV operates under a licensing agreement with Catapult Sports for SEC video content. This agreement governs how SEC and ESPN footage can be used in your coursework and productions.

What You Need To Know:

Students **may NOT** use:

- SEC or ESPN game footage for personal projects
- Clips on their personal social media accounts
- Footage in demo reels or portfolios

Students **may participate in creating content** that includes SEC footage **only when:**

- The footage is provided by Catapult
- The content appears exclusively on official WUFT or WRUF platforms
- It is used only after the game has ended

Any unauthorized use:

- Violates federal copyright law
- Violates our formal licensing agreement
- Can result in immediate removal from the immersion

This is not a suggestion — this is a legal requirement tied to our station's license and funding.

What You *Can* Use in Gator Gameday

- Footage **you or your classmates shoot**
- UF Athletics-approved highlight packages (when sent to media lists)
- Press conferences
- Practice availability video
- Locker-room/post-game interviews
- Still photos from licensed sources (MGN/CJC Photogs/UF Athletics)
- Radio play-by-play + graphics if no video rights exist

What You *Absolutely Cannot* Use

- ESPN/SEC Network broadcast highlights
- Footage ripped from YouTube, X/Twitter, Instagram
- Professionally shot footage from other news outlets
- Any broadcast angle not shot by you (field-level only allowed)
- Team/game highlight reels without explicit permission

Rule of thumb: If we did not produce it or it is not on CNN Newssource/NBC Newscall, chances are any usage violates our agreement. If you have any doubts, ask Prof St.Louis for guidance.

Attendance Policy

Students have four 1-hour classes and must attend unless the student has a university-approved absence. Show tapings will be Friday afternoons. If you are on-air for that week (Host, Analyst, Reporter), you are expected to be ready to tape at the scheduled time and be on-set/in the INC two-hours before the taping (call-time). Failure to make your call-time is a 5pt deduction in BOTH your assigned role and attendance (10pts total).

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. Unexcused absences will be docked 10pts per unexcused absence. If an absence is due to a scheduling conflict, the student is responsible for finding someone to cover their shift.

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 credit to the source, that is a copyright violation, 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.

An act of plagiarism or academic dishonesty may result in failure on the assignment, failure of the class, as well as other possible sanctions outlined in the Faculty Senate Policy on Academic Misconduct.

Academic Integrity

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 Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

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 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.

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

If 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, you should not engage with this outside entity or cooperate with them. Please refer them to a manager, director, or instructor.

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.

Students with Disabilities

Students with disabilities requesting accommodations 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 that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows.

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

AI Submission of Intellectual Property

When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

AI Policy for Student Work

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided content. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI-generated I will submit your assignment as violating the honor code.

In-Class Recording:

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 education 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 an 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.

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 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. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.

[Teaching Center](#): 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu . General study skills and tutoring.

[Writing Studio](#): Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; Visit the [Complaint Portal webpage](#) for more information.

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the [Student Complaint Procedure webpage](#) for more information.