

RTV 4930 Sports Radio Reporting
Fall 2014

Instructor: Matthew Cretul, M.A.M.C.
Advisor: Steve Russell
Room: 1078 Weimer Hall
Periods: 6 & 7 on Wednesdays (12:50 – 2:45)
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RTV 4930 is designed to offer instruction and training in sports information and gathering, as well as writing, interviewing and reporting. Special emphasis is placed on improving sports writing skills, basic sports production, radio reporting assignments, and sports content for the Internet. In addition, students receive practical experience in the ESPN 850 WRUF studios and ESPN WRUF website.

Objectives and goals of the course include:

- (1) writing sports stories and features acceptable for on-air use, ability to record audio via phone or in-person, and edit audio
- (2) ability to write “sound stories” for air and web
- (3) an understanding of the variety of sports sources used as a reporter
- (4) an opportunity, and an expectation that work produced for the class and ESPN 850 WRUF can and will be used on air and web
- (5) opportunity to voice your work, live or recorded, on- the-air
- (6) a better understanding of Gator, local, high school, national and international sports
- (7) an understanding of websites for research, as well as to produce content for the ESPN 850 WRUF website
- (8) and to develop the ability to find sports stories

Course Eligibility: You must have received a grade of “C” or better in either RTV 2100 or MMC 2100. You must have also been approved by the Sports Department at AM 850 and the instructor. If you have not met these requirements, please come forward ASAP.

Required Equipment: Gathering sound (player interviews, media days, teleconferences, etc.) is vital, and you will use many different means to collect sound. Before you will be able to check out digital audio recorders for projects, you will be shown how to operate one, both with and without a stick mic, as well as other means of collection. The newsroom has recorders for you to use for your projects and the Telecom Department has recorders you can check-out (See guidelines for checking out equipment). Your instructor also flipcams you can use.

Class demeanor: students will be expected to participate in class discussions, turn off all cell phones **BEFORE** class starts and treat your instructor and classmates with respect. Be on time for class. If you miss in class quizzes, or are late, you will be penalized. Sports reporting is a deadline based industry, you need to be able to be there on-time, every time.

Course Evaluation. Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 **Peabody Hall, 392-1261.**

Disability Awareness. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

Grading Components

Weekly Sports Knowledge Quizzes	10%
Project One	10%
Project Two	10%
Project Three	15%
Project Four	20%
Station Work	30%
Website	5%

Grading Scale:	A	(93-100)
	A-	(91-92)
	B+	(88-90)
	B	(83-87)
	B-	(81-82)
	C+	(78-80)
	C	(73-77)
	C-	(71-72)
	D+	(68-70)
	D	(63-67)
	D-	(61-62)
	E	(below 61)

Sports Knowledge Quizzes:

Each week at the beginning of class you will have a 10-question sports knowledge quiz about Gators, national, or international sports. You will be informed prior to the quiz what topic the quizzes will cover. Working in sports requires that you have a well-rounded understanding of all things sports and these quizzes serve as a means to ensure you are paying attention to the sports world beyond just the sports you enjoy watching, but all sports.

Station Work:

You are required to work six hours per week during the semester at the station, which is how your station work grade is derived (30%). Your work at the station will include sports updates, web stories, board op work, covering events such as press conferences, and covering sporting games.

Shifts may include evening or weekend hours which means you may be asked to work during times outside of your regular shifts. These evening and weekend shifts should be seen as recognition of your good work and not as a burden as they mean you are being asked to specifically cover an event because you have done a good job at the station. The Sports Director (Steve Russell) will assign your shifts which may also change based on need.

Training sessions will be held during the second and third weeks of the semester at ESPN 850 WRUF, even if you have already worked at ESPN 850 or WUFT. The sessions will be held at 6:45 pm. Attendance is mandatory!

In **lieu** of a final exam, you will be working at the station through the end of finals week. **Mark this down!** This should not be a surprise at the end of the semester.

Your station shifts must be covered----check with Sports Director (Steve Russell) with questions---- if you can't work, you will need to get someone to work for you.

There is a dress code for working at the station. You must be prepared at all times to be sent out to a press conference or other events as necessary. Shorts are acceptable, but closed toed shoes and collared shirt are required. Neutral colors are a must, no orange or blue (Gator gear). NO athletic wear, hats, sleeveless shirts, or flip-flops are allowed. Look like you're going to work, not the gym, and look like a reporter, not a fan.

Class Projects/details to come:

Project One:

Profile story on a UF student athlete (text and photo)

Project Two:

Feature story on a former UF athlete (text, photo and wrap)

Project Three:

Advance of a specific athletic team at UF (photos/video, text and wrap)

(Story will focus on expectations for upcoming season or postseason of a UF athletic team. No stories on football or men's basketball teams.)

Project Four:

Professional sports team or player story (text and wrap)

(Feature story of a professional sports team.)

All four projects will be expected to be of quality work. After given revisions by the instructor, or ESPN 850 WRUF staff, you will be expected to post stories to ESPN 850 WRUF website if your story is given the OK. **Ten points will be deducted from your grade for stories not posted to the website if given the OK.**

In addition, part of your grade for each assignment will involve pitching story ideas to the instructor one week before an assignment is due to ensure your topic is acceptable and a story that can be accomplished.

On the day projects are due, we will review your work in class so you can get feedback from your classmates. You will email your story to your instructor and bring a hardcopy to class. Your classmates will review your stories in class and offer anonymous feedback.

Website:

Your goal should be to have your work seen by as many people as possible to improve your brand and to begin to establish yourself as a professional and experienced sports reporter. This means getting your stories on the ESPN 850 WRUF website and having a means to present this work to potential employers. You will create your own personal website where you can showcase your work this semester. We will review websites in class at the end of the semester, but you should begin setting up your website by week FOUR.

You must be prepared to create a personal website to showcase your work.

The most user friendly option to create your own website is WordPress. If you do not already have a WordPress account (or your own site), you can create one by going to

<http://wordpress.com/>. Step-by-step instructions on how to create your site are provided.

You can use a host other than WordPress, such as Weebly or Webs.

A finished site includes any stories you can link to that you did for the ESPN 850 WRUF site, a professional Twitter account to scroll on the site, a LinkedIn account connected to the site, and any photos you took that were not included in a story for the WRUF site.

COURSE SCHEDULE

Week #1 August 27 th	Intro to class, go over syllabus, and Working in Sports
Week #2 September 3 rd	Writing for the Web, Google has Changed Reporting, and Taking Photos Station training begins – 6:00 PM in INC
Week #3 September 10 th	Sports Reporting Tips & Using Quotes Shifts start. Hand out Project One
Week #4 September 17 th	Difference between sports and news & Types of Sports Stories <i>Project One pitches due</i>
Week #5 September 24 th	<u>Project ONE Due</u> Hand out Project Two
Week #6 October 1 st	Interviewing athletes and coaches, and finding sources tips Annelie Schmittel – Guest Speaker
Week #7 October 8 th	Press conferences/teleconference & Social Media Bring in a web story you have completed at ESPN 850 <i>Project Two pitches due</i>
Week #8 October 15 th	<u>Project TWO Due</u>
Week #9 October 22 nd	Sports and culture Hand out Project Three Ted Spiker – Guest Speaker
Week #10 October 29 th	Sports talk vs. sports reporting and The Live Broadcast Bring in a web story you have completed at ESPN 850 <i>Project Three pitches due</i> Laura McKeeman – Guest Speaker
Week #11 November 5 th	ESPN assessment and Working a Beat Talal Elmasry – Guest Speaker
Week #12 November 12 th	<u>Project THREE due</u> Hand out Project Four

Week #13
November 19th

Using media guides
Project Four pitches due

Week #14
November 26th

NO CLASS THANKSGIVING!

Week #15
December 3rd

Ethics in sports reporting
Bring in a web story you have completed at ESPN 850
Joe Girvan – Guest Speaker

Week #16
December 10th

Project FOUR due

Newsroom Lab shifts run through 12/19, in lieu of final exam.

******NOTE: schedule subject to changed based on guest availabilities and other factors.**