

## EMF 403

### Sportscasting

Fall, 2011

Section 001	Professor: Dr. John R. Turner
3 credit hours	Office: MC 112E
TuTh: 2:00 to 3:15 p.m.	Hours: MW 1-2; TuTh 10-11; 1-2;
MC 110	Office Phone: 410-704-3604
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	And on <a href="#">Facebook</a>

#### Course Description:

Theory and practical application of sportswriting, interviewing, and play-by-play description. Prerequisites: Junior/Senior Standing, EMF 222 and EMF 265 or consent of instructor.

*“All sportscasters share one thing in common if they’re going to be good—they’re willing to prepare.”*—Bob Costas, NBC; and *“Don’t try to be someone else. Be yourself.”*—Fred Hickman, Fox Sports South.

#### Textbook:

Hedrick, T. (2000). The art of sportscasting: How to build a successful career. South Bend, IN: Diamond Communications. ISBN 1-888698-24-1

Sports Video Group weekly e-mail; sign-up for the latest news on the sportscasting business at <http://www.sportsvideo.org/portal/>

#### Course Objectives:

At the end of the course, the student should be able to:

1. Develop an awareness and understanding of the sportscasting profession.
2. Develop proficiency in the art of sports interviewing.
3. Develop proficiency in the writing, producing, and anchoring of radio and TV sportscasts.
4. Develop proficiency in the techniques of presentation for play-by-play of baseball, football, basketball, and other sports.

\* Sportscasting students will also have the opportunity to participate in Directed Studies or Internships with the Towson Department of Athletics.

### Repeating the Course:

Students may not attempt this course for a third time without prior permission from the Academic Standards Committee. See the TU policy on "Repeating Courses" on page 15 of the current [Undergraduate Catalog](#) for further explanation.

### Assignments and Points:

1. Baseball play-by-play (100 pts.) with spotting board, scorecard, player index cards, and team notes.
2. Football play-by-play (100 pts.) with spotting board, numerical rosters, and team notes.
3. Basketball play-by-play (100 pts.) with spotting board, team rosters and notes.
4. Post-Game Interview with coach or player (50 pts.)
5. Write, produce, and anchor with sound bites a radio sportscast (100 pts.)
6. Host your own Sports Talk Show (50 pts.)
7. In-Depth Player Profile for Radio or TV broadcast (100 pts.)
8. Write, produce, and anchor with highlights a TV sportscast (100 pts.)
9. Quizzes/In-Class Assignments (100 points)

\*\*\* The assignments of this course require that students have an above average knowledge of the terminology, rules, strategies, and media coverage of the major sports of baseball, football, and basketball. Previous courses in newswriting, radio and TV production, along with efficient computer typing and audio/video editing skills are recommended for those enrolling in the course. Most assignments will require out of class time during the week and on weekends.

### Grading:

All final grades will be calculated according to the percentage of your accumulated points based on the total possible 800 points for the semester.

93%--100% (744-800) of the total points	= A
90%---92% (720-743) of the total points	= A-
87%---89% (696-719) of the total points	= B+
83%---86% (664-695) of the total points	= B
80%---82% (640-663) of the total points	= B-
77%---79% (616-639) of the total points	= C+
70%---76% (560-615) of the total points	= C
67%---69% (536-559) of the total points	= D+
60%---66% (480-535) of the total points	= D
0%----59% (0-479) of the total points	= F

A grade of Incomplete is not given unless you are unable to complete the work required in the course because of verifiable medical reasons or documented circumstances beyond your control as stated on page 15 of the current [Undergraduate Catalog](#).

### Late Assignments:

Because sportscasting is a deadline business, the importance of meeting deadlines is stressed in this course. That means **an assignment handed in after a deadline set by your instructor is given a zero**. Excuses that your recording device did not record are unacceptable.

### Writing Considerations:

Scripts and/or scorecards/spotting boards are to be submitted, along with your recording for all assignments and are evaluated as part of your overall assignment grade. Scripts must follow the standard format and adhere to proper broadcast writing style as described in class. Any papers are to be typed, double-spaced, and properly documented where necessary according to the APA style format. Submitted scripts and papers will be evaluated not only on content, but on how well the paper demonstrates university-level writing skills (correct spelling, punctuation, and grammar). Furthermore, make sure you fully understand and adhere to the policy on plagiarism and cheating as described below.

### Academic Conduct/Plagiarism:

As responsible members of the academic community, students are obligated not to violate the basic standards of the [Towson University Student Academic Integrity Policy](#) found at this link.

All EMF students, staff, and faculty are committed to collegial and academic citizenship demonstrating high standards of humane, ethical, professional, and civil behavior in all interactions.

We need to be aware of the relationship between our personal conduct and the quality of campus life. What we do and say always has an effect on others, whether we see it or not. Civility means more than respecting campus facilities and grounds. Civility means consistently treating people with consideration and respect. It means being courteous, polite, and fair. It means recognizing diversity and honoring differing points of view. When our behavior is guided by concern for others in our community, we are being civil. Practicing civility requires thoughtful behavior and checking our assumptions and perceptions of others' race, gender, culture, and belief systems.

### **Civility Code**

EMF places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

We believe that in order to achieve these ideals, all EMF students, staff, and faculty are expected to exhibit and practice civil behaviors that exemplify: (1) respecting faculty, staff, fellow students, guests, and all university property, policies, rules and regulations; (2) taking responsibility for one's choices and actions; (3) delivering correspondence – whether verbal, nonverbal, written, or electronic – with respectful language and in complete sentences; and (4) accepting consequences of one's inappropriate choices and actions.

The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

Examples demonstrating civility in the classroom as a student include:

- Being respectful of the professor and other students.
- Not texting or using cellular phones and other electronic devices.
- Not using your laptop for activities other than class work.
- Not eating or drinking in class.
- Not reading newspapers or listening to music during the class.
- Not sleeping in class.

#### Attendance/Absence Policy:

Your instructor will take attendance at the beginning of every class session. Lateness to class and leaving early will be noted. After 3 excused absences, 10 points will be deducted from your grade for each further absence. For further information, see “Class Attendance/Absence Policy” on page 14 of the current [Undergraduate Catalog](#).

Make-ups for any missed quizzes, exams, or assignments will be considered only if the following conditions have been met:

1. You called (410-704-3604) or e-mailed ([jturner@towson.edu](mailto:jturner@towson.edu)) the instructor before the time of the quiz or assignment due date.
2. You have submitted to the instructor in writing a valid, legitimate, and substantiated excuse for your absence, phone numbers for verification, and a proposal for when you will make-up the missed work.

This syllabus contains ample ways for informing me about any absences you plan to have or to explain those that you didn't plan on happening. Regardless of the reason for your absence, it is your responsibility to know what assignments, lecture notes, and class announcements you missed.

#### Consultations:

Besides regularly scheduled office hours in MC 112E, your instructor will usually have time before and after class sessions to answer any questions or concerns you may have. If these times are unsatisfactory, an appointment can be scheduled. Don't hesitate to contact me by phone, e-mail, or in person if you have a question or concern about class matters. E-mail is the best and preferred method of contacting me. **If e-mailing a question for me, be sure to put EMF 403 in the subject line.**

Any student who may need an accommodation because of a disability, please make an appointment to see me during the first week of class. A memo from Disability Support Services <http://www.towson.edu/dss/> authorizing your accommodations will be needed.

<u>Class Schedule, Fall 2011</u>		
<u>Week Of</u>	<u>Topic</u>	<u>Readings</u>
Aug. 29	Course Intro/Fundamentals	Chapter 1
Sept. 5	Preparation and Baseball PBP	Chapters 2 and 3 (57-61; 79-91)
Sept. 12	Baseball PBP/prepare for Orioles game	Chapter 6
Sept. 19	Baseball PBP/Oriole game critiques	Chapter 4 (126-132)
Sept. 26	Writing/Producing/Anchoring the Radio Sportscast	
Oct. 3	Football PBP/prepare for Towson game	Chapter 3 (62-74)
Oct. 10	Football PBP/prepare for Towson game	Chapter 4 (96-107)
Oct. 17	Interviewing Techniques/ Player Profile	Chapter 7
Oct. 24	Sports Talk	Chapter 10
Oct. 31	Sports Talk Exercise	
Nov. 7	Basketball PBP/prepare for Towson game	Chapter 3 (74-79)
Nov. 14	Basketball PBP/prepare for Towson game	Chapter 4 (107-126)
Nov. 21	Writing and Producing a TV Sportscast/VO Highlights/ <b>Thanksgiving</b>	Chapter 11
Nov. 28	TV sportscast anchoring and production	
Dec. 5	TV sportscast anchoring and production	
Dec. 12	TV sportscast critiques/Getting the Job	Chapters 12 and 13
Tuesday, Dec. 20	<b>Final Exam</b> Meeting Time	12:30 to 2:30 p.m.

### **Recommended Reading (with audio CD's):**

Patterson, T. (2002). The golden voices of baseball. Sports Publishing L.L.C.  
Patterson, T. (2004). The golden voices of football. Sports Publishing L.L.C.  
Garner, J. (1999). And the crowd goes wild. Naperville, IL: Sourcebooks, Inc.  
Garner, J. (2000). And the fans roared. Naperville, IL: Sourcebooks, Inc.

### **EMF Google Group List Serve –**

All EMF students are required to join the EMF Google Group List Serve at <http://groups.google.com/group/TowsonEMF> (Copy and paste this URL into your web browser). This will guarantee that you receive daily postings regarding digital media, video, film, and audio production topics including festivals, special screening, guest speakers, film/video crew needs, internships, and jobs.

Use this email address ([TowsonEMF@googlegroups.com](mailto:TowsonEMF@googlegroups.com)) to post your own messages to the group. The main page will also archive all posts.

Instructions:

1. Create a user account and password, and be sure to use the email to which you prefer receiving mail. (You only need to sign up once and you'll continue to receive EMF Google group emails.)
2. Please select one of the three Email options for reading the group messages:
  - (a) Abridged Email (No more than 1 email per day) -- Summary of new activity each day
  - (b) Digest Email (Approximately 1 email per day) -- Up to 25 full new messages bundled into a single email
  - (c) Email (Approximately 1 email per day) -- Best way not to miss important postings, as you get every message sent as it arrives

### **EMF ID Cards –**

EMF IDs may be obtained in the equipment cage (MC 007) on or after the first day of the term by presenting a valid Towson photo ID (your OneCard), passing a written policy test, and presenting proof of production class enrollment. Validation of production class enrollment is obtained via production instructor signatures on the bottom of Equipment Use and Loan Agreements (which will be distributed by your instructor).

Students must present their valid EMF ID Card each time they check out equipment or use EMF facilities. No other ID will be accepted. NO EXCEPTIONS!

The ID card is good for the duration of the student's time at Towson University but will need to be validated each semester, by repeating the written test and producing proof of production class enrollment. A semester sticker will be applied to the ID to show the student's validation.

Should violations of policy occur, students are required to surrender their EMF ID upon request by ML Supervisor, ML Assistant Supervisor, or ML staff.

Please see "Media Labs Handbook" on [www.towson.edu/emf](http://www.towson.edu/emf) for complete details.