

**Loyola University Chicago**  
**COMM\_372-201**  
**Multimedia Sports**  
**Fall 2023**  
**SOC broadcast studio T-Thurs 1-215p.m.**

**Instructor:** Randy Minkoff

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## **COURSE DESCRIPTION**

This course will give you experience in all facets of sports journalism: marketing, athlete/coach representation writing, editing and preparing presentations and copy for broadcast, print, internet and business situations. You will also work producing films and presentations, crisis communications and public relations issues.

We will review each discipline's origins and how it is evolved in today's society and will discuss the latest issues, trends and developments in the world of sports.

It is **extremely** important that you are aware of current sports news stories and trends as a part of the class. You will not need to be a "sports geek" or "stat expert" but you will need to follow current issues and trends in sports. You should use a variety of sports news sources – daily newspaper, weekly magazines, websites, blogs, social media, radio and television news, to learn how communication impacts us today. Class discussion is an integral part of the class as many editing situations are subjective. With that in mind, consider this syllabus as a general tool, **SUBJECT TO CHANGE**, depending upon news events and trends. Journalism is adaptation and do not view this overview as a class schedule that is etched in granite.

**TEXTBOOK: AP style book latest edition.**

## **GRADING**

For most assignments you will receive a letter grade: A(excellent), B (very good), C(average), D(poor),m F(automatic for any incomplete assignments). Your grades are based upon demonstrating a good grasp of the concepts and techniques, as well as completing individual and team assignments. In some isolated cases you will receive a 'complete' for an assignment. There will be a few quizzes including the mid-term and final exam. You may and are encouraged to ask about the progress you are making during the term either in person, text or via e-mail. There will also be an ongoing semester project and a final assignment project to be turned in during finals week.

**ABSENCES:** All assignments are due at the assigned deadline time: papers turned in after deadline will be graded down accordingly. There formal textbook for the class is the latest edition of the AP stylebook, available in book or online form. Material covered in class via lecture, illustrations and videos will make it vital you attend the class. If you should have to miss a class, it will be up to you to contact another classmate to ensure information covered during the lecture period. You must notify me immediately if there is an issue with attendance or assignment. Unexcused absences **will directly** affect your grade in the course (as well as your ability to complete projects, exams and quizzes. )

## **IMPORTANT NOTES:**

1. We will start on time; lateness is highly discouraged. .
1. Discussion and participation will be an integral part of the course and your overall grade. Have a point of view! Many issues do not have a “wrong” or “right” slant but being an advocate is a key to all types of sports journalism. .
2. All topics that are reviewed, and how to handle them, will be included in tests and papers.
3. All assignments are due on the day they are listed, via e-mail. All will be posted after class on Sakai. I prefer you send them in to my email directly instead of on Sakai.
4. If you expect to be absent, notification **MUST** be emailed immediately before the class. It will be up to **YOU** to check with a classmate to get the assignment and all information discussed in class.
5. Quizzes will be administered promptly at the start of class. We will always go over the results by the next class. You will receive an email on the quiz and also it will be posted on Sakai.
6. If you miss a quiz, you may **NOT** make it up, with the exception of an excused absence.
7. Do not ever hesitate to ask me for clarification or direction at the time the assignment is given. Do not wait until the last minute to ask questions about what the assignment requirements are.
8. **ALWAYS** be honest with me and with your work. If you have a question about **ANYTHING**, speak up, either in class or in private. Plagiarism is a serious offense and will not be tolerated.

**FIELD TRIPS/ FIELD ASSIGNMENTS: We have tentative plans for work outside of the studio and a field trip. You will be notified with plenty of time to advise other professors you may need to miss part or all of another class.**

## **TENTATIVE SCHEDULE (Subject to change because of the nature of current events and issues that may come up during the semester”**

### **Week 1: Course introduction; Aug. 29-31**

Trends in sports journalism; evolution of sports from beginning to today; influence of the internet/social media. Team projects. Dealing with contemporary issues in sports. Use of the Owl Lab and procedures from director. Semester documentary assignment discussed.

**Week 2: Major issues in sport Sept. 5-7**– how gambling has become a mainstream element of sports (Sept. 7-9 ), Gambling as a billion dollar business. Jargon. Knowing the terms. Discussing the impact on marketing and broadcasting sports. Team assignment on wagering.

**Week 3: Sports marketing/business. Sept.12-14**How sports became a major part of public relations and advertising, athlete endorsements. The business of sports... Impact on sports, knowing the jargon. **Guest speaker: Sports agent Steve Mandell** who represents some of the top figures in sports. Putting together an endorsement presentation.

**Week 4: Sports public relations, dealing with the media Sept. 19-21** Sports media relations. The role of media relations for a national championship team and Heisman Trophy campaigns. **Guest Speaker: Claude Felton, Associate Athletic Director at the University of Georgia.**

**Week 5- Oct 3-5th Crisis communication and midterm exam--** Guest speaker Brian McIntyre, former Chicago Bulls PR director and former NBA vice president. Dealing with a crisis in sports situations. Determining the right clips, sound bites and quotes to use. Midterm exam and assignment.

**Week 6— No class, Fall Break Oct. 10th Oct. 12th.** The art of column & blog writing for print, internet and broadcast. Editorial and opinion pieces for broadcast. Developing strong themes to fit multimedia situations...

**Week 8--- COVERING A PROFESSIONAL TEAM. Oct 17-19 Guest speaker Wayne Larrivee, ESPN and voice of the Green Bay Packers Wayne Larrivee.**

**Week 9 (Oct. 24-26th) –Handling a news conference and breaking story. GUEST SPEAKER ATLANTIC 10 Commissioner Bernadette McGlade.** Tuesday we will go over techniques in doing a story on a deadline and on Thursday the commissioner will hold a zoom news conference at the start of class. Stories will be written and completed by the end of class.

**Week 10, Oct 31-Nov. 1 Teleprompter/camera work/ commercials/promos and teases. Oct. 31-Nov. 2** Using the tools of the studio, writing a sports commercial/promo. Crawls, billboards. Making speeches using a teleprompter. Individual voice coaching with Prof. Sue Castorino.

**Week 11 Nov. 7-9 Play by play and color commentary.** How to broadcast a live sporting event (women's or men's basketball, volleyball). You will be working in teams of two. **Guest speaker Steven Bardo, ESPN and Big Ten analyst.**

**Week 12—Nov. 14-16th— Shadowing at Loyola administrator/coach.** You will spend part of a day with a selected Loyola administrator/coach to get an idea of their day-to-day responsibilities, challenges and interaction with others.

**Week 13: NO CLASS NOV. 21-23Thanksgiving holiday**

**Week 14—Nov. 28-30th—Commentary and clips. Putting together a review of a sports film with use of clips on television stage. Working on a tight deadline to get your views across.**

**Week 15—Dec 5-Final exam/paper due.** Finalize documentary films.

**Week 16—Dec. 10th—Sports documentaries due.**