

# MIDDAY SPORTS - SPRING 2026

Welcome to Midday Sports!

Through this immersion, you and your teammate will learn how to compose (Produce) a solid 90-second sportscast, filled with local content that includes self-produced graphics, edited local video and compelling broadcast copy.

Unlike local news, sports anchors are solely responsible for producing, shooting, writing, editing and presenting their entire sportscast on their own. Because of that, being organized is one of the biggest keys to success as a sportscaster - no matter what level you're at. For you, that means your team has the following specific deadlines they need to meet every single shift in the INC:

1. Before 9am the day of your shift - Email a soft rundown of things you want to have in your sportscast to Prof St.Louis ([j.stlouis@ufl.edu](mailto:j.stlouis@ufl.edu)) & Prof Coleman ([aliciacoleman@wuft.org](mailto:aliciacoleman@wuft.org)). Failure to provide a soft rundown - or if you send it after 9a - will result in a grading penalty.
2. Attend and present your soft rundown at the morning INC Editorial Meeting at 9:30a.
3. 10a - Start building your show:
  - a. Anchor - Start putting your production elements into ENPS & writing scripts.
  - b. Editor - Start finding & putting together video pieces needed for the sportscast.
4. Editor Video/Graphics Resources: usernames/passwords available upon request.
5. 11a-11:15a - Sportscast should be finished, Anchor should be ready to join set for run-throughs at 11:30a.
  - a. Editor - Double-checks all videos and makes sure they are in the correct placeholders.
  - b. During the show - Editor files all edited video into proper folders for Sportscasts and Sports.
6. Before leaving for the day, Anchor/Editor coordinates with the 'First at 5' team to let them know what was used in Midday that could be used at 5p. The Midday team should also have eyes on what the 'First at 5' team is doing in their sportscast in case there are any stories that can be used the next day in the Midday cast.

## Assessment:

- Immersion attendance, attitude and participation = 20%
- Check-in 1 - 40%
- Check-in 2 - 40%

There will be two check-ins during the semester where you will meet with Prof St.Louis to assess your progress in the immersion:

Check-in 1: Mar 9-13

Check-in 2: April 13-22

Each student will be responsible for putting together and submitting a portfolio reel (in mp4 format) that demonstrates the following:

1. Anchoring & Reading off a teleprompter.
  - a. One each of: VO, VO-SOT, Package lead-in Script and/or Scoreboard read.
2. Writing compelling sports scripts in the proper broadcast format.
3. Example of video you have shot and/or edited for sports.

## Grading Scale

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%

F = below 60%

## Video Usage Policy

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### 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 Your Sportscasts**

- 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

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### **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 Newsource/NBC Newscall, chances are any usage violates our agreement. If you have any doubts, ask Prof St.Louis or Prof Coleman for guidance.

## Other Policies

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### **IMMERSION ATTENDANCE**

Students are required to attend their weekly Midday Sports shift in the INC as assigned by Prof St.Louis. Attendance and punctuality are essential components of this experience and *will* impact your grade. You are part of a team - always keep your teammates informed if you're running late or need help with coordinating your shift.

#### Excused Absences:

Only university-approved absences will be excused. If a student misses a show due to illness, a doctor's note **must** be provided for the absence to be excused.

#### Unexcused Absences and Lateness:

Each unexcused absence will result in a 4% deduction from the 20% attendance portion of the grade.

Each late arrival will result in a 2% deduction from that same 20%.

More than two unexcused absences will result in dismissal from the experience and a failing grade.

#### Shift Coverage:

If an absence is due to a scheduling conflict, the student is responsible for either: Finding another student to cover their shift, or arranging a make-up shift with the instructor in advance.

*Note: Exam preparation or other class assignment conflicts do not qualify as excused absences.*

## **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.

WUFT-TV 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](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.

### **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 immersion 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 that you can produce unaided content. The use of generative AI for your assignments in this immersion 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 scripts and sportscast as violating the honor 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](mailto: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](mailto: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](mailto: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](mailto: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.