

LOYOLA UNIVERSITY CHICAGO
SPORTS BROADCASTING & FIELD WORK 265-201
SPRING SEMESTER 2020
SOC 100 STUDIO, MONDAY 4:15-6:45

Instructors: Randy Minkoff
Email: rminkoff@luc.edu (best method of communication)

Overview

This course is designed to be practical and interactive, covering all aspects of 21st century sports broadcasting. Randy Minkoff is a former nationally established journalist who spent his career 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.

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With that in mind, please consider this syllabus as a general tool, SUBJECT TO CHANGE, depending upon news events and trends. Journalism is adaptation and please do not view this overview as a class schedule that is etched in granite.

What you need

The latest AP stylebook is mandatory. In lieu of other textbooks 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 such as a smart phone with recording capability (microphone optional but **STRONGLY** recommended) and the capability to download editing software (Audacity, Wave Pro or similar.) I also highly recommend that you are actively aware of what's current in local and national sports events and sports news each week as we will discuss those issues and your participation will be a vital part of your overall grade.

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 studio, or on field trips where business attire is required. To create a realistic journalistic environment, all power points, videos and assignments will be provided only in class; if you have an excused absence, it will be up to you to obtain the material you missed from another student. We will be covering a tremendous amount of information in a compressed time frame and there will be no exceptions.

Assignments that allow you to e-mail your report must be in by the prescribed time; assignments to be handed in class come with a deadline of the start of the class.

NOTE: To accommodate professionals who will be inviting us in to their businesses, the times will likely be different than our regular start time in the studio. The WSCR field trip will likely begin late morning, the trip to

the Chicago Bears' facility will be late afternoon but it will take you at least ONE hour to get to Lake Forest from downtown. In addition, covering sporting events will be on a day other than the Monday class time. We will adjust your hours in the studio to reflect the outside work. Please remember you are not only representing yourself but Loyola when you are at outside assignments.

ATTENDANCE: Because this is a once a week class, attendance is vital to your grade and to your understanding of the goals of the class. If you must miss a class, it will be up to you to get materials from a classmate regarding material covered and you will have to submit assignments per the deadline given. You **MUST** notify me **AHEAD** of time if you must miss any or part of a class. Unexcused absences will lead to a significant reduction in your overall grade (as well as making it difficult to complete assignments and exams).

TENTATIVE SCHEDULE (Subject to Change)

Jan 13-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 two sports stations (WMVP, WSCR) and compare the quality of the work, listenability, journalistic quality, and prepare a critique of each station.

Jan. 20st MLK birthday no class

Jan. 27-SOC

Guest speaker Ron Gleason, news/sports director for WBBM news radio and former sports reporter/anchor in Chicago.

Feb. 3 -- Lab: How to prepare sportscasts from print copy, edit tape and put together stories. Evolution of covering sports and a review of changes in both professional and college sports coverage. **COVERAGE OF LOYOLA BASKETBALL GAME** (three options of dates to choose from) **GUEST SPEAKER:** Bill Behrns, Loyola media relations director, will brief about upcoming assignments involving basketball and athletic director news conference.

Feb 10th—No Class Feb. 12th—11a .m. We will visit WSCR 670, event 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 recording equipment are required. Questions are mandatory. *Assignment:* You will present your previous critiques of sports radio to Mitch. You will also prepare a feature: 'The Business of Sports' based on our visit to be delivered in the next class.

Feb. 17 SOC

Deliver Loyola game stories. Guest Speaker: David Schuster, WSCR reporter and a 35-year veteran of covering sports in Chicago for various broadcast outlets. **FIRST PART OF SEMESTER MIDTERM**

Feb 24—SOC

Guest Speaker MVC commissioner Mike Kern will also address the class on how the league runs events for media, Loyola's participation in the MVC and other topics.

Second part of Loyola mid-term exam

Mar 1-8th Spring break/no class

Week of March 9th In class work, prepare for field assignment.

Field Assignment—Chicago Wolves

You will cover a Chicago Wolves pro hockey game on either **Mar 15th (Cleveland) March 16th (San Antonio).**

Assignments:

(1) Do on-site pre-game feature interview with at least two sound bites to be delivered live in class next week.

(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

Mar 16- SOC: News conference with athletic director Steve Watson Meeting at Lakeshore Campus

The athletic director from Loyola University will answer questions at the Gentile Center prepared by you ahead of time and you will compose a brief story for delivery in class from the comments he makes at the news conference. In addition, we will discuss the Wolves stories and discuss experience in class. Also, technical demonstration of box scores and advanced writing/editing.

Mar 23-SOC: Individual voice work

Practical lab: Advanced individual sessions with Prof. Sue Castorino to help you improve your overall vocal delivery—tone, volume, vocal melody and sound—as well as confidence with the Teleprompter.

March 30th Sports “Jeopardy!”

Teams will compete against each other on sports topics we have reviewed to this point plus additional research material for basic sports broadcasting journalism requirements

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April 6th -Chicago Bears field trip

Travel to Bears' facility in Lake Forest hosted by team Vice President Scott Hagel. Appropriate business attire and recording equipment 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.

April 13th—Easter Monday no class

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April 20thrd SOC—The talk show

You will participate in simulated sports talk shows with a partner, debating issues, reading breaking news copy and other 'real time' issues. You will also take questions from callers (classmates). Research must be done ahead of time on selected sports topics as well as research done by 'callers' who will ask realistic questions.

April 27th In-class oral final exam

Each person will deliver a 'live' comprehensive sportscast of a specific day, combining all elements of news, commentary, and commercial content. 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.

