

**LOYOLA UNIVERSITY CHICAGO**  
**COMM 264-201/Spring 2016**  
**Sports Broadcasting and Field Work**  
**SOC 100 (studio), Mondays 4:15-6:45 pm**

**Instructor:** Randy Minkoff

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**Overview**

This course is designed to be practical and interactive, covering all aspects of 21<sup>st</sup> century sports broadcasting. I bring my expertise as a former nationally established journalist who spent much of my career in radio journalism as a reporter, anchor, play-by-play announcer, and talk show host. 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 should 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 (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.

**Grades**

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 you are expected to consistently demonstrate honesty and professionalism.

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

### **Jan 25/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 Chicago all-sports stations; compare the quality of the work, listenability, journalistic quality, and prepare a critique of each station.

### **Feb 1 /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.

### **Feb 8 /SOC**

**Guest speakers:** David Schuster, WSCR-AM reporter and anchor.  
Leo Krause, Assistant Athletic Director for communications at Loyola.  
**Field work:** Cover Loyola men's basketball game.

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. Leo 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. Research on each and in-class questions are mandatory.

### **Feb 15/SOC**

Stories from Loyola game will be presented. There will be a discussion of technical terms and an ESPN job quiz-- an authentic test given to prospective staffers.

### **Feb 22/Field Trip**

We will visit WSCR 670 Sports Radio hosted by General Manager Mitch Rosen, 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. I will present your previous critiques of sports radio and you will prepare a feature: 'The Business of Sports' based on our visit.

### **Feb 29/SOC**

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

**Mar 7**

Spring break/no class

**Week of March 14****Field Assignment—Chicago Bulls, United Center**

(no formal class on March 11 )

You will cover a Chicago Bulls basketball game at the United Center on either **Mar 17<sup>th</sup> (Brooklyn)** or **March 19<sup>th</sup> (Utah)** as legitimate member of the media. 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 21/SOC**

You will deliver Bulls stories and discuss experience in class. There will also be a demonstration of how to read box scores and advanced writing/editing.

**Mar 28--No Class/ Easter Monday****April 4<sup>th</sup>—Field trip**

We will travel to the Chicago Bears training facility in Lake Forest, hosted by Vice President Scott Hagel. 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 and where reporters work. Appropriate business attire and tape recorders are required.

**April 11 /SOC**

**Voice work/practical lab:** Advanced individual voice 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 18/SOC**

**The Talk Show:** You will all participate in realistic simulated sports talk shows with two people debating issues, reading breaking news copy, commercials, and practice the art of taking questions from callers (classmates). Research must be done ahead of time on selected sports topics as well as research done by callers.

**April 25--No formal class, prepare for final exam**

**May 2/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 graded on style, substance, overall delivery, accuracy, and time as if this was a real audition. Business attire required.