

LOYOLA UNIVERSITY CHICAGO
COMM 264-201/Spring 2014
Sports Broadcasting and Field Work
Tuesdays 4:15-6:45 pm
School of Communication, Water Tower Campus-Room 100/Studio

Instructors: Sue Castorino and Randy Minkoff
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Overview

This course is designed to be practical and interactive, covering all aspects of 21st century sports broadcasting. Sue Castorino and Randy Minkoff are former nationally established journalists who spent their careers 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. 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 (microphone optional but 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 SOC, or on field trips where business attire is required. We will be covering a tremendous amount of information in a compressed time frame and there will be no exceptions. You have been specially chosen for this class and we know you will demonstrate honesty and professionalism.

SCHEDULE (Subject to Change)

Jan 14/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.

Jan 20/SOC

In-class discussion of sports radio critique assignment. Lab--We will demonstrate how to: prepare sportscasts from print copy, tape editing and putting together stories.

Jan 28/SOC

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. Questions are mandatory.

Second hour: In-class presentation of Super Bowl features.

Feb 4/SOC

Guest speaker: Sports Information staff, Loyola. Veteran administrators will lead a valuable discussion of the all-important role of SID, the changing media and social media, and issues facing collegiate athletics in the 21st century. Questions are mandatory. Also: You will cover a Loyola men's basketball game on either **Feb 6** (Bradley) or **Feb 9** (Illinois State).

Feb 11/SOC

Practical lab: Individual speech coaching sessions with Prof. Castorino, designed to help you improve your overall vocal delivery prior to midterm. This is your special opportunity to address any personal challenges in a one-on-one confidential atmosphere.

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Feb 18/Field Trip to WSCR-AM

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 25/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 4

Spring break/no class

Week of March 11:

Field Assignment—Chicago Bulls (no class on March 11)

You will cover a Chicago Bulls basketball game at the United Center on either **Mar 13**) (Houston) or **Mar 15** (Sacramento) hosted by Vice President for Public Relations Sebrina Beyer. Pick up credentials prior at Gate 3 ½.

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 18/SOC

You will deliver Bulls stories and discuss experience in class. Also, technical demonstration of box scores and advanced writing/editing.

Mar 25/SOC

The Talk Show. You will host a "live" show, with a partner, delivering commentary, taking calls, being ready for impromptu information and being in control of venue.

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April 1 /Field Trip to Chicago Bears headquarters, Lake Forest

We will visit the Chicago Bears training facility in Lake Forest hosted by Vice President Scott Hagel. Arrive by 5 pm. 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 8/Northwestern University Evanston campus

We will visit the football complex and have a private press conference with NU head football coach Pat Fitzgerald. You will prepare on-the-spot stories with tape based on actual q&a, to practice 'real time' delivery of stories.

April 15/SOC

Practical lab: Advanced individual sessions with Prof. 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 22/SOC

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.