

Course Syllabus

Comm 352 "Producing Audio: Sportscasting"
Spring 2019

Professor **Mark Tolsted** CAC 321 346-3920
mtolsted@uwsp.edu
office hours: Tuesdays & Thursdays 9:30-11:00 AM
Wednesdays By Appointment

Course Description:

Training in audio production across multiple formats such as sportscasting, producing non-fiction, producing fiction, and producing audio for video post-production.

--2018-2019 Catalog.

This course is about the theory and practical application of sportswriting, interviewing, and play-by-play description.

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 and producing
4. Develop proficiency in the techniques of presentation for play and/or color commentary.

About This Class:

Content in this class will be delivered through two different themes: materials presented in class with required activities and through "independent" work on a final project.

Words of Wisdom from Sports Professionals:

"All sportscasters share one thing in common if they're going to be good—they're willing to prepare."—Bob Costas, NBC

"You have to understand the sport to broadcast it."

“Don’t try to be someone else. Be yourself.”—Fred Hickman, Atlanta TV sports anchor

“You don’t have time for a homily in a broadcast—you have time for 15-second stories. Having your stories lined up and able to drop them in seamlessly, at the right time—that’s the real heart of the business.”—Jim Nantz, CBS Sports

Textbooks and Supplies:

Zumoff, Marc & Negin, Max. (2015). Total sportscasting: Performance, production, and career development. Burlington, MA: Focal Press (Taylor & Francis).

--Textbook Purchase

Recommend Resources:

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

Sports Business Journal: Find the latest news about the sportscasting business at <http://www.sportsbusinessdaily.com/Daily.aspx>

Sportscasting Resource Library and Article Database:
<http://www.sportscasterlife.com/>

Grading:

Final grades for this course will be determined by student performance in several areas: productions, pre-production materials, an independent project, and a final examination:

- 1) Final Examination: The final exam will be an essay exam and accounts for 50 points.
- 2) Productions. There are several required audio productions:
 - a. Recording of an event with commentary on the action 10 points.
 - b. A revision of the event recording with corrections to play by play. 20 points.
 - c. An edit, for time and content, of a pre-recorded recorded speech. 10 points.
 - d. A player profile. 20 points
 - e. A coaches interview. 25 points.
- 3) Made-up Event: Working in groups, students will make-up a game and complete the following. 35 points:

- a. Rules of the game
 - b. Spotting board for the teams involved
 - c. A recording of play-by-play with color commentary of the event.
- 4) Independent Production. Over the course of the semester, each student will complete a project/production under the supervision of Professor Tolstedt. 50 points.

Point Totals:

Final Exam:	30 points
Independent Project:	50 points
Mad-up Game/Event:	35 points
Speech Edit:	10 points
Event Recording:	10 points
Revised Event Recording:	20 points
Player Profile:	20 points
Coaches Interview:	25 points
TOTAL:	200

Grading Scale:

Final grades will be determined on the following scale:

95%+	=	A
94%	=	A-
93%	=	B+
87%-92%	=	B
86%	=	B-
85%	=	C+
77%-84%	=	C
76%	=	C-
75%	=	D+
71%-74%	=	D
0%-70%	=	F

Attendance Policy: Attendance is **expected**. I will take daily attendance. If you chose or are not able not to attend, **it is your responsibility** to pick up any materials that you missed. **For every two unexcused (2) classes that you miss, your final grade will be reduced by a full letter.**

Make-up Examinations and Late Assignments: Unless otherwise noted, all assignments are due on the assigned date. There are only 3 circumstances under which students will be allowed to make-up a missed examination or turn in an assignment after the scheduled due date. (#1) a death in the family, or (#2) an illness--a note from a doctor or the campus health center may be required, or

(#3) a UWSP-sponsored activity--a note from the event coordinator, in advance of the scheduled examination or assigned work, is required. These circumstances do not automatically grant you a make-up of an exam or extension for an assignment. **You must notify me in a timely manner, and based on that contact a decision will be made whether you will be allowed a make-up an exam or will be given an extension for a scheduled assignment.**

Community Bill of Rights and Responsibilities

UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP.

Read more here: <http://>

www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment, possibly the class and/or . For more information, see the UWSP “Student Academic Standards and Disciplinary Procedures” section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

Assistive Accommodations

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities.

For more information about UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

Students are responsible for monitoring their E-mail. Materials relative to the course (clarification of assignments, possible changes to the syllabus, etc.) will be sent to students on via E-mail.

Course Schedule:

Note: I reserve the right to make changes to the course requirements depending on need. If this happens, you will be notified of any changes in class, via CANVAS, and through email.

Week 2:

Monday, January 28: Course Introduction
Wednesday, January 30: Class Meets in Computer Lab

Week 3:

Monday, February 4: Class does not meet: Individual meetings
Discussion of Ideas
Read Chapters 1+2

Wednesday, February 6: Class Meets in Computer Lab

Week 4:

Monday, February 11: Class Meets in CAC 315
Read Chapters 3+4

Wednesday, February 13: Class Meets in Computer Lab

Week 5:

Monday, February 18: Class does not meet: Individual meetings
Contract the Project
Record An Event Due

Wednesday, February 20: Class Meets in Computer Lab
Read Chapters 5, 6, +7

Week 6:

Monday, February 25: Class Meets in CAC 315
Wednesday, February 27: **Speech Edit Due**

Week 7:

Monday, March 4: Class does not meet: Individual meetings
Progress Report on Project
Read Chapters 9 + 10

Wednesday, March 6: Class Meets in CAC 126

Week 8:

Monday, March 11: Class Meets in CAC 315
Revised Record an Event Due

Wednesday, March 13: NO CLASS
SPRING BREAK

Week 9:

Monday, March 25: Class does not meet: Individual meetings
Progress Report on Project
Read Chapters 12 + 13

Wednesday, March 27: Class Meets in CAC 126

Week 10:

Monday, April 1: Class Meets in CAC 315
Player/Event Profile Due

Wednesday, April 3: Class Meets in CAC 126

Week 11:

Monday, April 8: Class does not meet: Individual meetings
Progress Report on Project
Coach Interview Due

Wednesday, April 10: No Class: Group Work Day
Week 12:
Monday, April 15: Class Meets in CAC 315
Read Chapters 16 + 17

Wednesday, April 17: No Class: Group Work Day
Spotting Board for Made-up Event Due

Week 13:
Monday, April 22: Class meets in CAC 315
Made-up Event, Groups Due

Wednesday, April 24: No Class: Group Work Day
Week 14:
Monday, April 29: Class does not meet: Individual meetings
Final Check on Project
Read Chapters 18 + 19

Wednesday, May 1: NO CLASS
Week 15:
Monday, May 6: Class meets in CAC 15
Final Project Due

Wednesday, May 8: NO CLASS
Week 16:
Final Exam: Note the UWSP Final Examination Policy: “All instructors are expected to meet with their classes during the final examination period at the time and place scheduled...” For this class, Audio Production, we will meet on **5/16/2019, Thursday @ 10:15AM - 12:15PM**