

**Loyola University Chicago**  
**COMM\_372-201\_RMinkoff**  
**Multimedia Sports**  
**Fall 2020**

**Online via Zoom T-Thurs 1p-215p Central Time**

**Instructor:** Randy Minkoff

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## **COURSE DESCRIPTION**

This course will give you experience in all facets of sports journalism: writing, editing and developing stories for print, broadcast and the internet. In addition, instruction will be given on doing play-by-play and color commentary, column writing, providing critiques of issues, films and other sports-related issue. You will also work producing, marketing and public relations as well as developing a video resume to be used to gain employment in the sports communication field.

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 progress you are making during the term either in person 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 is no formal textbook as most of the reading materials will be presented either in the form of internet links or power point. However, you are **STRONGLY ENCOURAGED** to obtain the latest AP stylebook. 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 secure 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. You will receive the Zoom “invite” approximately five minutes before class is to start.
1. Even though we are online, discussion and participation will be an integral part of the course and your overall grade. Have a point of view! Many issues don’t have a “wrong” or “right” slant but being an advocate is a key to all types of sports journalism. . As a result I am encouraging you to refrain from keeping your video setting to “private” to allow me to call on you to hear your views on communication subjects.
2. All topics that are reviewed, and how to handle them, will be included on 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. Don’t ever hesitate to ask me for clarification or direction at the time the assignment is given. Don’t 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 on ANYTHING, speak up, either in class or in private. Plagiarism is a serious offense and will not be tolerated.

**FIELD TRIPS/ FIELD ASSIGNMENTS: Because of Covid19, actual field trips are unlikely but you will be provided with the expertise of professionals in the field to aid you in your career and specifically for projects in the class. Because the speakers have jobs of their own, we will be flexible with the scheduling to accommodate them.**

**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. 25-27**

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.

**Week 2: Major issues in sport (Sept1-3 )**, Dealing with Covid19, the impact of Jackie Robinson and others on sports today. A history of sports from its inception to today. Box scores, line scores, knowing the jargon. .Writing under a deadline. Headline/picture captioning. Keeping your presentations short..

**Week 3: Columns, blogging voicing your opinion. (Sept. 8-10)**

The art of column & blog writing for print, internet and broadcast. Editorial and opinion pieces for broadcast. Guest speaker: former MLB blogger Carrie Muskat and former Trib sportswriter Alan Solomon.

**Week 4: Sports marketing/business. (Sept. 15-17)**

How sports became a major part of public relations and advertising; athlete endorsements. The business of sports. The rise of gambling in sports. Impact on sports, knowing the jargon. Guest speaker: Sports agent Steve Mandell

**Week 5: Sept. 22-24<sup>th</sup> Sports public relations, dealing with the media and crisis communications.** Guest speaker Brian McIntyre, former Chicago Bulls PR director and former NBA vice president.

**Week 6: Print/broadcast editing. (Sept. 29-Oct. 1) MIDTERM EXAMS**

Determining the right clips, sound bites and quotes to use. Midterm exam and assignment. The role of the sound bite on today's journalism and its impact on other news sites.

**Week 7—Oct. 6-8- Play by Play part one. The art of play by play and covering a professional sports team. Guest speaker, Green Bay Packers. Big Ten network announcer Wayne Larrivee.**

**Week 8 Play by play commentary (Oct. 13-15<sup>h</sup>)**

How to do commentary for play by play, editorials blogs and the internet. **Guest speaker: Steven Bardo, ESPN/Big Ten analyst and commentator.**

**Week 9 Oct. 20-22 Sports movies/documentary, reviewing.** Sports documentary.).Semester team assignment on putting together a short “30 for 30” type sports documentary. Using music. Screening of both long-form and short-form documentaries and how they are produced, written, **edited and voiced.** **Guest Speakers Al Lerner, former ABC sportscaster and movie reviewer.**

**Week 10: (Oct. 27-29<sup>st</sup>)—Screening of sports documentaries. Writing a review. PTI. The art of persuasion in sports journalism.**

**Week 11: Nov. 3-5)**

**Reporting/broadcasting live events/news conference.**  
Zoom news conference with **Loyola athletic director Steve Watson.**

**Week 12: (Nov. 10-12) Feature assignments. Editing for television, radio, print.**

Selecting a Loyola administrator to profile. Will editors still be relevant in the future or will the readership not care about style, tight editing or checking of facts? Will social media replace traditional media as the only source of information? Basics of sports editing (to be used for semester documentary project).

**Week 13: (Nov. 17-19<sup>t</sup>)—Teleprompter/camera work/ commercials/promos and teases.** Using the tools of the studio, writing a sports commercial/promo. Crawls, billboards.

You will select a Loyola administrator and follow them around for an afternoon, getting insight on their roles, challenges, responsibilities in handling a major college sports program in the 21<sup>st</sup> century.

**Week 14: NO CLASS NOV. 26<sup>TH</sup>-28<sup>TH</sup> Thanksgiving holiday**

**Week 15—Dec. 3-5<sup>th</sup> Preparing the resume. Tips on composing a video resume, what employers are looking for. Final written exam. Finalizing your sports documentary.**

**Week 16<sup>th</sup>—Dec. 10<sup>th</sup> final exam project turned in.**