



Broadcast Journalism

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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

- Do research and interviews to prepare for live event broadcasts and studio shows.
- Hone broadcast storytelling and script-writing skills, using sources and data to support the information presented.
- Develop sports broadcasting performance techniques for roles of live event 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.

Prerequisites

- None

Materials Needed

- Internet Access •iPad

Daily Participation

Will be 15% of final grade. If you miss class you can make up points.

Course outline

- Sports broadcasting can only be learned well through practice and repetition, so we will spend much more time in the broadcast. For part of the semester, you will be working with Lexington High School Activities to produce a game audio and video.
- You will provide pre-built graphics, play-by-play, color analysis and sideline reports.
- In another part of the semester, you will produce three studio shows. The studio shows will focus on Lexington-area high school sports. They will feature host-analyst discussions, video packages (profiles and enterprise) and weekly preview content.
- Each one of you will have specific responsibilities and roles to fill for each broadcast or studio show, which will be updated and detailed weekly. The 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 other interviews.

Course grading

- The main form of assessment for this course is the work broadcasts and studio shows produced.

Grading Scale:

A+	98-100	C+	82-84
A	93-97	C	77-81
B+	90-92	D+	74-76
		F	Below 70

Course Final

Students will complete/create a portfolio of their work from beginning of class to end. They will assess and critique their portfolio.

Semester Test Grade

Will count 10% per semester
Q3 grades + Q4 grades= 90% Semester Grade= 10%