

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NY**



**COURSE OUTLINE
SPMT 415 –SPORTS MEDIA AND BROADCASTING**

Developed by: Diane Para, Ph.D. & Matt Metcalf

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE
SPORTS MANAGEMENT
REVISED-MAY 2015**

- A. TITLE:** Sports Media and Broadcasting
- B. COURSE NUMBER:** SPMT 415
- C. CREDIT HOURS:** 3
- D. WRITING INTENSIVE COURSE:** No
- E. COURSE LENGTH:** 15 weeks
- F. SEMESTER(S) OFFERED:** Fall or Spring
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** Three lecture hours per week.
- H. CATALOG DESCRIPTION:** This course examines different forms of sports media including print, broadcast, and internet and their impact on sports. Students learn the fundamentals of various components of sports media such as writing game and feature stories, writing strategies for broadcast, active voice, internet streaming, shooting on location, anchoring and play by play, and production of the various forms of sports media. Students examine economic, ethical, gender, and race issues in sports media. This experiential course offers students an opportunity to apply knowledge and skills to sports media activities using the college's athletic program and high school sports programs as their media focus.
- I. PRE-REQUISITIES/CO-REQUISITES:**
- a.) Pre-requisites: SPMT 411 or permission of instructor
- b.) Co-requisites: None
- J. GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Assess the role and application of sports media in professional and collegiate sports	2. Crit. Thinking 3. Prof. Competence
b. Explain the roles played by various sport media professionals	2. Crit. Thinking 3. Prof. Competence
c. Assess gender and race issues in sports media	2. Crit. Thinking 3. Prof. Competence
d. Compose professional materials used in sports media; particularly print material and broadcast copy	1. Communication 2. Crit. Thinking 3. Prof. Competence
e. Incorporate the skills needed and techniques used by sports media professionals in the production of various sports media forms	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
f. Participate effectively in the production of various sports media forms in both group and individual	1. Communication 2. Crit. Thinking

settings	3. Prof. Competence 4. Inter-intrapersonal
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K. TEXTS:

Zumoff, M. & Negin, M. (2015). *Total Sportscasting*. Burlington, Ma: Focal.

L. REFERENCES:

Farrington, N., Kilvington, D., Price, J. & Saeed, A. (2012). *Race, Racism & Sports*. New York, NY: Routledge

Video - Playing Unfair: The Media Image of the Female Athlete

<http://www.youtube.com/watch?v=luadmO7Cugc&lr=1>

M. EQUIPMENT: Technology Enhanced Classroom, Broadcasting Studio

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

- Post game interviews
- Recorded feature projects
- Play by Play broadcasts
- In class activities and discussions

P. DETAILED COURSE OUTLINE:

I. Course Introduction

- a. Course overview and review of class projects
- b. Orientation of broadcast studio

II. History of Sports Broadcasting

- a. The early days of sports reporting
- b. The introduction and growth of sports broadcasting on television

III. Various Disciplines in Sports Reporting

- a. Reporter
- b. Anchor
- c. Sideline Reporter
- d. Host
- e. Sports Talk Reporter

IV. Writing for Broadcast

- a. Writing Strategies for broadcast
- b. Understanding and using an active voice
- c. Leads and terminology
- d. Using the voice over
- e. Scripting for television and radio

V. Performance Theory in Sports Broadcasting

- a. Developing your broadcast style
- b. Techniques for speech mechanics and improving on air

VI. Play by Play and Analyst

- a. The roles of being a play-by-play broadcaster and an analyst
- b. Differences between radio and television broadcasting
- c. Developing chemistry between broadcast partners

VII. Women in Sportscasting

- a. Opportunities for women in sports broadcasting
- b. Growth of women in sports broadcasting
- c. Issues facing women in sports broadcasting

VIII. Production

- a. Various positions in sports broadcasting and live sports productions
- b. Language used in sports productions

Q. LABORATORY OUTLINE: None