

**LOYOLA UNIVERSITY CHICAGO**  
**COMM 265-201/Spring 2017**  
**Sports Broadcasting and Field Work**  
**Mondays 4:15-6:45 pm**  
**School of Communication, Water Tower Campus-Room 100/Studio**

**Instructors:** Randy Minkoff  
Email: [rminkoff@luc.edu](mailto:rminkoff@luc.edu) (best method of communication)

**Overview**

This course is designed to be practical and interactive, covering all aspects of 21<sup>st</sup> century sports broadcasting. Randy Minkoff is a former nationally established journalist who spent his career in radio journalism as reporters, anchors, play-by-play announcers, and talk show hosts. You will learn how to write cohesively and concisely, how to cover a variety of sporting events, how to conduct and edit interviews into sound bites and gather information under pressure, how to deal with athletes and sports executives at all levels, how to separate the personal from the professional when covering a story, and how to enhance your personal style and improve your overall delivery.

You will also witness firsthand the business of sports and how it affects issues at the collegiate and professional levels. There will be mandatory specialized field trips to allow you to maximize your experience. There will also be special guest lecturers who will share their experiences. Each week there will be a different assignment. You will present these during the in-class lab sessions.

**What you need**

No textbooks are required but the AP stylebook **MUST** be purchased. In lieu of that you are expected to take extensive notes during all classes and field trips, as a different topic will be addressed each week. You are strongly encouraged to actively participate in all dialogue and discussion. We will move quickly through the semester.

Required equipment: A digital audio tape recorder or other device for audio recording such as a smart phone with recording capability (microphone optional but **STRONGLY** recommended) and the capability to download editing software (Audacity, Wave Pro or similar.) We also highly recommend that you are actively aware of what's current in local and national sports and sports news each week.

**Grade**

Graded assignments will be lettered A-F. These will be based upon the following criteria: Active participation in class and in the field, interaction with classmates and instructors, demonstration of a thorough understanding of each of the elements of sports broadcasting, clean and creative writing and delivery, fulfilling assignments *on time* and completion of a written and oral mid-term and practical final exam.

Important note: It is *imperative* that you are present and on time for *all* classes in the studio, or on field trips where business attire is required. To create a realistic journalistic environment, all power points, videos and assignments will be provided only in class; if you have an excused absence, it will be up to you to get the material you missed from another student. We will be covering a tremendous amount of information in a compressed time frame and there will be no exceptions.

Assignments that allow you to e-mail your report must be in by the prescribed time; assignments to be handed in class come with a deadline of the start of the class at 415p.

You have been specially chosen for this class and we know you will demonstrate honesty and professionalism.

## **SCHEDULE (Subject to Change)**

### **Jan 23-SOC**

In-class lab: Introduction and overview of sports broadcasting including how the media works today and how it has changed; the role of social media and its challenges; a demonstration of effective techniques and examples for discussion; the importance of concise writing and economy of words; proper story positioning and correct formatting; the elements of good production; various professional styles and how they connect to various audiences—what works and what doesn't; the importance of being correct. Assignment: Listen to one hour of the two sports stations (WMVP, WSCR) and compare the quality of the work, listenability, journalistic quality, and prepare a critique of each station.

### **Jan. 30 /SOC**

In-class discussion of sports radio critique assignment. Guest speaker: David Schuster, WSCR-AM reporter and anchor David is a distinguished all-sports radio journalist who works in the field and on the air. He brings a wealth of experience to class and will lead an interactive discussion of “real world” reporting including all-important technical aspects. Lab--We will demonstrate how to: prepare sportscasts from print copy, tape editing and putting together stories.

### **Feb. 6 /SOC**

Bill Behrns Asst. Ad for communications, Loyola University athletics. **Bill** is in charge of all sports media relations for Loyola and will prep you for the assignment to cover a Loyola men's basketball game. Questions are mandatory. Assignment: cover a Loyola basketball game.

### **Feb 13**

Stories from Loyola game will be presented. Technical terms. ESPN job quiz, an authentic test given by ESPN to prospective staffers.

### **Feb 20**

TENATIVE-We will visit WSCR 670 Sports Radio hosted by General Manager Mitch Rosen, Two Prudential Plaza, 180 N. Stetson, Chicago, IL You will have a personal tour of the station, witness the on-air programming and participate in q&a with station executives. Appropriate business attire and tape recorders are required. Questions are mandatory. We will present your previous critiques of sports radio and you will prepare a feature: ‘The Business of Sports’ based on our visit.

### **Feb 27/SOC**

Mid Term Exam: In-class written exam based on the techniques covered.  
Note: Recorded sportscasts & commentaries due by 4:15 pm, no exceptions.

### **Mar 6th**

Spring break/no class

## **Week of March 13**

### **Field Assignment—Chicago Bulls (nothing in class )**

You will cover a Chicago Bulls basketball game at the United Center on either Wednesday **Mar 15<sup>th</sup>** (**Memphis**) or **March 18<sup>th</sup>** (**Utah**).

There are two assignments: 1) Do on-site pre-game feature interview with at least two sound bites to be delivered live in class, and 2) A one page written observation of your impressions—the media, the locker room, the post-game interviews, your personal expectations vs the overall experience, and learned outcomes

## **March 20 SOC**

You will deliver Bulls stories and discuss experience in class. Also, technical demonstration of box scores and advanced writing/editing. Ethics in covering sports today: screening of Sidd Finch documentary.

## **Mar 27<sup>h</sup>—Voice work**

Practical lab: Advanced individual sessions with Prof. Sue Castorino to help you prepare for final exam; emphasis on overall vocal delivery and individual personal challenges, and to prepare for in-class final exam; criteria will be outlined

## **April 3—SOC/Chicago Bears field trip**

. If schedule permits, Bears field trip: facility in Lake Forest hosted by Vice President Scott Hagel.

Appropriate business attire and tape recorders are required. Questions are mandatory. You will have the unique opportunity to see where the Bears train, conduct q&a with front office personnel, and witness where the post-game and other important news conferences are held. Appropriate business attire and tape recorders are required. Questions are mandatory.

**April 10- Sports Jeopardy.** Teams will compete against each other on sports topics we have reviewed to this point plus additional research material for basic sports broadcasting journalism requirements

April 17<sup>th</sup>—EASTER MONDAY

**April 24/--** Simulated sports talk shows with two people debating issues, reading breaking news copy, commercials with questions from callers (classmates). Research must be done ahead of time on selected sports topics as well as research done by callers on what to ask. Assignment to turn in for final: Interviewing a Loyola athletic department official on a sports topic to be chosen in conjunction with Prof. Minkoff

May 1st In-class Final Exam: Individual live delivery of a comprehensive sportscast of a specific day, combining all elements of news, commentary, commercial, etc. You will be assigned a specific starting time and will be 'on the clock'. You will be videotaped for style, substance, overall delivery, accuracy, and time. Business attire required.