

## **COM 211: LIVE SPORTS PRODUCTION**

### **Monday & Wednesday 3:35-4:50 Fell 280**

Instructor: Kelly Lambert

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Office Hours: M 1-3:30, T 10:30-11, 12:15-3:30, R 10:30-11

### **CLASS MATERIALS (both eBooks available via Milner)**

Deninger, D. (2022). *Live sports media: The what, how and why of sports broadcasting* (Second edition.). Routledge. <https://doi.org/10.4324/9781003165590>

Owens, J. (2016). *Television sports production*. New York: Focal Press, 2016.

Access to Live Sports Broadcasts- can be ESPN+, streaming service like Hulu/YouTube Live, or cable subscription

### **COURSE OVERVIEW**

Sports media is growing in popularity and availability, if you are interested in the production of these live events then this course is for you. Demand for coverage of live events is increasing through the change in the media industry, mostly streaming. We will start with the basics- the functions of cameras, other equipment, and the positions/roles in the live productions. Another important piece needed to effectively cover a live event is knowledge of the sport itself, so this will be incorporated into our course content. You will also learn the parts of pre-production, production, and post-production in a live sports broadcast.

### **GRADES**

The grading scale is a standard ten percentage point scale:

90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, below 60%=F

In this course, simply doing an assignment does not result in an A. Failure to follow directions or meet criteria will result in a loss of points. Students should note the definition of each letter grade

Self-portrait 40  
Broadcast Comparison 40  
Broadcaster Profile Presentations 40  
Storyline ID 40  
Midterm 100  
Sports Pretests (7) 70  
Broadcast Studies (4) 80  
Various Sports Presentations 60  
Impact Essay 40  
Discussion Preps 70  
Final Project 100  
Total 780

## **ASSIGNMENTS**

### *Discussion Preps*

Questions to go along with the chapters in the books. Students are expected to read the chapters and answer the questions before the chapters are discussed in class. In order to receive points for these assignments students must complete the questions and be present in the class during the discussion.

### *Self-portrait*

Students will write a self-portrait explaining how televised sport has influenced who they are, what they wear, the expressions they use in everyday speech, their perceptions of races other than their own, and how they spend their time.

### *Broadcast Comparison*

A critical comparison of 2 telecasts of the same event. How did each use the following elements to tell the stories of the event, and which network did the better job in each category?

### *Broadcaster Profile Presentations*

Students will choose from a list of innovators in the sports broadcasting world. They will then research the chosen broadcaster's history and impact on what we see today. This assignment will be a presentation for the class.

### *Storyline ID*

Students will watch a telecast and make notes on what storylines were presented, including how the stories were introduced and wrapped up, the elements within each story, and how to acquire them.

### *Broadcast Studies*

Students will evaluate a broadcast of a sporting event in the area of our current study. Each student will critique the show and outline the parts of the broadcast that they watched.

### *Impact Essay*

Students will write an essay to the following prompt: What evidence do you see of how television has changed sports? Examine changes in the rules of different sports. Which ones do you think were instituted to enhance the sport on television or accommodate live coverage? Compare the average length of games from a variety of sports now with how long they lasted in 1960s, 1970s, and 1980s.

### *Final Project*

Create a full plan for a broadcast (pre-production) including crewing, producing, scripting, and a setup plan. Each student will have a different sport/event assigned and they will be presented to the class as the course final.

### *Tests and Quizzes*

There will be a midterm exam and quizzes throughout the semester on the course content.

## **ASSIGNMENT FORMAT**

Your Name

Date

COM 211

Title of Assignment

All typed assignments for this class must be in Times New Roman, 12-point font, and double spaced. All headings must be on the LEFT side of the page. Every assignment should have one-inch margins. Headings should contain your name, the date, your character, and the title of the assignment. No other information should be included in your heading. Points will be deducted for failure to follow the proper formatting. Please be sure to take into account the proper spacing after paragraphs and periods. Please proofread your work carefully for spelling or grammatical errors. Also, be sure to staple all printed assignments consisting of two or more pages, points will be removed if the assignment is not stapled.

## **COURSE POLICIES**

### *Special Needs.*

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at [StudentAccess.IllinoisState.edu](http://StudentAccess.IllinoisState.edu).

### *Mental Health Resources.*

Life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at [Counseling.IllinoisState.edu](http://Counseling.IllinoisState.edu) or by calling (309) 438-3655.

### *Illinois State University Bereavement Policy.*

If a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. The student will provide appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work. Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website: <http://policy.illinoisstate.edu/students/2-1-27.shtml>

### *Attendance & Participation*

Students will be expected to attend class. Attendance will be taken each day at the start of class. I will NOT stop teaching to reopen the attendance if you arrive to class late. It is the student's responsibility to stay at the end of class and remind me they came in late. Much of the class meeting will be discussion based. It is not possible to participate in our class discussions if you are not present. A large portion of your grade in this course will be class participation. Merely showing up to class each day does not mean you will receive points for participation. Each student is expected to have all assignments and reading completed before coming to class.

## COURSE SCHEDULE

At any point throughout the duration of this course I reserve the right to change the syllabus details. Of course, I will inform you of these changes.

Week	Day	Date	In Class	Homework Due
<b>1</b>	M	1/12	Intros & Syllabus	
	W	1/14	Cameras Assign self-portrait	Owens Chap 7
<b>2</b>	M	1/19	MLK Day	
	W	1/21	Equipment basics, in-house v. broadcast Assign Storyline ID	Owens Chap 2 & 5
<b>3</b>	M	1/26	Producing	Deninger Chap 7 Self-Portrait
	W	1/28	Preproduction, Assign Storyline ID Assign Broadcast Comparison	Owens Chap 6 & 11 Owens Chap 9
<b>4</b>	M	2/2	Audio (Zoom speaker)	Owens Chap 9, Storyline ID
	W	2/4	Graphics Assign Broadcaster Profiles	Owens Chap 10
<b>5</b>	M	2/9	Xpression	Broadcast Comparison
	W	2/11	Directing	Owens Chap 13
<b>6</b>	M	2/16	Profile Presentations	Broadcaster Profiles
	W	2/18	Profile Presentations	Broadcaster Profiles
<b>7</b>	M	2/23	Beginning of Televised Sport	Deninger Chap 2
	W	2/25	NFL & ESPN Impact, Midterm Review, New Format Explanation	Deninger Chap 4&5
<b>8</b>	M	3/2	Zoom – Guest Speaker/s	
	W	3/4	MIDTERM (Canvas)	
<b>9</b>	M	3/9	SPRING	
	W	3/11	BREAK	
<b>10</b>	M	3/16	Football	Broadcast Study (Directing) Football Pretest

	W	3/18	Racing	Racing Pretest
<b>11</b>	M	3/23	Basketball	Broadcast Study (Audio), Basketball Pretest
	W	3/25	Volleyball	Volleyball Pretest
<b>12</b>	M	3/30	Soccer	Broadcast Study (Graphics), Soccer Pretest
	W	4/1	Hockey, Assign Various Other Sports Presentations	Hockey Pretest
<b>13</b>	M	4/6	Baseball/Softball	Broadcast Study (Replay) Baseball/Softball Pretest
	W	4/8	Advertising, Streaming/Second Screen	Deninger Chap 11, Owens Chap 4
<b>14</b>	M	4/13	Assign Final Project and Impact Essay	
	W	4/15	Various Other Sports Presentations	Various Other Sports Presentations
<b>15</b>	M	4/20	Various Other Sports Presentations	Various Other Sports Presentations
	W	4/22	Various Other Sports Presentations	Various Other Sports Presentations
<b>16</b>	M	4/27	Various Other Sports Presentations	Various Other Sports Presentations
	W	4/29	Impact/Future Predictions	Impact Essay