

## **MEJO 352 Sports Production and Broadcasting**

Course Syllabus

University of North Carolina

Fall 2022

Course: Sports Production & Broadcasting (MEJO 352) (3 Credit Hours)

Classroom: Carroll Hall 0021

Class Time: Tuesday 12:30pm – 1:45pm

(Virtual Meetings Monday 8:00pm – 9:15pm)

Professor: Andy Freedman

Office Hours: By Appointment

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Contact – Personal Email: [andy.freedman@gmail.com](mailto:andy.freedman@gmail.com)

Contact – Cell Phone: 352-246-3599

### **COURSE OVERVIEW, GOALS & OBJECTIVES:**

This class is designed specifically for the ever changing live sports media world. Class time each week will be filled with learning production, technical and the business sides that go into making a live sports remote broadcast happen. Real life examples from current games will be shown. Also each student will get hands on experience working for Go Heels/ACC Network on UNC Athletic broadcasts on linear and streamed shows. By the end of the semester students will have the opportunity to work camera, audio, replay, produce, direct and announce.

### **READING MATERIAL:**

- Television Sports Production (5<sup>th</sup> Edition) by Jim Owens - optional
- Cynopsis Media Emails (Sports Edition)  
<http://www.cynopsis.com/subscribe/>
- Various websites will be assigned to keep informed on current events

### **GRADING:**

20% Final Exam  
15% Midterm Exam  
25% UNC Athletics Work (see below)  
10% Class Attendance  
15% In-class Quizzes  
15% Homework

### **GRADING:**

A 93-100  
A- 90-92  
B+ 87-89  
B 83-86  
B- 80-82  
C+ 77-79  
C 73-76  
C- 70-72  
D+ 67-69  
D 60-66  
F 0-59

### **UNC ATHLETICS WORK:**

The work will account for 25% of your grade. I have worked out a partnership with the UNC Athletics New Media/ACC Network department. Each student will be required to work 4 times. 2 are control room intros/observing and 1 is working. You must put 8 dates as available on their schedule and they will make the schedule. As the semester moves along you will work in a variety of jobs on broadcasts and in-house feeds for UNC Athletics. Working more events, while not mandatory, will result in extra credit. No-shows or last minute cancellations will result in serious grading penalties. Treat this like a job and something great for your resume.

### **FINAL EVALUATION:**

The class final evaluation will be a combination written test and group project with all the material covered in class time as well as experience working for Go Heels/ACC Network.

### **CLASS ATTENDANCE:**

Treat this class like a job. Attendance is mandatory. After the first excused ahead of time absence each absence after will be counted as unexcused and your grade will be lowered by one in this grading category.

### **UNIVERSITY POLICY:**

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

### **Class Policy**

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus.

Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

### **HONOR CODE:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the

Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**SYLLABUS CHANGES:**

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

**ARS**

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu).

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

**COUNSELING & PSYCHOLOGICAL SERVICES:**

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

**TITLE IX:**

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

**POLICY ON NON-DISCRIMINATION:**

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](http://safe.unc.edu)) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

**DIVERSITY STATEMENT:**

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

**SOCIAL MEDIA:**

Audio/video recordings of this class are not permitted. Students are expected to keep information shared by guest speakers confidential. Social Media is not allowed in class.

**CLASS SCHEDULE:**

Tuesday, August 16 – PRODUCTION PT 1

Go over the syllabus, class policies, etc... Learn the jobs in TV production. Producer/Director/Associate Director/Graphics Coordinator/Support (Chapter 2, Pages 7-20)

Tuesday, August 23 – UNC ATHLETICS – NEW MEDIA

We will meet at the athletic office to discuss working this semester. Go over schedules and how to sign up for events.

Tuesday, August 30 - TECHNICAL PT 1

Learn all of the jobs in the TV technical world.  
Technical Director/Audio/Video/Tape/Camera/Utilities  
(Chapter 2, Pages 7-20... Chapter 7, Pages 73-95... Chapter 9, Pages 103-122)

Tuesday, September 6- PRODUCTION PT 2

Preparing for a broadcast/editing/research/brain storming/graphics  
(Chapter 10, Pages 123-130... Chapter 11, Pages 131-143)

Tuesday, September 13 – PRODUCTION PT 3

Working in-game. Graphics/statistics/editing  
(Chapter 6, Pages 61-72)

Tuesday, September 20 - TECHNICAL PT 2  
Mobile production units/stadium setup/operations  
(Chapter 5, Pages 41- 57)

Tuesday, September 27 - TALENT/ANNOUNCERS  
Probably the most talked-about item among sports fans. We will discuss the roles of play-by-play vs. analysts. See the preparation needed for a game and watch film to break down the job.  
(Chapter 14, Pages 179-188)

Tuesday, October 4 - LEAGUE/TEAM CONTRACTS & PROGRAMMING  
We will discuss the current deals between the sports leagues/teams and the national and local TV rights holders.

Tuesday, October 11 – ADVERTISING  
The expensive rights deals have to be paid somehow. We will look at how the TV networks earn revenue through traditional commercial spots and also through sponsorship deals.

Tuesday, October 18 – MIDTERM

Tuesday, October 25 –PRODUCING vs. DIRECTING  
Learn the differences between producing and directing live tv sporting events.  
(Chapter 12, Pages 147-170... Chapter 13, Pages 171-177)

Tuesday, November 1 - VIEWING HABITS  
Discuss the current trend of those with computers/mobile devices alongside their TV viewing experience and also discuss why sports may be the only DVR-proof television out there.  
(Chapter 12, Pages 147-170)

Tuesday, November 8 - BIG EVENTS  
Planning for major events like Super Bowls, The Masters, Final Four, etc.

Tuesday, November 15 - TBD

Tuesday, November 22 - No Class – Thanksgiving

Tuesday, November 29 – CAREER  
Resume review & career counseling

Tuesday, December 6 - FINAL CLASS

TBD - FINAL EXAM