



**Sports Broadcasting Production  
RTV 4929**

**Spring 2019**

**Instructor- Dennis Black**

**Monday**

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**Office Hours- By appointment only**

RTV 4929  
Spring 2019

The Sports Broadcasting Production course is for those students looking to enter into the sports profession. Given that there are other sections of this course provided, it is assumed that all students enrolled in this course aspire to work within the sports field in one form or another. It is for this reason that you'll determine, by the end of this course, whether or not you truly desire to work in sports or you're just looking to hang out on the sidelines.

During the semester, you will be given the opportunity, through various assignments, to sharpen your editing, shooting and stories telling skills. This production course will also allow you the opportunity to gather content for your resume reel. Each student will have the chance to sharpen their strengths while improving on their weaknesses through class discussion and hands-on experience. This class is all about you and how we prepare you for your first job once you've graduated.

You will have the opportunity to hear from professionals that have worked in the sports industry and find out how they have succeeded. We will fine tune your resume, resume reel and references throughout the semester so that you are prepared once jobs become available.

### **Participation and Grading-**

Each week you will be required to complete the assignments and turn them in on time to meet the assigned deadline. Each student will be expected to participate in each assignment. You will be graded heavily on your participation throughout the semester and your completion of each assignment.

Even though much of the week will be done outside of class, attendance will be factored into your final grade. Much of the work in this course will be done outside of class. Given the nature of video production, the times when work must be done will not always be within your control. If this situation creates problems for your academics, work, or other schedules, please do not enroll in this class.

### **Editing Lab:**

Please do not attempt to edit in our GatorVision work room. You will be assigned an edit lab to finish all of your projects and will have access to the lab with you Gator One. Also, please do not attempt to interrupt our GatorVision staff with any questions about the assignment. If you have questions, please direct them to me.

### **Wetransfer.com:**

Please hand in all assignments through wetransfer.com. All assignments are due by Noon on the designated dates. Please listen closely to the assignments when they are presented to you in class and please follow those directions.

Sports Production-

January 7  
Overview of class.  
Discuss class projects  
Equipment checkout.  
Divide into groups for semester.  
Deadline for projects.  
Class attendance & showing up on time.  
Overview of Camera.

**Assignment #1**                      **SCENICS ( 5 Swamp, 4 Statues, 3 Wild Cards )**      **DUE DATE: JAN. 11<sup>th</sup>**

January 14  
REVIEW Scenic Shots in Class  
  
How local Sports is changing?  
  
Guest: Mike Gillespie / ABC Columbia  
  
How to put together a quality recap.

**Assignment #2**                      **Football Recap / Player Sound**                      **DUE DATE: JAN. 18<sup>th</sup>**  
**TRT: 1:30 ( NO MORE. NO LESS )**

January 28  
REVIEW Football Recaps  
  
Resumes- Tape/Paper.  
  
Guest: Kristina Fitzpatrick - CNN HLN  
  
Discuss what consists of a good resume and what people look for.  
  
Begin to develop your own resumes  
  
What is expected of you for the Man on the Street assignment.

**Assignment #3**                      **Man on the Street**                      **DUE DATE: FEB. 1<sup>st</sup>**  
**TRT 2:30 ( NO MORE. NO LESS )**

February 4      **REVIEW Man on the Street**

Freelance vs Fulltime

Guest: Jimmy Lee Sterling - ESPN

Discuss Basketball Recap Assignment.

**Assignment #4                      Basketball Game Recap ( On Camera / Highlights / On Camera ) DUE DATE: FEB. 8<sup>th</sup>**  
**TRT 2:30 ( NO MORE. NO LESS )**

February 11      **REVIEW Game Recap**

Live Production

Guest: Mike Griffin – SEC Network

Visit SEC Network Control Room

Sign Up to Attend SEC Network Event

You will write a two-page paper on visit.

**Assignment #5                      Resume and References                      DUE DATE: FEB. 15<sup>th</sup>**

February 18      Social Media - How social media is creating new opportunities at the College level.

Guest: Bruce Floyd & Dan Apple

February 25      NFL Social Media and Sports - “Shaping your brand”

Guest: Nikko and Kyle

Discuss Social Hype Video Assignment.

**Assignment #6                      Social Hype Video                      DUE DATE: March 1<sup>st</sup>**  
**TRT: 1:00**

March 4 Spring Break  
**NO ASSIGNMENT FOR SPRING BREAK**

March 11 Sideline Reporting with Kristina Pink  
Guest: Kristina Pink

March 18 Mastering the Job Interview  
Guest: Natalie Rey - Monday / Thursday Night Football  
What is your five-year plan?  
Discuss SEC Network Recap Opportunity

March 25 Prepare for SEC Network Recap  
What elements will we need?

**Assignment #8** **Press Conference** **DUE DATE: March 29<sup>th</sup>**  
**Men's Basketball Recap**

April 1 NFL Films: Hard Knocks  
Guest: Rob Gehring – VP Cinematography

**Assignment #9** **Resume / Resume Reel** **DUE DATE: April 12<sup>th</sup>**

April 8 SEC Network Recap Taping

April 15 Review Resumes and Resume Reel

April 22 Last Day of Class