Intro to Sports Broadcasting
July 2018

Instructor
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Course Description
Intro to Sports Broadcasting will be a detailed study in all aspects of the industry, to provide an overall understanding and appreciation of the art of sports broadcasting. Students will discuss sports broadcasting history and origins and debate historical and current philosophical approaches. This course focuses on students’ knowledge and intellectual grasp of the industry, rather than their on-air broadcast abilities. Thus, students from multiple broadcast skill levels - from beginners to active sportscasters - will simultaneously learn from the same starting point.

While not a hands-on focused course, students will be introduced to a wide array of techniques and philosophies for sports broadcasting - from fundamentals and essentials to advanced learning methods. Students will be assessed on their knowledge of the industry, along with its history and evolution. The course will consist of discussions, critiques, learning exercises, take home assignments and limited hands-on practice and participation.

Course Learning Objectives. Students will:

- Demonstrate an understanding of the sports broadcasting industry, including its history and philosophical origins.
- Demonstrate an understanding of different aspects of sports broadcasting
- Demonstrate an understanding of a variety of effective learning methods for the sports broadcasting industry.
- Gain an understanding and appreciation for the history and growth of the art of sportscasting, including a knowledge of prominent, pioneering figures.
- Understand the purpose of a sportscaster in various roles, and the methods sportscasters use to achieve their goals
- Introduce and analyze the many aspects of sports broadcasting and gain a knowledge level in each area

These objectives will be met through comprehensive readings, research, exercises, exams, discussions and assignments.
Textbooks

$15.99

Assignments
Students will be graded on the following:
Written Homework: 20% (late HW will not receive credit)
Quizzes: 20%
Projects/Papers 20%
In Class Activities/Participation: 20%
Final Exam 20%

Written Homework
Students will be given various reading and research assignments, along with do-at-home exercises pertaining to an area of study. Each and every assignment is expected to be turned in on time. Only assignments turned in on time will earn full credit. If an assignment is not turned in by the date due, either in person or electronically, it is late.

Prep Work
Students are expected to actively prepare for and participate in class discussions and activities. This includes completing the scheduled reading and being able to discuss the topics, history, pioneering broadcast figures and methods covered. Participation will directly affect the student’s grade.

Quizzes
Quizzes will be given often to test knowledge in specific areas. Students should expect quizzes during any class. Quizzes will be given with or without prior notice.
Projects/Papers

Students will be assigned various projects and/or papers to better understand a specific course philosophy or topic. Students will produce sportscasts and play by play for radio and television. These, and other in-class exercises, will be critiqued and discussed. Students will be graded on the ability to understand how to create on-air sportscasts and/or features, rather than on their on-air ability. Every sportscaster has room to improve, and critiques will be constructive and non-threatening. Don’t be concerned about being embarrassed or speaking in public.

Spelling and grammar are extremely important.

Attendance

You will be allowed two (2) absences before your final grade is affected. You will only learn effectively by being present, and much of this class will be based on participation and discussion. Quizzes will test material covered in assignments and during class discussions. It will be difficult to get a satisfactory grade in this course if you frequently miss class. Students will be held responsible for all material and assignments given while they are absent.

Late assignments

Assignments are expected to be done on time. Your assignments are due in class even if you are absent. Your assignment is considered late if it is not turned in on or before the due date. Late assignments will negatively affect your course grade.

Academic Misconduct

I expect students to perform their business in an honest and ethical manner. Students may certainly share ideas, however you will be judged on your own work. Plagiarizing or cheating are grounds for failure of the course and possible disciplinary action at the department, school and/or College level.
Tentative Course Calendar, July 2018
5 weeks, 5 modules

Module 1 - Sportscasting Philosophy
Online Only
Unit 1 - Introduction
Unit 2 - Marty Glickman

Module 2 - The Sports Broadcaster
In person July 9 (6-9pm)
Unit 1 - Qualities of a sportscaster
Unit 2 - Radio and TV Play by play, Color Analysis

Module 3 - Interviewing and Sportscasts
In person July 16 (6-9pm)
Unit 1 - Interviewing
Unit 2 - Sportscasts

Module 4 - Sports Talk
In person July 23 (6-9pm)
Unit 1 - Talk Shows
Unit 2 - Producing, Beat Reporting

Module 5 - Building a Career
In person July 30 (6-9pm)
Unit 1 - Handling Controversy
Unit 2 - Women in Sportscasting, Career Planning

Final - August 6 in person - 6:00pm

This schedule is tentative and may be changed due to unforeseen circumstances or weather.
UNIVERSITY STATEMENT ON ACADEMIC INTEGRITY: A University, by its nature, strives to foster and recognize originality of thought. Originality can only be recognized, however, when people acknowledge the sources of ideas or works that are not their own. Therefore, students must maintain the highest standards with regards to honesty, effort and performance. As a Jesuit, Catholic University, Fordham is committed to ensuring that all members of the academic community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique and eventual reformulation. As part of this process, each student must acknowledge the intellectual contribution of others…. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials. For further details, consult the Standards of Academic Integrity on the University website: https://www.fordham.edu/info/25380/undergraduate_academic_integrity_policy

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