Digital Sports Production Sequence:
The Future of Sports Media Production and Education
The Program

The Department of Telecommunications has created a new Digital Sports Production sequence in the existing Digital Production option, joining Digital Audio, Digital Video and Emerging Media. This sequence will create a new partnership with the School of Physical Education, Sport, and Exercise Science through courses in Sport Administration. It also will include courses from the joint Journalism/TCOM News Track.

This sequence offers skills and applications courses using digital technology to create sports content for distribution across multiple platforms, including interactive and mobile media, tablets, podcasts, and the Internet, plus television and radio. Emphasis is given to live event production. Digital Sports Production prepares students for careers in a developing and changing sports media arena.

As supported by the Dean of the College of Communication, Information, and Media, the Chair of the Department of Telecommunications and the instructor of telecommunications/sports immersion and media, there is no intent to change the current model of Ball State Sports Link.
Digital Sports Production

Using the immersive learning model of Ball State Sports Link, the Digital Sports Production sequence will specialize in multiple areas. Students will learn to produce a broad range of content from live remote productions, live-to-tape events, television programs, student-athlete features and webcasts. Other facets of the program will include radio, social media, podcasts and the use of mobile technology and interactivity via the web.

Students in Digital Sports Production will gain industry-accepted experience in the following areas:

- Live game, cross-platform productions with the use of Ball State’s 40-foot HD production truck
- Studio show and feature story production and storytelling on multiple platforms
- Post-production and editing
- Engineering and broadcast operations
- Archiving and logging footage
- Operation of field and live production cameras, mobile production units
- Operation of replay and broadcast graphic systems
- Non-linear editing with Final Cut Pro or the equivalent
- Building and design of graphics and animations in Adobe Creative Suite
- Cross-platform delivery methods, formats, compression and encoding
- Producing sports content for cross-platforms including broadcast, online, mobile and tablet applications
Overall Program Structure

The Digital Sports Production sequence will be structured within the Department of Telecommunications Digital Production Option.

As with the three existing sequences in Digital Production, the Digital Sports Production sequence will include the pre-TCOM core (9 hours) and three ID Software courses (3 hours). Directed electives (6 hours) will be replaced by courses (6 hours) in Sport Administration or News. Writing Courses in English (6 hours) will be replaced by four courses (5 hours) in News.

Following the completion of the Production Gateway Courses (330, 331, 332), students then will choose the Digital Sports Production sequence. The sequence will include the already existing advanced production courses of 334, 487 plus TCOM 381 and a newly created TCOM 383 – ALL with emphasis on Digital Sports Media Production.

Students working inside the University’s 40-foot remote HD production truck during a live Ball State sports production.
Digital Sports Production

| Admission & Champions Program |
Admission to Digital Sports Production

Admission to the digital sports production sequence will be by competitive application and is not guaranteed. The application process will include the submission of a resume, portfolio and demonstrated examples of experience. A maximum of 16 students per semester will be selected by DSP instructors, with approval by the TCOM department chair. In order to provide a personal and quality educational experience, the department must limit undergraduate admission through competitive application.

Applications will be accepted each Spring for admission to the major the following fall. Students interested in applying for admission into the DSP sequence will be required to contact the Department of Telecommunications for additional information and to obtain application instructions.

Before applying to Digital Sports Production, students complete the pre-Telecommunications core of TCOM 101, 204, 206, 207, and 284. A grade of C (2.0) in each pre-TCOM course and an overall grade-point average of 2.5 in the pre-TCOM core courses are required.

To graduate as a Telecommunications major or minor, students must earn a grade of C (2.0) or above in all courses required by the department (pre-TCOM and option, including option classes outside the department).

Admission to the sequence is an entirely separate process from admission to the University. University does not guarantee admission to the sequence.
Digital Sports Production Champions Program

Digital Sports Producers are people who possess the perfect combination of production skills, communication skills and creative talents.

The Digital Sports Production Champions program will bring together a select group of promising young sports producers and talent to help them develop their skills and talents so they will be among the most prepared graduates in the country.

Each fall semester, 16 Ball State freshmen TCOM majors will be identified to participate in the program. This group will begin digital sports production together as freshmen and proceed through the sequence as a cohort.

Because of their commitment to digital sports media, students in the Digital Sports Production Champions program will have access to a number of special experiences including:

- Guaranteed admission to digital sports production sequence if pre-TCOM and Production Gateway requirements are met
- Mentoring from professionals and from leaders in digital sports media
- Outings to professional sports video organizations and conferences
- Special access to visiting digital sports media professionals
- A built-in support system of like-minded digital sports production students

NOTE: The department will pursue additional naming rights for the Champions program to create future scholarship and giving opportunities to Ball State and Digital Sports Production.
Digital Sports Production Champions Program

Application Process
Students for Digital Sports Production and the Champions program will be recruited by the program’s staff. The application process involves submitting a packet, which includes:

- Resume, demo reel and examples of the work which reflects the intended major, such as writing, digital editing and production, on-air experience and/or play-by-play or analyst reels
- A letter of recommendation from a high school teacher or sports media professional in support of the student
- An official high school transcript
- A minimum 500-word essay addressing why the student desires to be admitted to Digital Sports Production

Selection Process
A committee of Telecommunications faculty members will review all applications based on students’ academic records, commitment to digital sports production as a profession and potential for growth.

Deadline
Applications are due March 1 of each year for entrance into the program in the fall of the following academic year. The student must first be admitted to Ball State University.
Digital Sports Production

| Program Structure |
## Digital Sports Production Sequence

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCOM 101</td>
<td>Foundations of Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 204</td>
<td>Media Analysis and Criticism</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 206</td>
<td>Writing for Electronic Media: Scriptwriting</td>
<td>1</td>
</tr>
<tr>
<td>TCOM 207</td>
<td>Writing for Electronic Media: Copywriting</td>
<td>1</td>
</tr>
<tr>
<td>TCOM 284</td>
<td>Introduction to Electronic Media Law</td>
<td>1</td>
</tr>
</tbody>
</table>

Four semesters or equivalent of modern or classical language at the college level are required for ALL majors in telecommunications.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCOM 330</td>
<td>Beginning Digital Audio Production</td>
<td>4</td>
</tr>
<tr>
<td>TCOM 331</td>
<td>Media Aesthetics</td>
<td>1</td>
</tr>
<tr>
<td>TCOM 332</td>
<td>Beginning Digital Video Production</td>
<td>4</td>
</tr>
<tr>
<td>TCOM 384</td>
<td>Electronic Media Law (junior standing)</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 408</td>
<td>Social Responsibility (senior standing)</td>
<td>3</td>
</tr>
</tbody>
</table>

### Digital sports production sequence

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCOM 334</td>
<td>Advanced Digital Video Production</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 381</td>
<td>Sports and Electronic Media</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 383</td>
<td>Digital Sports Seminar</td>
<td>3</td>
</tr>
<tr>
<td>TCOM 487</td>
<td>Seminar in Digital Video Production</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID 165</td>
<td>Premiere Pro</td>
<td>1</td>
</tr>
<tr>
<td>ID 181</td>
<td>ProTools 101</td>
<td>1</td>
</tr>
</tbody>
</table>

One additional ID Digital Corps course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS 105</td>
<td>Journalistic Storytelling: Intro</td>
<td>2</td>
</tr>
<tr>
<td>NEWS 120</td>
<td>Newsgathering: Research</td>
<td>1</td>
</tr>
<tr>
<td>NEWS 121</td>
<td>Newsgathering: Interviewing</td>
<td>1</td>
</tr>
<tr>
<td>NEWS 122</td>
<td>Journalistic Storytelling: Covering Events</td>
<td>1</td>
</tr>
</tbody>
</table>

6 hours from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS 221</td>
<td>Journalistic Storytelling: Covering Issues (3)</td>
<td></td>
</tr>
<tr>
<td>SPTA 290</td>
<td>Revenue Generation in Sport (3)</td>
<td></td>
</tr>
<tr>
<td>SPTA 345</td>
<td>Sport Communication (3)</td>
<td></td>
</tr>
<tr>
<td>SPTA 402</td>
<td>Seminar in Event and Facility Mgt. Issues (3)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Hours (pre-TCOM and Sequence Courses)** 50 hours
TCOM Courses in Digital Sports Production
Sequence:

**TCOM 334 (3) Advanced Digital Video Production - Sports**
Production of complex storytelling projects with an emphasis on sports production. Finding the unusual story in the usual place. Shooting coverage, use of music, and advanced post-production techniques will be covered. All students will be required to produce multiple stories. Productions will range from short features, to studio shows to feature productions. Style, pacing, storytelling.

**TCOM 381 (3-6) Sports and Electronic Media**
Examines the practical, social, and economic relationships between two major areas of American popular culture--the electronic media and sports. Combines aspects of announcing, production, sales and marketing, history and policy.

**TCOM 383 (3) Digital Sports Seminar**
A variable topic seminar focusing on issues pertaining to the business of digital sports production. New and emerging technologies will be covered, including digital content development and distribution on social media platforms.

**TCOM 487 (3) Seminar in Digital Video Production - Sports**
Each seminar class will offer a variety of opportunities for students to hone their skills while working on a specific topic, or topics, throughout the semester. Emphasis on sports techniques used in the field and on remote production trucks and facilities. The seminar may emphasize one particular technology, such as audio, video, or emerging media, or a combination, depending on the project.
Sports Administration Courses:

**SPTA 290 (3) Revenue Generation in Sport**
An exploration and application of sport industry sales processes focused upon ticket sales, sponsorship sales, premium seating, and fundraising. Introduces the sales process including prospecting, calling, presenting, handling objections, negotiating, and closing. Making sales calls for a sport organization are an integral component of the class.

**SPTA 345 (3) Sport Communication**
An overview of effective communication practices in the sport industry with an emphasis on the media role within sport. Topics covered include: interpersonal, small group, and mass communication; the electronic media including ratings and shares; and the print media.

**SPTA 402 (3) Seminar in Event and Facility Management Issues**
Develops a student’s understanding and knowledge of the competencies necessary to manage and operate sport facilities and events through theory and application. Organizational management topics will also be discussed in relation to the area of event and facility management.
News Courses:

**NEWS 105 (2) Journalistic Storytelling: Introduction**
Introduction to journalistic storytelling, including writing, editing, and design. Emphasis on practical application of basic skills needed in multimedia newsrooms.

**NEWS 120 (1) Newsgathering: Research**
Methods for identifying sources and assessing their reliability. Develops critical thinking skills needed to select, evaluate, synthesize, organize, and present information.

**NEWS 121 (1) Newsgathering: Interviewing**
Strategies for preparing and conducting interviews. Emphasis on effective questioning techniques, note taking and the development of listening skills through in-class and field assignments.

**NEWS 122 (1) Journalistic Storytelling: Covering Events**
Exploration of storytelling across multiple platforms. Preparation of stories using the inverted pyramid, sound bites, video, and online layering. Emphasis on news conferences, speeches, and sport events.

**NEWS 221 (3) Journalistic Storytelling: Covering Issues**
Developing issue-based news stories from idea to final presentation using traditional and emerging media technologies. Emphasis on topics related to the community, government, and the courts.
Curriculum Schedule Fall 2013 to Spring 2017:

<table>
<thead>
<tr>
<th>Fall 2013</th>
<th>Spring 2014</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCOM 334</td>
<td>TCOM 487</td>
<td>TCOM 383</td>
<td>#1 TCOM 334</td>
</tr>
<tr>
<td>(16 current)</td>
<td>SPTA 345 or 402</td>
<td>SPTA 345 or 402</td>
<td>#1 SPTA (345 or 402)</td>
</tr>
<tr>
<td>#1 Pre-TCOM (16 students)</td>
<td>#1 Pre-TCOM</td>
<td>#1 Gateway Production</td>
<td>#1 NEWS (221)</td>
</tr>
<tr>
<td>*Sports Scholars</td>
<td>*Sports Scholars</td>
<td>#1 NEWS (120-121-122)</td>
<td>#1 NEWS (221)</td>
</tr>
<tr>
<td>*2 out-of-state</td>
<td>*2 out-of-state</td>
<td>#2 Pre-TCOM (16 students)</td>
<td>#2 Pre-TCOM</td>
</tr>
<tr>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fall 2015</th>
<th>Spring 2016</th>
<th>Fall 2016</th>
<th>Spring 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 TCOM 487</td>
<td>#2 TCOM 334</td>
<td>#2 TCOM 383</td>
<td>#3 TCOM 334</td>
</tr>
<tr>
<td>#1 SPTA (345 or 402)</td>
<td>#2 NEWS (221)</td>
<td>#2 SPTA 345 or 402</td>
<td>#3 NEWS (221)</td>
</tr>
<tr>
<td>#2 TCOM 334</td>
<td>#2 NEWS (221)</td>
<td>#3 Gateway Production</td>
<td>#4 Pre-TCOM (16 students)</td>
</tr>
<tr>
<td>#2 NEWS (120-121-122)</td>
<td>#2 SPTA 345 or 402</td>
<td>#3 NEWS (120-121-122)</td>
<td>#3 NEWS (221)</td>
</tr>
<tr>
<td>#3 Pre-TCOM (16 students)</td>
<td>#3 Pre-TCOM (16 students)</td>
<td>#4 Pre-TCOM (16 students)</td>
<td>#4 Pre-TCOM (16 students)</td>
</tr>
<tr>
<td>*Sports Scholars</td>
<td>*Sports Scholars</td>
<td>*3 out-of-state/10 total</td>
<td>*Sports Scholars</td>
</tr>
<tr>
<td>*2 out-of-state/7 total</td>
<td>*3 out-of-state/10 total</td>
<td>*3 out-of-state/10 total</td>
<td></td>
</tr>
<tr>
<td>Numbers: 64 Digital Sports</td>
<td>Numbers: 64 Digital Sports</td>
<td>Numbers: 64 Digital Sports</td>
<td>Numbers: 64 Digital Sports</td>
</tr>
<tr>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
<td>20 Sports Link</td>
</tr>
</tbody>
</table>

Digital Sports Notes:
16 students per cycle
64 students in 4-yr. cycle
Scholars beginning Fall 2013
Sports Link capped at 20;
remains immersive program
Digital Sports Production

| Mission, Vision & Values |
Mission:

To create a Digital Sports Production sequence as part of the Digital Production Option in the Department of Telecommunications.

The creation of this sequence would add to the University’s overall 2012-2017 strategic plan with additional immersive learning opportunities. The program would significantly contribute to the following themes:

1. provide distinctive, high-quality educational experiences;

2. become a recognized leader for educational and disciplinary innovation;

3. invest in an increasingly vibrant and integrated university community and;

4. advance Indiana through student engagement and faculty expertise.

Vision:

Entering the 2012-13 academic year, Ball State Sports Link, already the nation’s first fully immersive sports media and production program, has registered over 55,000 combined hours to cross-platform sports media and production since 2009.

Included in those hours are over 60 major live productions (in six semesters) with students serving in every production role using the University’s HD production truck and virtual studios. The live television broadcasts covered sports ranging from soccer, swimming & diving, men’s and women’s volleyball, football, gymnastics, softball and men’s and women’s basketball.
Vision (continued):

In addition, all 19 of the University’s 19 NCAA sponsored sports have had video features produced online as Sports Link has produced over 700 different features on athletes and coaches.

In February 2011, the live coverage also expanded as the program originated Sports Link Radio, assuming all Ball State sports productions on the University’s student-ran radio station, WCRD 91.3 FM.

Ball State Sports Link became the first fully student-produced programming to air on a national television network as Sports Link partnered with Fox College Sports in 2010. The partnership remains today and featured student programming airing 178 times in 2012 alone. FCS is available in the nation’s top 25 media markets and reaches 56+ million homes.

Along with the FCS coverage, Sports Link has garnered local, regional and national attention with productions seen in four Indiana media markets, across the state of Indiana with Comcast Cable and several features and highlights regularly airing across the ESPN family of networks.

The live remote production reached yet another height in 2012, as the Sports Link broadcasts were able to be distributed live across the state of Indiana and into lower Michigan with Comcast Indiana 81. The partnership will continue – and increase – in 2012-13.
Values:

1. To publicize, promote, produce and market Ball State Sports Link, BSU TCOM, Ball State Athletics and Ball State University with pride in our work and to the best of our ability

2. To be a positive and influential person to our fellow students, student-athletes, faculty and staff

3. To develop quality, prepared and respected students for a career in sports media

4. To provide tireless effort, leadership and commitment to Ball State University

5. To continue to be the standard by which all other sports media and sports journalism programs in the nation are measured

Student Learning Outcomes:

The student learning outcomes will match those of the TCOM Digital Production option, with an emphasis on sports media:

1. Students will apply visual and aesthetic design theory to better enhance the telling of stories, express an idea or convey information in an entertaining, informative and creative fashion

2. Students will evaluate and develop assets for various media based on the need’s of a program’s audience

3. Students will demonstrate proficiency in the operation of advanced level, professional production equipment and the interactive delivery of a project using multiple mediums

4. Students will develop management skills required to carry a program or project through the pre-production, production, post-production and delivery phases
Digital Sports Production

| Job Titles and Duties |
Director of Digital Sports Production

With approval of the sequence, the program will have an executive director/producer of the sequence. This will be the existing instructor position within the Department of Telecommunications. Duties will include, but not limited to:

- Organize, promote and teach Ball State Sports Link and Digital Sports Production
- Oversee and advise all students and courses within the option
- Collaborate and organize new courses with instructors in the option
- Schedule live productions for Ball Sports Link and any other broadcasting class
- Executive producer of all broadcasts
- Schedule and make contact for guests to visit campus, Skype or phone in to speak to classes within the sequence
- Direct social media outreach and content for the program
- Supervise SL Radio on WCRD in an executive producer role for quality control
- Recruit Champions Program members from within TCOM and from high schools

Assistant Director of Digital Sports Production

Upon approval of the sequence, the program will add a contract faculty line that will have a combined teaching load with supervision of Digital Sports Production. Duties will include, but not limited to:

- Assist and collaborate with Director to advise students, supervise Ball State Sports Link and instruct courses in Digital Sports Production
- Assistant producer of all broadcasts
- Collaborate and organize new courses and planning for existing courses
- Assist social media outreach and content for the program
- Ability to freelance to gain industry experience to instruct and mentor Digital Sports Production students

Graduate Assistant of Digital Sports Production

Upon approval of the sequence, the program will propose a new graduate assistant line to work with Ball State Sports Link and within the Digital Sports Production sequence.