

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

### **Course Syllabus**

University of North Carolina

Fall 2023

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

Classroom: Carroll Hall 0283

Class Time: Tuesday 12:30 pm – 1:45 pm

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

Professor: Andy Freedman

Office Hours: By Appointment

Contact - UNC Email: [afree@email.unc.edu](mailto:afree@email.unc.edu)

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

**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.

**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. Using a set-up sound bite is a violation of the honor code. 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 Associate Dean Julie Dixon-Green, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**SEEKING HELP:**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**DIVERSITY:**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. 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.

**SPECIAL ACCOMMODATIONS:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/>

**ACCREDITATION:**

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

**CLASS SCHEDULE:**

Tuesday, August 22 – 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 29 – 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, SEPTEMBER 5 - 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 12- PRODUCTION PT 2

Preparing for a broadcast/editing/research/brain storming/graphics

(Chapter 10, Pages 123-130... Chapter 11, Pages 131-143)

Tuesday, September 19 – PRODUCTION PT 3

Working in-game. Graphics/statistics/editing

(Chapter 6, Pages 61-72)

Tuesday, September 26 - TECHNIAL PT 2

Mobile production units/stadium setup/operations

(Chapter 5, Pages 41- 57)

Tuesday, October 3 - 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 10 - 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 17 – 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 24 – MIDTERM

Tuesday, October 31 –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 7 - 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 14 - BIG EVENTS

Planning for major events like Super Bowls, The Masters, Final Four, etc.

Tuesday, November 21 - No Class – Thanksgiving

Tuesday, November 28 – CAREER

Resume review & career counseling

Tuesday, December 5 - FINAL CLASS

TBD - FINAL EXAM