UNDERGRADAUTE COUNCIL

Request for New Program

Originating unit requesting program: FTDM

New Program title: Sports Broadcasting

I. By university policy all programs must have a Program Assessment Plan approved by the Director of Assessment. Please include a copy of the assessment plan for this program or a letter from the Director of Assessment verifying that the assessment plan has been approved.

Guidelines for preparation of a Program Assessment Plan are available from the Office of Assessment or at www.assessment.tcu.edu.

II. Need and comparisons:
Demonstrate the need for the program (surveys, professional data, area programs or lack thereof, student inquiries, programs at other universities).

Please See Attachment (SportsBroadcastingNeeds.doc)

III. Resources:

A. Explain how the unit will provide faculty support for this offering and any other impact this program will have on other current departmental listings, (e.g. change in teaching assignment, part-time faculty).

We have already hired a full-time instructor to teach in this area, and another who has always taught at least one class per year. We also have access to many adjuncts.

B. How will faculty support for this offering impact offerings for other units?

No impact

C. Will additional resources be required?
(If yes, provide the appropriate information requested below). □ YES □ NO

Space:

Equipment:

Library:
Other:

IV. Proposal items:
   A. Catalog copy for new program as it would appear in the Undergraduate Studies Bulletin. See attached (SportsBroadcastingCatalog Statement)

   B. New course proposals (see Undergraduate Council's form for new courses).
      FTDM 21713
      FTDM 41333
      FTDM 41383

   C. Changes in existing courses, if any.
      FTDM 40113 to FTDM 21113; FTDM 30713 to FTDM 31713;
      FTDM 30723 to FTDM 31723; FTDM 30733 to FTDM 31733;
      FTDM 40580 to FTDM 41580; FTDM 40713 to FTDM 41713

V. Letters of support from any affected units or programs:
   N/A

VI. Effective date for proposed program (semester, year):  Fall 2010

__________________________________________
Approval signature of chairperson of originating unit

Revised 12/03
Need Statement for FTDM Sports Broadcasting Program Proposal
Submitted by Chuck LaMendola, FTDM

Background:

Over the past 10-years sports broadcasting in the United States is the fastest growing area of television production, growing at a rate of 500% over the decade. Since 1996 we (FTDM) have had great success placing students in this area. Since 1998 we have offered courses in sports broadcasting, but have not been able to develop the program due to lack of faculty and resources.

Two years ago, at the MWC baseball championships in Las Vegas, I had a chance to sit down with Danny Morrison and discuss a working partnership with athletics that would benefit both the academic mission of our department and the needs of athletics. This meeting proved to be the launching point for the development of our program. Dean Whillock and I (along with Richard Allen) discussed the program potential at great length, and David meet with Danny to confirm athletics interest in developing a program. It was from these meetings that my task was defined by Dean Whillock and Richard Allen for my sabbatical.

Goals: To Develop a Sports Broadcasting Degree that will make our graduates desirable to employers. To provide students with the knowledge and skills necessary to be successful working in the sports production industry, not only in their first job, but to give them a foundation that will aid in their long-term career growth.

To put together a Board of Advisors who can meet regularly to ensure our that we are staying current and meeting the needs of prospective employers.

To cultivate potential financial contributors to the program.

Step One: Benchmark other Programs around the Country

In order to develop a solid program that meets the academic/practical goals of the college I did an investigation into other programs around the country.

My research turned up a couple of interesting points:

1. There are very few stand-alone Sports Broadcasting programs out there. The most common degree is a B.S. in General Broadcasting or Broadcast Journalism

2. The few schools that offer Sports Broadcasting as an area of emphasis are housed in broadcast journalism departments and do not teach sports production.

3. Those even smaller number of schools that offer courses in sports production did so as part of a broader area of production, or as part of
an internship program.

Here are some of the findings from my investigation:

**Indiana University:** They offer a B.S. in Sports Communication that is housed in the department of Health, PE, and Recreation. The program is a cross-department degree with course offered in the Telecommunications department. They do not offer classes in the production of live sporting events.

**University of Texas:** They offer an area of emphasis within the Journalism School. The focus of this degree is on journalism and not in live production, although students can intern with the production team that produces their video board content.

**Oklahoma State University:** Offer a degree in Sports Broadcasting which is also part of the journalism program. Up until now it was geared toward teaching students to produces news and feature pieces as well as some play-by-play opportunities. They have since (after learning about what we are doing) begun to work with their athletic department to offer students opportunities to work on the video board productions.

**Arkansas State University:** Offer courses in sports production that work directly on video board productions. They have a production truck they take to each venue and produce the games, the students work under faculty members who take on the leadership roles of the production team.

**Austin Peay University** - They are offering a new degree program in Sports Broadcasting that allows students to work on the universities video board productions. They use nine cameras and students learn the entire process of producing live sporting events. This program is closest to what we have developed here at TCU.

**Florida State University:** This program allows students to work with Seminole Productions to produce content for the video board, work live broadcasts, help with coaches shows, etc. Students work with mentors, who assist them in the learning process. Students can take the labs associated with Seminole Productions up to five times for one-credit each.

**Syracuse University:** Perhaps the best known sports broadcasting program in the country. Interesting enough they do not offer classes directly related to the sports broadcasting. Opportunities come via the campus radio station, local television outlets, and internships. The storied history of this program draws many to the school, they have produced a large number of on-air talent, and this is what draws potential students to the journalism program. A brief side note: We had one of their graduates here as a graduate students who’s desire to be a baseball play-by-play announcer first led him to Syracuse. It was his time spent at TCU, not at Syracuse, that led him to is current job as Assistant Director of Broadcasting for the Lynchburg Hellcats – the class A affiliate of the Pittsburg Pirates.
**Step Two: Talk to the professionals who hire our graduates**

I felt the best way to learn what skills our students needed upon graduation was to talk directly to those people/companies that hired them. Because of our past success in turning out graduates who work in the industry already, this was productive on two counts. First, I gathered the information needed to put together what we feel will be an effective program to produce graduates who can step right into this rapidly growing job market with the skill set need for success. Second, I was able to re-connect with our graduates who are working in the field and develop resources for internships, and potential financial support for the program.

Over the fall I met/talked with ten former students who work in the industry in various roles from on-air talent, to producers and upper management. I also surveyed non-TCU professionals such as Lance Barrow, Senior Producer for CBS Sports and Dave Evans, Director of Broadcasting for the Dallas Mavericks.

These discussions proved invaluable to my understanding of what the industry saw as a void in undergraduate education preparing students to work in the sports broadcasting industry.

As part of these discussions I was able to tour multiple production facilities, which has aided me in working with Dean Whillock to improve our production facilities here in the College of Communications, and assist with the building of the Colleges new studio C.

**Step Three: Working with the TCU Athletic Department**

One of the most critical steps in the process was developing a relationship and coming up with a way to partner with the athletic department to provide students with the best possible educational experience, while meeting the need of the athletic department.

The outcome from my discussions with the professionals and other schools was that the best program was one that gave students the opportunity to experience live sports production.

The goal would be to develop a curriculum that would allow students to not just function as low level production assistants, but to grow into leadership roles as producers and directors. That the most successful job candidate were ones who felt the pressure of the real-world but still were able to make mistakes without costing the company money or themselves a job.

In order to create this experience, it was important that the athletic department be on-board with what we are trying to do, and to provide the students with the venues/games to practice their skills.
Dr. Morrison was supportive from day one. He understood that we were teaching classes and that student run productions are really labs and subject to all of the rules and regulations of classes. He also understood that students are paying for the privilege of learning – thus changing the dynamic from a true real-world experience.

Danny also put me in contact with Steve Hurlb butt of the Mountain Network and we discussed the development of programming, as well as the taking of live event feeds from our students. Steve agreed to take some of our student productions, thus adding even more to the student experience and giving our program a unique benefit not available to any other program in the country. In fact this academic year our students will produce three volleyball matches, men’s and women’s basketball and 20 baseball games for “live” broadcast on the Mtn. Network.

With all this in mind we set about building the program using some existing courses and developing new ones to fit our model.

Step Four: The Program:

The Film-Television-Digital Media Department offers a Major in Sports Broadcasting. This program is outside of the traditional FTDM requirements and does not allow for crossover between the two majors. All students must meet FTDM requirements of an overall TCU GPA of 2.5 and maintain a FTDM GPA of at least 2.5 to take upper level courses.

**Majoring in Sports Broadcasting:**

- A minimum of 124 semester hours is required to graduate from TCU. At least 42 hours must be earned at the 30000-level or above.

- A minimum of 37 semester hours in Sports Broadcasting is required. At least 12 semester hours must be at the 30000 level or above. All sport broadcasting student are required to take FTDM 40901 Senior Seminar during their final semester. Specific requirements are listed below.

- Sports Broadcasting majors must complete a minor of at least 18 hours. Requirements set-forth by the department must be followed. FTDM Sports Broadcasting Majors cannot minor in FTDM Film & Television.

- Sports Broadcasting majors must complete the Core Curriculum requirements as described elsewhere in this catalog.

- Sports Broadcasting majors must take three hours of internship credit (FTDM 30860) and may take up to six hours with a maximum of three hours each semester enrolled.

- A student earning a Bachelor of Arts will take 6 semester hours in one foreign language at the 20000-level or above.
Step One: Sports Broadcasting Core Requirements

All students must take and pass both FTDM Sports Broadcasting Core Classes

FTDM 21713 Introduction to Remote Sports Production
FTDM 21113 Sports Broadcasting

Step Two: Sports Broadcasting Production Courses

FTDM 20510 FM Station Operations
FTDM 30510 Advanced FM Operations
FTDM 31713 Remote Sports Production
FTDM 31723 Producing the Live Sporting Event
FTDM 31733 Audio for Sports Television and Radio
FTDM 41333 Post Production: Sports
FTDM 41383 Documentary Production: Sports

Step Three: Sports Broadcasting Industry and Analysis Courses

Students must take at least two of the following classes

FTDM 41713 Global Sports Media
FTDM 41580 Topics in Sports Media
FTDM 40900 Special Topics

Step Four:

FTDM 40901 Senior Seminar
FTDM 30860 Internship in Sports Broadcasting

We will use the learning assessment already in place and used by the FTDM department.

Future courses to be developed as the program grows and faculty are added:

Sports Broadcasting Media Marketing and Promotions
Sports Broadcasting Culture, and Society
Sports Broadcasting Management/Programming
Sports Documentary Production

Long-term growth potential to include cross-departmental courses in Sports Psychology, Sports Management with the Neeley School, and the courses in the Social Sciences regarding the impact of the sports television on society.

This could also lead to the development of a Center for Sports Broadcasting/Studies where practical classroom learning and scholarship are conducted by not only TCU students and faculty but also outside members of the academy.

The FTDM film library would be an excellent place to archive sports television programming and become a place where scholars come to conduct research.
The Board of Advisors

The following is a list of the Sports Broadcasting Board of Advisors that will be put together starting with the 2009-2010 academic year. Each person listed has agreed to serve for a two-year term.

Jean Palmer-Savigny (TCU) – Manager of Remote Operations SportsNet, New York

Lance Barrow – Senior Producer CBS Sports, New York

Reid Ryan (TCU) – President Ryan-Saunders Baseball – Owners of Round Rock Express and Corpus Christi Hooks

Missy Moore (TCU) – Producer San Diego Padres Pre/Post game show

Anthony Oppermann (TCU) – Director of Broadcasting Redding Phillies

John Blake – Executive Vice-President Texas Rangers

Mike Ryan – Senior Program Director ESPN Bristol

Sports Video Group SVG

The sports video group is an organization of professionals that are engaged in sports production. Members include vendors, content producers, networks, university athletic departments, conferences and professional sports franchises.

We have become active in this organization and receive their daily news letter. They have already done a feature story on the starting of our program. Mike Martin and I plan to attend the SVG Conference next year, and are seeking membership opportunities for our students at a discounted rate.

Building on our Success

Here is a list of TCU FTDM (formally RTVF) graduates who are currently working in Sports Broadcasting (not complete)

Jean Palmer-Savigny (TCU) – Manager of Remote Operations SportsNet, New York
Reid Ryan – President Ryan-Saunders Baseball – Owners of Round Rock Express and Corpus Christi Hooks
Missy Moore – Producer San Diego Padres Pre/Post game show, Game Producer
Anthony Oppermann – Director of Broadcasting Redding Phillies
Dave Keeney – Associate Producer Dallas Mavericks/ESPN Regional
Reese Ryan – CFO Ryan-Saunders Baseball
J.J. Goettch – Director of Communications – Ryan-Saunders Baseball
Mike Cruz – Director of in-house Video FC Dallas/Pizza Hut Park
Jerome Butler – Producer GameDay Productions – Texas Motor Speedway
Dave Kindred – Director of in-house Video – Miami Dolphins
Scott Blusiewicz – Assistant Director Broadcasting Lynchburg Hellcats
Justin Paulk – Bexel Worldwide Video - Provider of Olympic Coverage
Marc Istook – Sports Anchor – Orange County California
Richard Durrett – Dallas Morning News/105.3 FM the Fan
Elisabeth Wright – Producer Golf Channel

Conclusion:

We have already started offering courses in sports broadcasting and have had a tremendous response from the students. Mike Martin’s Remote Sports Production classes have provided content for football, basketball and baseball games this year. His classes for next fall are full and we will be producing a half-hour television magazine style show to air on the Mountain Network with students filling all of the production roles.

The athletic department continues to be supportive, and has contributed funds to the project. Recently, we received a donation for $25,000 to be used during next baseball season to help pay the cost of feeding the video board in Lupton Stadium for every game next season (the money will be used as a stipend for students working games outside of lab time).
Catalog Copy

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- Sports Broadcasting majors must complete the Core Curriculum requirements as described elsewhere in this catalog.

- Sports Broadcasting majors must take three hours of internship credit (FTDM 30860) and may take up to six hours with a maximum of three hours each semester enrolled.

- Students pursuing a program leading to a Bachelor of Arts degree must complete a minimum of 124 semester hours, 42 of which must be advanced (30000 level or above) from TCU, with a major and a minor selected from the approved list of majors and minors. The specific number of hours required for the major and minor may be found in the appropriate section of this catalog. In addition, students must complete the TCU Core Curriculum.

All students pursuing the Bachelor of Arts degree in the College of Communication must demonstrate competency in a foreign language equivalent to the completion of one of the following:

* Fourth Semester College French (FREN 20063)
* Fourth Semester College German (GERM 20063)
* Fourth Semester College Greek (GREE 20063) (Hellenistic)
* Fourth Semester College Italian (ITAL 20063)
* Fourth Semester College Japanese (JAPN 20063)
* Intermediate Spanish (SPAN 20203)

This requirement may be satisfied by either satisfactory completion of coursework taken at or transferred to TCU or by presenting satisfactory scores on recognized standardized tests (i.e., AP, CLEP or SAT II). Required scores on standardized tests may be found in the Credit by Exam booklet available from the Office of Admission. For languages not currently taught at TCU, six semester hours at the sophomore-level, transferred to TCU from another accredited institution, may be used to satisfy this requirement. Students may also provide evidence of competency in the non-English language by successfully completing one academic year in a secondary or post-
secondary institution in which the language of instruction is other than English, for which the student will receive 12 hours of credit.

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**Step Three: Sports Broadcasting Industry and Analysis Courses**

Students must take at least two of the following classes

FTDM 41713  Global Sports Media
FTDM 41580  Topics in Sports Media
FTDM 40900  Special Topics

**Step Four:**

FTDM 40901  Senior Seminar
FTDM 30860  Internship in Sports Broadcasting