

RTV 003: SPORTS MEDIA

New Course Proposal

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Originator

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Justification / Rationale

A sports writing and broadcasting course that offers sports enthusiasts opportunities to learn, research, write, and produce both print, broadcast, pre-taped, and live sporting events throughout campus on KCOD radio and The Chaparral newspaper. Successful completion of this course will help students who plan on transferring to a four year school or students who seek an entry level job in sports media.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

RTV - Radio-Television

Course Number

003

Full Course Title

Sports Media

Short Title

SPORTS MEDIA

Discipline

Disciplines List

Broadcasting Technology (Film making/video, media production, radio/TV)

Modality

Face-to-Face

Catalog Description

Have you ever dreamed about becoming a sports announcer? This course will give you an exciting inside look into the sports broadcasting industry. Students will explore the many aspects of sports media and learn how to break into this field and succeed. Students will gain basic sports media knowledge including, research, writing, reporting and play-by-play techniques to help them create content for radio, television, and new media. Students will report and write about COD sports for KCOD and The Chaparral.

Schedule Description

Have you ever dreamed about becoming a sports announcer? This course will give you an exciting inside look into the sports broadcasting industry. Students will explore the many aspects of sports media and learn how to break into this field and succeed. Advisory: RTV 002 & J 003A

Lecture Units

1

Lecture Semester Hours

18

Lab Units

1

Lab Semester Hours

54

In-class Hours

72

Out-of-class Hours

36

Total Course Units

2

Total Semester Hours

108

Prerequisite Course(s)

Advisory: RTV 002 & J 003A

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

Yes

Author

Brad Schultz and Ed Arke

Title

Sports Media

Edition

3rd

City

New York

Publisher

Focal Press

Year

2016

College Level

Yes

Flesch-Kincaid Level

14

ISBN #

9781138902831

Class Size Maximum

25

Entrance Skills

Identify a good story based on specific demographics.

Prerequisite Course ObjectivesJ 003A-Identify the characteristics of a good news story, including such elements as timeliness, objectivity, conciseness and readability.

Entrance Skills

Demonstrate the ability to report, research, interview and fact-check.

Prerequisite Course Objectives

J 003A-Apply the rudiments of news gathering, including effective interviewing techniques.

Entrance Skills

Value truth, ethics, fairness, balance and accuracy.

Prerequisite Course Objectives

J 003A-Apply the principles of responsible journalism, including ethics, fairness, interpretation, identification, balance and accuracy.

Entrance Skills

Write a basic news story under deadline pressure, conforming with A.P. style guides

Prerequisite Course Objectives

J 003A-Demonstrate the ability to edit their own writing.

Entrance Skills

Be able to operate a fully equipped audio studio, remote equipment and read a teleprompter.

Prerequisite Course Objectives

RTV 002-Demonstrate an understanding of the basic equipment and changing technology in both the radio and television studio.

Entrance Skills

Demonstrate minimum live and recorded performance capabilities.

Prerequisite Course Objectives

RTV 002-Perform the various duties of professional announcers including news, music, commercials, interviews, sports and specialty areas.

Course Content

1. History of sports media
2. Economics, technology and culture of sports broadcasting
3. Research, understanding scores, statistics and numbers
4. Specialized writing and reporting skills
5. Production for radio, television and new media
6. Play by Play announcing
7. Sports features
8. Public and Media Relations
9. Ethics
10. Gender and Race in sports coverage
11. Personal branding and entrepreneurial sports broadcasting
12. Employment

Lab Content

1. Critique and analyze professional sportscasters
2. Attend COD sporting events
3. Play-by play practice and execution
4. Write and produce sports packages for radio, television and new media
5. Local and national guest speakers including athletes and sportscasters

Course Objectives

Objectives	
Objective 1	Describe the history and current state of various sports media professions.
Objective 2	Communicate information and ideas both with a script and ad-lib to multiple audiences using a variety of media and formats.
Objective 3	Defend the importance and implement ethical practices in sports media.
Objective 4	Interpret information including score, statistics and numbers to and draw conclusions, based on the best analysis, to make informed decisions that will help them create a script, voice overs, and an edited sports content.
Objective 5	Evaluate personal character traits such as trust, respect, and responsibility to work as a team to create weekly content for the school and community.
Objective 6	Implement time management and efficiency to fulfill responsibilities and meet monthly, weekly, and daily deadlines.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Analyze scores and statistics in order to develop content for sports media including radio, television, print and online.
Outcome 2	Describe the skills needed to create effective packages and feature stories for sports media including radio, television, print and online.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Laboratory	Students will work on mastering their writing and broadcasting skills by creating content for KCOD and The Chaparral.
Observation	Students will observe and analyze the performance of several current and past professional sportscasters in the media industry.
Lecture	Required to give context to readings.
Discussion	Class discussions to ensure students can articulate their thoughts.
Participation	May assign in-class assignments for participation points.
Other (Specify)	Guest speakers, PowerPoints, videos, audio clips and field trips in and out of class.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	Students will be critiqued on their preparation, writing, practice, performance, and production skills. (50% of critiques will occur out of class analyzing sports media professionals and 50% will happen in class).	In and Out of Class
Student participation/contribution	Students are required to attend every class lecture, be involved in discussions, and laboratory sessions (100% of student participation and contribution will be completed in class).	In Class Only
Written homework	Can be given every class to ensure students understand the required reading and lectures (50% of written homework will happen in class and the other 50% out of class).	Out of Class Only
Portfolios	A final demonstration displaying students best sports stories and shows (80% of the preparation of portfolio material will happen in and outside of class and 10% presentation will occur in class).	In and Out of Class
Laboratory projects	Will include producing play-by-play, researching, writing, and editing content for KCOD and The Chaparral (50% of research and sports reporting will happen outside of class and 50% in class).	In and Out of Class

Mid-term and final evaluations	Students will complete midterm or final assessments on course concepts. These assessments may be short answer responses, in class essays, and other writing-based assessments. A final evaluation testing knowledge of key concepts from required reading, lectures, and lab (100% in class).	In Class Only
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Assignments

Other In-class Assignments

May include as appropriate:

Class lectures and presentations (PowerPoint, videos, YouTube, hand-outs).

Observe and critique professional radio and television announcers.

Other Out-of-class Assignments

May include as appropriate:

1. Required textbook reading and recommended supplementary material.
2. View and listen to a variety of audio-visual materials.
3. Write and produce media assignments at KCOD and for The Chaparral online.
4. Write and copymark scripts.
5. Prepare, practice and record sports updates and specialty shows.

Grade Methods

Letter Grade Only

Comparable Transfer Course Information

University System

CSU

Campus

CSU Long Beach

Course Number

JOUR318

Course Title

Sports Journalism

Catalog Year

2019

COD GE

C4.B - Language and Rationality - Communication and Analytical Thinking

MIS Course Data

CIP Code

09.0906 - Sports Communication.

TOP Code

060400 - Radio and Television

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

DM Advisory mtg panel notes.docx

Digital Media FINAL RECAP PACKET.pdf

RTV-003_COD GE Area C4b.pdf

Approvals**Curriculum Committee Approval Date**

5/7/2019

Academic Senate Approval Date

5/9/2019

Board of Trustees Approval Date

6/12/2019

Chancellor's Office Approval Date

7/27/2019

Course Control Number

CCC000607689