Sports Broadcasting (CRN: 10095)
Tuesdays, Wednesdays & Thursdays, 6 p.m. – 9 p.m.
FMH 232
Summer 2019

Instructor
Bobby Ciafardini, WFUV Sports Director
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Office Hours: Tuesday – Thursday 1pm-3pm (Office Located in Basement of Keating Hall – WFUV Studio)

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.

Students will be introduced to a wide array of techniques and philosophies for sports broadcasting - from fundamentals and essentials to advanced learning methods, utilizing a hands-on approach. The course will consist of discussions, critiques, learning exercises, take home assignments and hands-on practice and participation. Students will be assessed in these areas.

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


Assignments
Students will be graded on the following:
Papers: 25%
Quizzes: 25%
Final: 25%
In Class Activities/Participation: 25%

Grading

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<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>97—100</td>
<td>A+</td>
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<tr>
<td>93—96</td>
<td>A</td>
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<td>90—92</td>
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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. As a journalist, it is important to adhere to the deadlines set by your newsroom. The ability to work well quickly and under pressure is an indispensable skill. Missed deadlines will affect your grade for individual assignments and your overall final grade. Please take time to review the class calendar in its entirety and plan your semester accordingly.

**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.

**Journalistic Integrity**

Any evidence of unethical behavior, dishonesty, plagiarism, etc. will be reported to the appropriate university offices.

**Data Loss and Working with Digital Recorders, Computer, and Software**

This course requires the use of some digital media for storing and transmitting required coursework. Learning good data management practices constitutes a portion of the class agenda. As such, computer failure or other forms of computer data loss will NOT be accepted as a legitimate excuse for late work.

Working with computers is risky business. Some computers and software can behave unpredictably. Each student must act responsibly and make back-up copies of data at every convenient opportunity. The safest way to do this is to copy data to a portable drive that can be stored in a secure location. Simply making extra copies of files and storing them on the same hard drive is not enough. There is a ‘zero-tolerance’ position on this matter due to the fact that lenience on this issue is far too easily abused.

**Cell phone calls, emailing, texting, internet surfing, etc…**

Do not engage in these activities while in class. Taking notes on laptops is permissible. Emailing and surfing the internet is NOT.
**Tentative Course Calendar, Summer 2019**

Introduction, Sports Broadcast History, Philosophy and Qualities of an effective Sportscaster
(July 2-3 – Meeting in Class Only July 2) *No Class July 4th (Holiday)
Reading: Fastest Kid on the Block, to end of “Jew” chapter.

Play-by-Play on Radio and Television (July 9-11)
*Meeting in Class Only July 11
Reading Due: Fastest Kid on the Block, Finish Book.
Quiz on Fastest Kid on the Block (July 11)

Color Analysis, Sideline Reporting and Interviewing (July 16-18)
*Meeting in Class July 16 and July 18
Reading: Call of the Game, Read to end of Part 4.
One Page Paper: Who is your favorite sportscaster and why? (July 16)

Interviewing, Anchoring, Sportscasts and Talk Show Hosting (July 23-25)
*Meeting in Class July 23 and July 25
Reading Due: Call of the Game, Finish Book.
Quiz on Call of the Game (July 25)
One Page Reflection on Call of the Game (July 25)

Talk Show Hosting, Women in Sportscasting, Finding a Job, Resumes and Demo Reels (July 30-31 & August 1)
*Meeting in Class July 30 and August 1)
Reading Due: Press Box Revolution, Finish Book.
Quiz on Press Box Revolution (August 1)

FINAL EXAM – (August 6)
3 Page Paper / 3 Minute Presentation

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

EQUAL EDUCATIONAL ACCESS FOR ALL STUDENTS: The Office of Disability Services at Fordham University helps to ensure equal educational access and opportunity for all members of our community. In the Jesuit tradition of cura personalis, members of the ODS staff work individually with each student to understand his or her strengths and limitations in order to develop their most effective and comprehensive accommodation plan. Fordham will offer reasonable and appropriate auxiliary aids and services to assist otherwise qualified persons in achieving access to its programs, services, and facilities once students meet with ODS for an initial intake meeting to develop an accommodation plan directly with the student in accordance with Section 504 of the Federal Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act of 1990. Students seeking accommodation(s) should contact the Office of Disability Services on their campus or email disabilityservices@fordham.edu.

NOTE: This syllabus is subject to change as news events and other factors warrant.