

Loyola University Chicago
COMM _372-201
Multimedia Sports
Fall 2019
Convergent broadcast studio--SOC T-Thurs 1p-215p

Instructor: Randy Minkoff

E-mail: rminkoff@luc.edu (. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)

COURSE DESCRIPTION

This course will give you experience in all facets of sports journalism: writing, editing and developing stories for print, broadcast and the internet. In addition, instruction will be given on doing play-by-play and color commentary, column writing, providing critiques of issues, films and other sports-related issue. You will also work producing, marketing and public relations as well as developing a video resume to be used to gain employment in the sports communication field.

We will review each discipline's origins and how it is evolved in today's society and will discuss the latest issues, trends and developments in the world of sports.

It is extremely important that you are aware of current sports news stories and trends as a part of the class. You will not need to be a "sports geek" or "stat expert" but you will need to follow current issues and trends in sports. You should use a variety of sports news sources – daily newspaper, weekly magazines, websites, blogs, social media, radio and television news, to learn how communication impacts us today. Class discussion is an integral part of the class as many editing situations are subjective. With that in mind, consider this syllabus as a general tool, **SUBJECT TO CHANGE**, depending upon news events and trends. Journalism is adaptation and do not view this overview as a class schedule that is etched in granite.

TEXTBOOK: AP style book latest edition.

GRADING

For most assignments you will receive a letter grade: A(excellent), B(very good), C(average), D(poor),m F(automatic for any incomplete assignments). Your grades are based upon demonstrating a good grasp of the concepts and techniques, as well as completing individual and team assignments. In some isolated cases you will receive a 'complete' for an assignment. There will be a few quizzes including the mid-term and final exam. You may and are encouraged to ask about progress you are making during the term either in person or via e-mail. There will also be an ongoing semester project and a final assignment project to be turned in during finals week.

ABSENCES: All assignments are due at the assigned deadline time: papers turned in after deadline will be graded down accordingly. Class attendance is essential in this class as there is no formal textbook but you are **STRONGLY ENCOURAGED** to obtain the latest AP stylebook. Material covered in class via lecture, illustrations and videos will make it vital you attend the class. If you should have to miss a class, it will be up to you to contact another classmate to secure information covered during the lecture period. You must notify me immediately if there is an issue with attendance or assignment. Unexcused absences will directly affect your grade in the course (as well as your ability to complete projects, exams and quizzes.)

IMPORTANT NOTES:

1. We will start on time; lateness is highly discouraged.
2. Classroom discussion and participation will be an integral part of the course and your overall grade. All topics that are reviewed, and how to handle them, will be included on tests and papers.
3. All assignments are due on the day they are listed, via e-mail or handed in in class.
4. If you expect to be absent, notification **MUST** be emailed immediately before the class. It will be up to **YOU** to check with a classmate to get the assignment and all information discussed in class.
5. Quizzes will be administered promptly at the start of class.
6. If you miss a quiz, you may **NOT** make it up, with the exception of an excused absence.
7. Don't ever hesitate to ask me for clarification or direction at the time the assignment is given. Don't wait until the last minute to ask questions about what the assignment requirements are.
8. **ALWAYS** be honest with me and with your work. Plagiarism is a serious offense and will not be tolerated.

FIELD TRIPS/ FIELD ASSIGNMENTS: There will be trips to a television station, “shadowing” a sports administrator, coverage of a sporting event as well as doing play by play at a Loyola game. It will be essential to be on time and participate in these off-campus events. The schedule will be adjusted once the dates are finalized so there will be times there will **NOT** be a formal class at the regularly scheduled time.

TENTATIVE SCHEDULE (Subject to change because of the nature of current events and issues that may come up during the semester)

Week 1: Course introduction; Aug. 27-29

Trends in sports journalism; evolution of sports from beginning to today; influence of the internet/social media. Team projects.

Week 2: Answering the questions (Sept. 3-5),

Interviewing skills, play by play introduction. Guest speaker: Wayne Larrivee, Green Bay Packers play-by-play announcer.

Week 3: Columns, blogging voicing your opinion. (Sept. 10-12)

The art of column & blog writing for print, internet and broadcast. Editorial and opinion pieces for broadcast. Guest speaker: long-time Daily Herald columnist Mike Imrem.

Week 4: Sports marketing/business. (Sept. 17-19)

How sports became a major part of public relations and advertising; athlete endorsements. The business of sports. The rise of gambling in sports. Impact on sports, knowing the jargon.

Week 5: Sports documentary. (Sept. 24-26th).Semester team assignment on putting together a short “30 for 30” type sports documentary. Screening of both long-form and short-form documentaries and how they are produced, written, edited and voiced.

Week 6: Print/broadcast editing. (Oct. 1-3) MIDTERM EXAMS

Determining the right clips, sound bites and quotes to use. Midterm exam and assignment.
The role of the sound bite on today's journalism and its impact on other news sites.

Week 7—No Class Oct. 8th. Class will resume Oct. 10th

Week 8 Crisis Communication (Oct. 15th-17th)

How to cover – and handle – crisis management, confrontations from both the reporter and team/company point of view. Guest speaker: sports agent Steve Mandel.

Week 9 Play by play (Oct. 22-24th).

Learning techniques to do play by play and color commentary for sports; the differences between radio and TV play by play and the evolution of describing live sporting events.

Week 10: Play by play II, TV sports gathering (Oct. 29-31st)

Field trip to WGN TV studio; use of latest video equipment, how stories are prepared for telecast. Guest speaker: WGN TV sports director Dan Roan.

Week 11: Reporting/broadcast of college basketball. (Nov. 5-7)

Covering a Loyola basketball game; play by play and color.

Week 12: The future of (Nov. 12-14th)

Will editors still be relevant in the future or will the readership not care about style, tight editing or checking of facts? Will social media replace traditional media as the only source of information?

Week 13: Shadowing sports administrators (Nov. 19-21st)

You will select a Loyola administrator and follow them around for an afternoon, getting insight on their roles, challenges, responsibilities in handling a major college sports program in the 21st century.

Week 14: NO CLASS NOV. 26TH-28TH Thanksgiving holiday

Week 15—Dec. 3-5th Preparing the resume. Tips on composing a video resume, what employers are looking for. Guest speaker former WGN general manager Dan Fabian. Final written exam.

Week 16th—Dec. 10th final exam project turned in.