

**University of Massachusetts - Department of Sport Studies
391B Sports Broadcast - Spring 2006**

Lecture: TTh 9:30 – 10:45

Location: SOM 26

Instructor: Betsy Goff

Office: ISOM 236A

Office Hours: M/T/W 11 – 4; Th 11 - 3
Or by appointment

Phone: (413) 545-4730

Email: bgoff@sportmgt.umass.edu

Required Reading Materials:

“Roone” by Roone Arledge, available in the textbook annex.

Additional reading material will be handed out or assigned. Further, students are strongly encouraged to read Sports Business Journal* and media columnists such as Sandomir, Mushnik, Mardzke, Griffith, Sherman, etc., sports sections of newspapers related to the media, and on-line sports sites.

**subscription forms and payment (16 week subscription @ \$50) available through Ms. Maureen Kocot in the main office, Sport Management*

Course Objectives:

Upon completion of SPORST 391 B, you will:

- Have had the opportunity to gain an understanding of the history of sports television and its impact on American and, to a lesser extent, worldwide, culture
- Have been exposed to the most fundamental principles of sports programming, sports television production and sports integrated sales and marketing
- Be conversant with the basic principles of sports organizational structure, management, law, finance, sales and marketing and their collective impact on the production and distribution of sports television programs
- Be able to distinguish clearly the business and production values of a sports telecast from the staging and conduct of the actual competition making up the telecast
- Consider where in the world of new technology, new media and wireless communication Sport Broadcasting is going

Course Method:

Most classes will be a combination of lecture and discussion. As much of lecture will be anecdotal from personal experience, attendance is required. Further, class participation is strongly urged as it will be a part of your grade. There will be a midterm and a final exam and a research project, to be discussed. There may be unannounced quizzes.

Grading Basis:

Students will be assigned grades based on successful completion of the following class components (per centages are approximate and subject to change):

Midterm Exam	25%	Class participation (including any quizzes)	20%
Final Exam	35%	Paper	20%

Grading Scale:

A	93 – 100	B	83 - 86.5	C	73-76.5	D	60 – 66.5
A-	90 - 92.5	B-	80 – 82.5	C-	70 -72.5	F	Below 60
B+	87 – 89.5	C+	77 – 79.5	D+	67 – 69.5		

Graded Components:**1. Exams**

There will be one in-class exam and one final exam. The Midterm will be held during class time on Thursday, March 30, 2003. The final exam will be held during the assigned time during final exams and will be cumulative in nature, inclusive of assigned readings. All exams will include multiple choice, short answer, and short essay formatted questions.

2. Paper

Because of rapidly evolving technology, the landscape of all broadcasting in general and sport broadcasting specifically is changing almost daily. As the semester progresses, we will begin to explore potential directions sport broadcasting may take. As these topics of discussion arise, two or more students will be assigned to each topic (depending on the complexity), and will be asked to present their findings to the class as well as to me in written form. Finished papers should be 6 to 7 pages, typed and double spaced, researched and organized. Bibliographies are required and not part of the text. Please assume the paper will be published and prepare it accordingly.

3. Class Participation

To maximize the experience of the Sports Broadcasting class, students will have to make clear to me what aspects of sports broadcasting are most interesting as well as most complicated. Further, you will have to indicate your degree of understanding of the reading materials and of the lectures. The only way for this to happen effectively and for the benefit of the entire class is lively and varied class discussion. Additionally, this business is highly competitive and the confidence to speak up – and most particularly to ask questions – is critical to your ultimate success.

Course Policies:Academic Honesty

Please refer to the specific sections in Undergraduate Rights and Responsibilities for information regarding academic honesty. These policies (including cheating on exams and plagiarism) will be strictly enforced. I will not tolerate cheating or plagiarism. Incidents of academic dishonesty will be prosecuted to the full extent within the university judicial process! Failure to follow these guidelines will result in an “F” for the course.

Attendance

As noted, attendance is required. Students who will miss lectures due to a university activity (athletic/varsity team participation, band involvement) must inform me ahead of time.

Course Outline/Schedule

Date	Topic	Reading/Assignments Due
1/31	Introduction/Methods, Expectations, Reading materials	
2/2	Overview of Sports Broadcasting	Chapter 16, MBH Handout
2/7	Analyze SuperBowl broadcast	Watch Superbowl
2/9	FCC background; How TV and Cable work	FCC Handout; TV&Cable Handout
2/14	Olympics Broadcasting	Watch Olympics
2/16	Sports events as valuable assets	Pirates case; Start Wong chapter 14 Handout
2/21	NO CLASS – MONDAY SCHEDULE	
2/23	TV Rights to sports events	Continue Wong chapter
2/28	Rights agreements	Rights Agreement Handout
3/2	Beginning of Modern Sports Broadcasting	“Roone” Chps 1 and 2
3/7	Broadcasting football	“Roone” Chp. 3
3/9	Rights and Production	“Roone” Chp. 4
3/14	NO CLASS	
3/16	Broadcasting culture	“Roone” Chps. 5 and 6
3/21-23	SPRING BREAK	
3/28	Review	
3/30	MID TERM EXAM	Study for Exam
4/4	Sports in Prime Time	“Roone” Chp. 7
4/6	Language of Sport Broadcasting	Glossary Handout
4/11	Special Presentation	“Roone” Chp. 8
4/13	Special Presentation (Con’t.)	
4/18	Production specifications	Handout
4/20	Affiliates Agreements	Handout
4/25	Sports on the Internet	Research
4/27	Protecting rights on the Internet	NFL lawsuit handout
5/2	Talent Agreements	Handout
5/4	Wireless	Research
5/9	Alternative delivery systems	TBA
5/11	Catch up	
5/16	Review	

Please note that both the assignments and schedule of topics for discussions may vary somewhat during the semester. Students will be advised in advance of any material changes.