

RTV 3945: Fundamentals of Live Sports Video Board Production

Spring 2026

College of Journalism and Communications

University of Florida

Instructor of Record

Dennis Black, Assistant Athletics Director, Creative Video

Email: dennisb@gators.ufl.edu

Meeting Time: Wednesdays, Period 7 (1:55 p.m. – 2:45 p.m.)

Meeting Location: Gator Vision Conference Room

Experience Locations: Gator Vision Studios at Weimer Hall, Ben Hill Griffin Stadium, Exactech Arena, and other UF Athletics venues

Shift Day/Time: Assigned around home-event schedules and student availability (evenings/weekends likely)

Office Hours: Scheduled with Professor

Immersion Overview

This immersion provides hands-on training in producing a live sports **video board show** (in-venue show) for collegiate athletic events. Students will rotate through core roles—**show producer, director, technical director (TD), graphics operator, replay operator, camera operator**—and learn how those roles collaborate to deliver an engaging fan experience under real-time conditions.

Through pre-event planning, venue rehearsals, and live-event shifts, students will practice fundamentals of **live sports production**, including rundowns, timing, intercom communication, safety, and contingency operations.

Course Learning Outcomes

By the end of this course, students will be able to:

- Identify and explain responsibilities for all primary positions on an in-venue production team.
 - Read and contribute to a **run-of-show/rundown** and call basic cues on intercom.
 - Operate entry-level video board systems and peripherals (switcher basics, graphics, playback, replay clipping/playlists) at an introductory level.
 - Execute safe setup/strike practices (cable management, trip hazards, RF basics, weather procedures).
 - Collaborate effectively and perform under time pressure during **live** conditions.
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Evaluation & Assessment

The course follows the immersion template with two primary graded components.

Evaluation Component	Points	% of Grade
Event/Shift Attendance (10 assigned events)	5 pts each = 50 pts	50%
Production Role Performance (10 events)	5 pts each = 50 pts	50%
Total	100 pts	100%

Event/Shift Attendance (50 pts)

Students are scheduled by UAA and Daktronics reps based on knowledge of duties needed for each event. Arrive on time, complete pre-show setup, participate through strike, and follow venue protocols. Excused absences require a university-approved reason and, when applicable, documentation (e.g., doctor's note). Unexcused absences may result in removal from the course and a failing grade.

Production Role Performance (50 pts)

At each event, students are evaluated on preparation, teamwork, communication, and execution in their assigned role. Rotations ensure broad exposure. Supervisors/instructor provide debrief feedback after each event.

Performance rubric (per event, 5 pts):

- **Preparation (1 pt):** On-time; pre-reads rundown; completes position checklist.
- **Technique (1.5 pts):** Demonstrates entry-level competence on assigned gear/software.
- **Communication (1 pt):** Clear, concise intercom etiquette; responsive to cues.
- **Teamwork (0.5 pt):** Professionalism; assists peers; maintains focus.
- **Safety/Procedure (1 pt):** Follows venue/safety protocols; manages cables/gear responsibly.

Pass/Fail Gate: Students must complete the **Venue & Safety Orientation** before their first live event (non-graded but required to continue).

Grading Scale (UF Standard)

93.5–100 = A; 89.5–93.4 = A–; 86.5–89.4 = B+; 82.5–86.4 = B; 79.5–82.4 = B–; 76.5–79.4 = C+; 72.5–76.4 = C; 69.5–72.4 = C–; 66.5–69.4 = D+; 62.5–66.4 = D; 59.5–62.4 = D–; 0–59.4 = E

Course Structure & Weekly Plan (15 Weeks)

Note: Live event timing dictates production opportunities. Weeks below combine **classroom/lab** (planning, workshops) with **event-based** shifts. Specific dates/times for events will be announced via the shared calendar.

Week 1 — Orientation & Safety

January 14th

- Course overview; roles in an in-venue show.
- Facility tour: control room, camera positions, stage areas.
- **Safety:** Equipment Care and Management
- Casey McIntosh Introduction and Expectations.
- Overview of Events and What Positions are available.

Week 2 — Cameras & Shot Fundamentals

January 21st

- Building and Breaking Down Cameras Properly.
- How to prepare the camera for an event.
- Overview of camera assignments.

Week 3 — Camera Build

January 28th

- Building and Breaking Down Cameras Properly. Yes. We are doing this AGAIN.
- Overview of camera assignments.

Week 4 — Press Conference Set Up

February 4th

- Press Conference Set Up in South Endzone Football

Week 5 — Run of Show

February 11th

- Guest Speaker – Trevor Godwin – Florida Gators Marketing.
- What's in a **run-of-show**: hits, prompts, reads, wipes, looks, sponsor obligations.

Week 6 — Replay 101

February 18th

- Replay fundamentals: in/out points, melt reels, playlists, iso strategy.
- Live storytelling from replay: cadence with director/PA; safety of RF shots.

Week 7 — Replay 102

February 25th

- Replay fundamentals: in/out points, melt reels, playlists, iso strategy.

Week 8 — Guest Speaker TBD

March 4th

Week 9 — Multi-Sport Adaptation

March 11th

- Differences across **football, basketball, volleyball, soccer, baseball/softball**.
- Sport-specific cadences; unique sponsor elements; venue constraints.

SPRING BREAK

March 14-21

Week 10 — Game Cut Up Assignment

March 25th

- Will Breakdown a basketball game.
- Camera Calls, Graphics etc.

Week 11 — Review Work for the Spring

April 1st

- What we have done well and what we'd like to improve on.

Week 12 — Guest Speaker TBD

April 8th

Week 13 — Board Layout

April 15th

- Football, Baseball and Softball Layout

Week 14 — Overall Review and Final Day of Class

April 22

Communication & Scheduling

- Communication will be to Dennis Black or Casey McIntosh if your schedules changes and you are unable to attend shift.
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Equipment, Attire & Conduct

- **Attire:** neutral, closed-toe shoes; venue-appropriate clothing; no non-UF team branding.
 - **Gear:** treat equipment with care; report issues immediately.
 - **On-Field/Bench Areas:** follow staff instructions; maintain professional conduct.
 - **Hydration/Breaks:** coordinate with director if you need a break. Never leave post without letting someone know.
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Academic Integrity & Professional Standards

Plagiarism, fabrication, misrepresentation of participation, or unauthorized reuse of media/assets violates UF policy and professional ethics. All suspected violations will be referred per CJC and UF procedures.

Use of Generative AI

Students **may not** use AI tools to generate show scripts, graphics, video, or audio elements **unless explicitly approved** by the instructor. AI may be used for brainstorming checklists or run-of-show ideas, but all facts, names, and sponsor requirements must be verified. When in doubt, ask the instructor.

Attendance Policy (Immersion)

Students are expected to work assigned events and complete the full shift (setup through strike). Missed shifts without an excused, documented reason can result in dismissal from the experience and a failing grade.

Sponsored Content Policy

No student may engage in outside-paid placement or native advertising within in-venue productions. Any approach from external entities must be referred to a manager/instructor. Violations may result in removal from the course and additional sanctions.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc). Provide the accommodation letter to the instructor as early as possible to coordinate support.

Course Evaluations

Students provide feedback at <https://evaluations.ufl.edu> during the evaluation window. Results are available at the same site.

Course Grading (UF Policy)

Students are graded in accordance with UF policies:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

U Matter, We Care

Your well-being matters. Contact umatter@ufl.edu for support; after-hours crisis counselor: 352-392-1575. In emergencies, call 9-1-1.