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Semester effective:

Communication (COMM) 1550 Sports Broadcasting (3 Units) CSU

Advisory: Eligibility for English 1500 or 1501 strongly recommended

Hours and Unit Calculations:

48 hours lecture. 96 Outside of Class Hours. (144 Total Student Learning Hours)

Catalog Description:

The course examines different forms of sports media including print, broadcast, and internet and their impact on sports. Students learn the fundamentals of various components of sports media such as writing the game and feature stories, writing strategies for broadcast, active voice, internet streaming, shooting on location, anchoring play by play, and production of various forms of sports media. Students examine economic, ethical, gender, and race issues in sports media. The experiential course offers students an opportunity to apply knowledge and skills to sports media activities using the college's athletic program as their media focus.

Type of Class/Course: Degree Credit

Texts:

Hull, Kevin. *Sports Broadcasting*. Champaign, Human Kinetics, 2022.

Zumoff, Marc, and Max Negin. *Total Sports Media: Production, Performance and Career Development*, 2nd ed., Routledge, 2022.

Deninger, Dennis. *Live Sports Media: The What, How, and Why of Sports Broadcasting*. Routledge, 2nd ed., 2022.

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. Analyze the sports broadcasting industry, including its history and philosophical origins
2. Evaluate the purpose of a sportscaster in various roles, and the methods sportscasters use to achieve their goals
3. Analyze many aspects of sports broadcasting and gain a knowledge level in each area
4. Assess the role and application of sports media in professional and collegiate sports
5. Explain the roles played by the various sports media professionals
6. Assess gender and race issues in sports media

7. Compose professional materials used in sports media; particularly print material and broadcast copy
8. Incorporate the skills needed and techniques used by sports media professionals in the production of various sports media forms
9. Participate effectively in the production of various sports media forms in both groups and individual settings
10. Develop broadcast style

Course Scope and Content:

- Unit I History of Sports Broadcasting
- A. The beginnings of sports broadcasting on radio
 - B. Early days of sports broadcasting on television
 - C. Impact of cable television
 - D. The Internet
- Unit II Business of Sports Broadcasting
- A. Ratings
 - B. Why live sports?
 - C. Rights deals
 - D. The Olympics
 - E. Cable fees
 - F. Cord cutting
- Unit III Types of Sports Broadcasting
- A. National television
 - B. Local television
 - C. Sports talk radio
 - D. Podcasting
 - E. Internet streaming
 - F. Team media
 - G. Live sports production
- Unit IV Interviewing
- A. Types of interviews
 - B. Conducting the interview
 - C. Shooting the interview for television
 - D. Interview access
- Unit V Writing for Broadcast
- A. Types of stories
 - B. Broadcast writing style
 - C. Using sound bites
 - D. Writing different types of scripts
 - E. Script formatting
 - F. Example of scripts
- Unit VI Writing for the Web and Mobile Devices
- A. Increased importance of the web

- B. Writing the story
- C. Writing for online
- D. Writing style for the web and mobile devices
- E. Associated press style
- F. Rewriting a story from broadcast to print

Unit VII Shooting Games and Events

- A. Types of shooting
- B. Shooting highlights
- C. Shooting events
- D. Shooting strategies
- E. Types of shots
- F. It's time to shoot
- G. Broadcasting full games

Unit VIII Television Broadcasting

- A. Local or national?
- B. Producing a sportscast
- C. Editing a video
- D. Anchoring the sportscast
- E. A day in the life of a local sportscaster

Unit IX Radio Broadcasting and Podcasting

- A. Radio stories
- B. Sports talk radio
- C. Podcasting

Unit X Live Sports Production

- A. Play-by-play
- B. Before the game starts
- C. During the game
- D. Radio versus television play-by-play
- E. Role of the color commentator
- F. Role of the sideline reporter
- G. Homer or impartial?
- H. Behind-the-scenes jobs of live sports production

Unit XI Social Media

- A. Blogs (the old social media)
- B. Types of social media
- C. Social media lingo
- D. Impact of social media on sports broadcasting
- E. Setting up a social media account
- F. Proper use of social media
- G. Social media policies
- H. Social media in action
- I. A week of @collegameday
- J. Athletes and social media

- Unit XII Careers in Sports Broadcasting
- A. Be realistic
 - B. Getting relevant experience
 - C. Networking
 - D. The written resume
 - E. The resume reel
 - F. The online portfolio
 - G. Social media
 - H. The job search

- Unit XIII Issues and Ethics in Sports Broadcasting
- A. Coverage of race, gender, and sexuality
 - B. Women in sports broadcasting
 - C. Racial minorities in sports broadcasting
 - D. Stick to sports
 - E. Ethics in sports broadcasting

Learning Activities Required Outside of Class

The students in the class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying
2. Answering questions
3. Completing required reading
4. Written work.
5. Observing or participating in an activity related to course content.
6. Hands-on practice
7. Projects

Methods of Instruction

1. Lectures
2. Discussions
3. Independent Study
4. Activities
5. Hands-on practice
6. Purposeful Collaboration

Methods of Evaluation

1. Quizzes and tests
2. Oral presentations
3. Written reports
4. Projects
5. Post game interviews
6. Recorded feature projects
7. Play by play broadcasts

Supplemental Data:

T.O.P. Code:	0604.30 Broadcast Journalism
Sam Priority Code:	D: Possibly-Occupational
Funding Agency:	Y: Not Applicable (funds are not used)
Distance Learning:	Y: Not Applicable
Program Status:	Y: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a Special Class
Basic Skills Status:	N: Course is not a Basic Skills Course
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	Y: Not Applicable
Eligible for Credit by Exam:	No
Eligible for Pass/No Pass:	C: Pass/No Pass
Discipline:	Communication Studies or Broadcasting Technology Or Media Production