

OHLONE COLLEGE
Ohlone Community College District
OFFICIAL COURSE OUTLINE

I. Description of Course:

1. **Department/Course:** BRDC - 144
2. **Title:** Sports Broadcasting
3. **Cross Reference:**
4. **Units:** 3
Lec Hrs: 2
Lab Hrs: 4
Tot Hrs: 108.00
5. **Repeatability:** Yes Times:1
6. **Grade Options:** Grade Only (GR)

7. **Degree/Applicability:**
Credit, Degree Applicable, Transferable
- CSU (T)
8. **General Education:**
9. **Field Trips:** Required
10. **Requisites:**
Advisory
Successful completion of at least one of the following Broadcasting Department classes: BRDC 133 Final Cut Pro Editing, BRDC 136 Digital Video & Lighting, BRDC 138 AVID Non-Linear Editing BRDC 141 Live News Production BRDC 142 Live Studio Production BRDC 148 Directing Live Television BRDC 152 Film & Video Production

12. Catalog Description:

Students get training and hands-on experience producing and doing play-by-play of college sporting events which are broadcast live on Ohlone College Television and streamed to the internet.

13. Class Schedule Description:

Producing and doing play-by-play of college sporting events

14. Counselor Information:

This course provides students with a chance to develop the ability to do play-by-play of college sporting events, and to participate in the behind the scenes preparations to broadcast or webcast the event.

II. Student Learning Outcomes

The student will:

1. Recognize the production set-up used at various sporting events
2. Prepare, set-up and shoot video of an entire sporting event.
3. Develop basic play-by-play skills.
4. Write promotional copy for sporting events.
5. Demonstrate professional etiquette and learn to successfully function as part of a broadcast production team.
6. Apply the principles of ethnic and gender/race sensitivity to their work.

III. Course Outline:

Lecture:

1. Introduction, identification, video demonstration of how sporting events are prepared and broadcast.
2. Define production elements: camera setup, audio, lighting, graphics.
3. Describe how visual elements are presented to the viewer.
4. Budgets, time constraints, pre-produced material, live and taped interviews.
5. Demonstration of editing sports stories.

Lab:

1. Demonstration and practice of play-by-play and color commentary.
2. Writing sports stories, writing sports promotions, putting together sports features using a character-driven style.
3. Setting up television equipment and shooting simulated sporting events
4. Broadcasting live sporting events.
5. Doing play-by-play and color commentary of live sporting events.

IV. Course Assignments:

A. Reading Assignments

1. Chapters from the text.
2. Articles from selected sports periodicals.

B. Projects, Activities, and other Assignments

1. Write copy for a sports graphic
2. Record a game with the sound off. Then re-run the video and practice doing play-by-play.
3. In-studio interviews with coaches and players.

C. Writing Assignments

1. Written critique of television coverage of a sporting event to include camera placement, use of graphics, video, lighting, and quality of play-by-play.
2. Create a storyboard for the broadcast and webcast of a college sporting event to include camera placement, camera angles, announcers location, graphics needed and video requirements.

V. Methods of Evaluation/Assessment:

- A. Class performance: setup and operation of television cameras, microphones and on-location lighting instruments.
- B. Execution of assigned production tasks.
- C. Performance as part of the video production team.

VI. Methods of Instruction:

- A. Lecture
- B. Laboratory
- C. Discussion
- D. Demonstration
- E. Audiovisual
- F. Preceptoring

VII. Textbooks:

Recommended

1. Brad Schultz *Sports Media: Reporting, Producing and Planning* 2nd edition Edition, Focal Press, 2005 ISBN: 0240807316

Supplemental

- A. Jim Owens *Television Sports Production* Fourth Edition, Focal Press, 2006 ISBN: 0240809165

VIII. Supplies:

- A. Reporters Spiral Notebook

CID 3101