

JRLC 5820: SPORTS BROADCAST AND PRODUCTION

SPRING 2022

Instructor: Prof. Vicki Michaelis

Co-instructor: Prof. Bob Houghton

Class meetings: Please see the schedule in the class Slack for meeting times.

Office hours: 1:30-3 p.m. Tuesdays and Wednesdays, fourth floor of the Journalism building. Prof. Michaelis is in office 423A, in the Carmical Sports Media Institute suite on the building's north side. If you'd like to speak with the professors virtually, please DM them in Slack.

Course prerequisites: JRLC 3850 Introduction to Sports Reporting and Writing; JRLC 4800 Multiplatform Storytelling for Sports

COURSE DESCRIPTION

This course trains students to produce live sports broadcasts and sports studio shows. Students work behind and in front of the camera, in production and on-air roles, which include play-by-play announcer, color analyst, sideline reporter, and studio show host and analyst. Students do background research and conduct interviews to identify storylines. They prepare depth charts and memorize key information and statistics for on-air roles. They write scripts and create rundowns and graphics. They promote the broadcasts on various social media platforms. They research, report, shoot and edit video profiles and enterprise stories. They also study the history of sports broadcasting and sports media partnerships and analyze industry trends.

COURSE OBJECTIVES

- Learn how to do research and interviews to prepare for event broadcasts and studio shows.
- Identify and report a wide range of sports stories for event broadcasts and studio shows, including those that reflect diversity and inclusion.
- Hone broadcast storytelling and script-writing skills, using sources and data to support the information presented.

- Develop sports broadcasting performance techniques for roles of event broadcast play-by-play, color analyst and sideline reporter, and studio show host, analyst and reporter.
 - Develop sports broadcasting production techniques.
 - Report and edit feature packages.
 - Produce digital content, primarily for social media, to increase audience reach and engagement with live event broadcasts and studio shows.
 - Analyze issues and trends, including the “second-screen” impact and the role of diverse perspectives and voices, in the sports broadcast industry.
-

CLASS PLAN

Sports broadcasting can be learned well only through practice and repetition, so we will spend much more time at sports events and practices and in the studio than we will in the classroom this semester.

For part of your classwork, you will be working with Morgan County High School teacher Tom White, and his student crew, to produce live-stream broadcasts of Morgan County High School home basketball and baseball games.

You will assist White and his crew with production, and you will provide pre-built graphics, play-by-play, color analysis, halftime feature stories and sideline reports. In addition, you will have at least one dedicated social media producer for each broadcast, to complement and amplify the event coverage.

Check the schedule overview pinned to the top of the #schedule channel for dates of the live broadcasts. Keep the times open in your schedule.

You also will work one remote broadcast, rotating among the play-by-play, color and statistician roles with two other classmates during the broadcast. Sign up for a remote broadcast on [this spreadsheet](#). Spots are first-come, first-served. If you need to change dates, do not ask the instructors for help. Reach out to your classmates to see who’s willing to trade dates, then update the sheet.

You and your classmates will produce three Sportssource studio shows, to be taped in the Newssource studio at the college. The studio shows will focus on Athens-area high school spring sports. They will feature host-analyst discussions, video packages (profiles and enterprise), coaches' roundtables and big-game previews. The studio shows also will have at least one social media producer.

Check the schedule overview pinned to the top of the #schedule channel for dates of the studio show tapings. Keep the times open in your schedule.

The class will produce four Sportssource studio shows total, with 10-12 students working each show. Sign up for the three shows you want to work on [this spreadsheet](#). As with the remote broadcasts, spots are first-come, first-served. If you need to change studio show dates, do not ask the instructors for help. Reach out to your classmates to see who's willing to trade dates, then update the sheet. You cannot change dates within two weeks of a studio show taping.

Each one of you will have specific responsibilities and roles to fill for each live broadcast or studio show, which will be updated and detailed weekly in Slack. Our goal is to make sure that you get some experience with various roles, especially those that most interest you.

Depending on your role assignment for the week, you also will be meeting throughout the week with other team members, calling coaches and/or traveling to the various high schools you are covering for interviews.

Our plan might need to be flexible, depending upon pandemic developments, weather and other unforeseen circumstances. Please check our class Slack frequently for updates and reach out to Prof. M when you have questions.

GRADING

In-person and remote broadcasts and studio show tapings (70 points, or 70% of your overall grade): Alongside your classmates, you will produce three in-person broadcasts, one remote broadcast and three studio shows this semester.

We will be noting your contributions, participation and effort for each broadcast and studio show. Your team members also will be asked for feedback on your contributions and participation, and you will be asked for feedback on theirs.

Among the things you will be expected to do: meet all deadlines; help your team above and beyond your assigned duties; attend planning meetings; complete all prep work assigned to you, including all prep specific to your role in the broadcast; read through the research and interview notes to prepare yourself before going on air; have all materials, including charts and rosters and equipment, ready and with you and fully operational for each broadcast; and remain fully engaged with the broadcast or studio show even when you are not on air (keep your cell phones in a place where they won't tempt you).

Your grade will be based on how you perform in the following five areas: attention to accuracy, commitment to high-quality content, meeting deadlines, preparation and teamwork. You will be measured against professional standards in these areas. In other words, if you want an A, deliver in all five areas at a professional level throughout the semester.

Quizzes (15%): You will take 10 pass/fail quizzes, on guest speakers and material covered in the textbook. For every quiz you pass, you will earn 1.5 points. If you fail, you will earn zero points. Quiz details will be posted in the schedule in Slack. You will take most of the quizzes in eLC; some might be administered in class.

Online discussions (10%): We will have five online or in-person discussions about trending topics in the sports broadcast industry and/or online exercises to enhance your learning about sports broadcast roles. Topics and deadlines for discussions/exercises will be posted in the schedule in Slack. If you do not fully participate in a discussion/exercise by the posted deadlines (contributing both comments and feedback, if required), you will lose two points from your overall grade. If you fully participate, you will earn two points.

Portfolio/reel (5%): You will update your portfolio and your broadcast reel near the end of the semester (deadline TBA).

Extra credit: You can earn extra credit by attending specific on-campus discussions, events and professional activities. Prof. M will post these opportunities in the #schedule on Slack.

You can earn a total of 100 points in this class. For your final letter grade, we will use a plus/minus system:

- A (93.0-100)
- A- (90.0-92.9)
- B+ (87.0-89.9)
- B (83.0-86.9)

- B- (80.0-82.9)
 - C+ (77.0-79.9)
 - C (73.0-76.9)
 - C- (70.0-72.9)
-

REQUIRED TEXTBOOK

- *Total Sportscasting*, Marc Zumoff and Max Negin, Focal Press 2015
 - You can find this on Amazon. Your cheapest option will be to rent it as an eBook through April .
-

EQUIPMENT CHECKOUT AND USE

Please note you will need to purchase and use your own SDHC cards for shooting video.

For studio show video packages (especially B-roll of sports action) and interview segments, you need to check out a camera kit from the Field Equipment Supply Room (FESR), located in the ground floor of the Journalism building (room 145, near the docks on the building's south side).

See this link from Prof. Shumway's website for detailed information on the gear available for check out.

The FESR will be open 9-11:30 a.m. and 1-5 p.m. Monday through Friday this semester. It's a good idea to reach out to Jim Black, the college's resource manager, at jimblack@uga.edu, before you go to the FESR to make sure he has what you need and that someone will be there when you arrive. Be certain to read through the FESR policies for check out and check in before picking up your equipment.

Do not use the equipment in the rain. It cannot get wet.

Mr. Black or a student worker will give you a return time when you pick up the gear. A \$50.00 daily late fee will apply if return appointments are missed without approval of the FESR.

For pickup, the gear will be rolled into the hallway outside the FESR, where you may then inspect it and take possession.

Please place the gear on a hallway table upon return and have it examined by Mr. Black or a student worker before you leave. You can leave only after the gear is sufficiently checked.

REPORTING STANDARDS

For all class assignments, you will be expected to know and adhere to the following reporting standards:

- We encourage you to follow safe reporting practices during the COVID-19 pandemic. We recommend conducting interviews outside whenever possible, keeping a six-foot distance (wireless lav mics and wired stick mics that your interview subject holds help with this), and wearing a mask to protect yourself and your interview subject if you're in an enclosed space.
- In-person interviews are much preferred to Zoom interviews and will give you better work for your portfolio site and reel. But if an in-person interview is impossible, Zoom interviews are allowed, as long as you first clear it with Prof. M via DM in Slack.
- All information and quotes in stories must come from original reporting — you must get it yourself, directly from your sources. You must clear any exceptions with Prof. M, via a DM in Slack, before turning in a story.
- For any photos, graphics or other images you use for B-roll or social media, you must obtain permission from the creator and include a credit.
- You should not have sports information directors or anyone else, such as media relations or public relations staffers, conduct interviews for you.
- A sports information director or other public- or media-relations employee would count as a source only in special circumstances, which you need to clear with Prof. M, via DM in Slack, before using that person as a source.
- While you might get information from sources via email or text, you should not conduct interviews from which you'll be using direct quotes in broadcasts or shows via email or text. You must clear any exceptions with Prof. M via DM in Slack before agreeing to them. **We will automatically deduct 5% from your overall grade if we find out you did not conduct an interview in person, by phone or via Zoom without written approval.**

CLASS RULES

1. You are expected to consult the schedule and other relevant Slack channels frequently and to arrive on time for each class, planning meeting, broadcast and studio-show taping. **A habit of tardiness (more than three tardies) will result in a 10-point (10%) deduction to your overall grade, or the equivalent of a letter grade.**

2. You must meet deadlines -- and we will have many in this class for a range of assignments, from background-research interviews to graphics submissions to rundown and script drafts. You are responsible for tracking and adhering to the deadlines for your assignments week by week. **If you repeatedly miss deadlines (more than three), it will result in a 10-point (10%) deduction to your overall grade, or the equivalent of a letter grade.**
 3. You must avoid factual errors -- including misspelled or mispronounced names and incorrect statistics — in the broadcasts, the studio show and the digital content. Similar to tardiness, **if you repeatedly make factual errors (more than three), it will result in a 10-point (10%) deduction to your overall grade, or the equivalent of a letter grade.**
 4. Every class session will be an integral building block in improving your skills and the quality of our broadcasts this semester. If you do miss a class, it is your responsibility to get notes, audio and/or video from a classmate of what we covered so that you're up to speed. If the class was held on Zoom, it will be recorded, and the recording will be posted to Slack.
 5. Because we meet as a class just once per week, **you are allowed just one unchallenged absence during the semester.** If you have something in your schedule this semester for which you know you want to use your unchallenged absence, you must send a request to Prof. M via Slack DM at least two weeks ahead of your planned absence. Requests for absences on days we have a studio-show taping or live broadcast scheduled will not be granted.
 6. **Any absences beyond the one unchallenged absence will result in a six-point (6%) deduction from your overall grade.** If you have a major medical or other emergency that causes you to miss a class, you must provide documentation for the absence to be excused. In general, we classify a major emergency as something that keeps you out of all your UGA classes and activities for more than a week. We only want documentation for major emergencies (and we will need documentation for COVID-19 quarantines). If you have a medical or other situation, such as a job interview, that is not major but sidelines you for our weekly class meeting, that will count as your unchallenged absence. In other words, you would be wise to save your unchallenged absence in case a short-term illness or other situation beyond your control arises during the semester.
 7. While you are in class, and while you are representing the class, you are not a sports fan. Leave your loyalties at home. Do not wear team logos or any other sports-related clothing or other items to any class or broadcast. **If you conduct a Zoom interview, this rule still applies. Also check to be sure there are no sports logos anywhere in your background during Zoom interviews.**
 8. Lastly, dress professionally for every interaction you have with the public for this class, including Zoom interviews. We expect you to represent yourself, UGA and Sports Media @ UGA well.
-

COVID-19 GUIDELINES AND FAQ

This guidance is subject to change based on recommendations from the Georgia Department of Public Health, the University System of Georgia or the Governor's Office. For the latest on UGA policy, visit coronavirus.uga.edu.

What is the expectation for face coverings?	Following guidance from the University System of Georgia, face coverings are recommended for all individuals while inside campus facilities.
What do I do if I have COVID-19 symptoms?	Students showing COVID-19 symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see this website .
What do I do if I test positive for COVID-19?	If you test positive for COVID-19, you are required to report it through DawgCheck . UGA adheres to Georgia Department of Public Health (DPH) quarantine and isolation guidance and requires that it be followed. Follow the instructions when you report your positive test result in DawgCheck.
What do I do if I am exposed?	<p>Students in close contact with someone who has COVID-19 are no longer required to quarantine if they have been fully vaccinated and show no symptoms.</p> <p>Students who are not fully vaccinated and have been directly exposed to COVID-19 but are not showing symptoms should self-quarantine for at least five days. Report the need to quarantine on DawgCheck and communicate directly with your professor. For additional help, reach out to Student Care and Outreach.</p>

MENTAL HEALTH AND WELLNESS RESOURCES

If you or someone you know needs assistance, contact Student Care and Outreach in the Division of Student Affairs at 706-542-7774 or visit its [website](#). They will help you navigate any difficult circumstances by connecting you with the appropriate resources or services.

UGA offers free workshops, classes, mentoring and health coaching led by licensed clinicians or health educators to support your well-being and mental health: well-being.uga.edu; #BeWellUGA.

Counseling and Psychiatric Services (CAPS) is your go-to, on-campus resource for emotional, social and behavioral-health support:

- [Caps.uga.edu](https://caps.uga.edu)
- TAO Online Support (caps.uga.edu/tao/)
- 24/7 support at 706-542-2273
- Crisis support: healthcenter.uga.edu/emergencies

POLICIES

1. As your instructors, we vow to respect all students and their viewpoints. We expect you to extend the same courtesy to your classmates and to me at all times. If we fail to do this, please call us on it — respectfully, of course — and we will do the same for you.
2. As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found here. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to me.
3. The University of Georgia is committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American Disabilities Act. Help for disabled students is available from the Disability Resource Center. More information is available at www.dissvcs.uga.edu. If you have a particular issue that needs to be accommodated, please share it with me as early as possible in the semester.
4. Students who train or use service animals should be aware of UGA policy. A FAQ is available at <http://eoo.uga.edu/policies/pdfs/ServiceAnimalPolicyFAQ.pdf>.
5. The course syllabus is a general plan for the course. Deviations announced to the class by the instructors may be necessary.