SPORTS BROADCASTING COMM 3360

STUDENT LEARNING OUTCOMES

Upon completion of this course, students will be able to:

Develop communication skills through effective oral and visual communication, operate Television production equipment and produce and direct live broadcast events.

(CT-1-Critical Thinking Skills)
Gather, analyze, evaluate, and synthesize information relevant to a question or problem

(CS1-- Communication Skills)
Develop, interpret, and express ideas through effective oral communication

(CS2-- Communication Skills)
Acquire skills in working with others as a member of a team

(TW1-- Teamwork)
Demonstrate the ability to work various production positions as a member of a sports broadcast team and/or member of a Play by Play/Color Commentator team.

(SR2 -- Social Responsibility)
Identify and describe equipment used for sports broadcast and produce a live sports event using production techniques commonly used in sports broadcasting.

COURSE OBJECTIVES

• Develop an understanding about sports broadcast on how it operates.
• Develop sports broadcasting performance techniques for roles of live event play-by-play, color analyst and reporter.
• Develop sports broadcasting production techniques.
• Students will learn the proper way to produce a sporting event, including proper equipment set up, proper camera settings, what to look for when shooting, and proper tear down.
• Students will learn each of the following positions: Camera Operator, TriCaster/Director, Replay (ThreePlay) Operator, Play by Play and/or Color Commentary.

CLASS:

The Sports broadcasting class will meet every Tuesday at 9:00am. Attendance is mandatory (10 percent of your grade) During class time, you will receive lectures from myself as well as guest interviews with local and national sports casters currently work in the sports broadcasting industry. This interviews will be held either in person or via video conferencing. There will also be power point lectures and quizzes on various chapter in your book. (30 percent of your grade).

Each class member will work as part of a sports production several of the ASU home games that are televised by Ram TV. This will happen every other week. For training purposes, the class will be divided into rotating teams. Each team will have specific responsibilities and roles to fill during the live broadcast. This is to ensure you will receive opportunities to gain experience with each role and those roles that interest you most (60 percent of your grade).
The sports broadcasting class is primarily a hands-on production class. Approximately half of our class time will take place training in the Ram TV studios, and on location at the various ASU sports venues.

**GRADING SCALE**

- 90-100: A
- 80-89:   B
- 70-79   C
- 60-69   D
- 50-59:  F

**REQUIRED TEXTBOOK**
Television Sports Production  
Edition: 5th  
Author: Owens  
ISBN: 9781138781306  
Copyright Year: 2015  
Publisher: Taylor & Francis

- You can find this on [Amazon](https://www.amazon.com/Television-Sports-Production-Jim-Owens/dp/1138781304/ref=sr_1_fkmr0_1?ie=UTF8&qid=1484658222&sr=8-1-fkmr0&keywords=Television+Sports+Production+Edition%3A+5t). Renting it for the semester will be your cheapest option.

**Course Policies**

1. **Attendance:**  
   Regular attendance is mandatory. You will be allowed ONE unexcused absence for the semester, after which you will need to provide a written excuse from a doctor, an official university notice or from some other recognized authority. If you fail to provide a proper excuse in writing, you will receive a ZERO for that day. This will include any assignments that were due on the day of your absence. This is non-negotiable. The Department of Communication, Mass Media & Theatre has a departmental attendance policy requiring students to be present at a minimum of 75% of all class meetings in order to pass the class. If you fall under that number, you will fail the class regardless of your current grade. Exams or assignments missed due to an unexcused absence will receive a ZERO. Work handed in late without an acceptable excuse will receive a ZERO.

   Being Tardy will not be tolerated. If you are more than 10 minutes late you will receive a ZERO. Any assignments due that day will also receive a ZERO.

2. **Academic Misconduct:**  
   Plagiarism in your speech will result in a zero for the assignment, and the instructor may pursue additional measures.
3. Class Etiquette:
Please be a courteous student and peer. Use of cell phones in class will result in you being counted absent for the day, and will result in a 0 for any work completed on that day. Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their performance in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.

4. Dress Requirement:
When at ASU sporting events you are representing ASU, so dress accordingly. Dress to work. Nothing ripped or with holes in it. Nothing that promotes any other team than ASU. Nothing vulgar or offensive. No shorts above the knee or with writing across the buttocks. If in doubt, don’t wear it. Wear deodorant, you are going to sweat.

5. Honor Code Policy:
Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

6. Disability Statement:
The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting:

Mrs. Dallas Swafford, Director of Student Development
325-942-2047 office or 325-942-2211 Fax
dallas.swafford@angelo.edu
University Center, Suite 112B

7. Religious Holiday Observance:
A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.
B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.