

From The Field

The Craft of Sports Storytelling for Broadcast

No Grades. Just Experience.

- Who:** Open to University of Arizona broadcast journalism students.
- Mentor:** Damien Alameda, Emmy Award/Associated Press award-winning sports broadcaster
- When:** Week of Jan. 14th, 2019 through Week of Feb. 18th, 2019
In-Class Sessions - Monday mornings, 10:00am-12:00pm
Team Practices - Wednesday afternoons/evenings
Team Games - Thursday OR Friday afternoons/evenings
- Where:** In-Class Sessions – UofA Campus, Main Library, First Floor
Team Practices - TBD depending on assignment
Team Games – TBD depending on assignment
- Cost:** \$336 (Payment accepted through PayPal)

Seminar is limited to 12 students. Registration Deadline: November 30, 2018

A sportscaster in the 21st century media landscape is no longer defined solely by an individual reading game highlights. Those who choose to enter the profession must become multimedia journalists who understand every element of what it takes to create their final product.

In this six-week seminar specifically for University of Arizona broadcast students, you will produce and report sports stories for broadcast. The class will be divided into 2-person crews under the direction of local broadcast veteran Damien Alameda. Crews will consist of one videographer and one reporter. Roles and responsibilities will alternate for each project. Each crew will be assigned a different local high school and will be responsible for covering weekly basketball practices and games during the duration of the seminar. You will learn and apply elements of sports reporting to every package you produce, including finding the narrative, interview skills, and working on deadline.

WORKSHOP FORMAT

We will have one 2-hour seminar per week. You will attend one weekly high school practice and game. Each crew will contribute a total of ten packages on deadline.

Student Requirements:

**Students should have basic knowledge of non-linear computer editing and field camera operations*

**Students must have transportation and be available for one afternoon/evening practice and one afternoon/evening game*

**Students will be responsible for reserving camera equipment through Gear-To-Go (520-621-0484)*

WEEK BY WEEK (Game/Practice Schedule Subject To Change)

Week 1

Monday, January 14th: Shooting/Editing/Writing for Games vs. News

Shooting, editing, and writing for sports and shooting, editing, and writing for news can be two different beasts that require two vastly different eyes. Before you get in front of the camera, you will need experience doing all three. In week one, crews will get a taste for both styles as it relates to sports. In class, you will observe examples and learn techniques that you will put to use when you begin covering your assigned basketball teams. These initial skills will help carry you through the duration of the practicum.

Wednesday, January 16th: Practice 1

You will attend your first basketball practice. One crew member (the videographer) will shoot and edit a 45 second VO (voice over). The other crew member (the reporter) will write and voice that VO previewing the upcoming game. No on-camera standups.

Deadline (completed package and script): Wed, Jan. 16th, 10:15 p.m.

Total running time: 0:30-0:45

Thursday, January 17th or Friday, January 18th: Game 1

The videographer for assignment 1 is now the reporter. The reporter for assignment 1 is now the videographer. The videographer will shoot. The reporter will log. Following the conclusion, the crew will edit a postgame package that best represents the story of the game. The reporter will voice the package. No interviews. No on-camera standups.

Deadline (completed package and script): Thurs, Jan. 17th or Fri, Jan. 18th 10:15 p.m.

Total running time: 0:45-1:00

Week 2

Monday, January 21st: How to Interview

Interviewing can be arguably the hardest and most intimidating part of the job short of producing on deadline. Most people do not want to be interviewed, especially when you're holding a microphone and camera. How do you get them to talk? We'll examine interviewing techniques and participate in role-playing games to help you get a grasp of what works and what doesn't.

Wednesday, January 23rd: Practice 2

The crew will produce its second pregame package, this time including player/coach interviews. The package will be a voice-over. No on-camera standups.

Deadline (completed package and script): Wed, Jan. 23rd, 10:15 p.m.

Total running time: 0:45-1:00

Thursday, January 24th or Friday, January 25th: Game 2

The crew will produce its second postgame package, this time including player/coach postgame interviews. The package will be a voice-over. No on-camera standups.

Deadline (completed package and script): Thurs, Jan. 24th or Fri, Jan. 25th, 10:15 p.m.

Total running time: 1:00-1:15

Week 3

Monday, January 28th: The Standup

It takes a lot of practice to feel comfortable speaking into the camera when the red light is on. We'll run through a series of exercises to help you feel at ease while speaking not just to the camera but to your viewing audience.

Wednesday, January 30th: Practice 3

The crew will produce its third pregame package, this time including player/coach interviews and reporter standups.

Deadline (completed package and script): Wed, Jan. 30th, 10:15 p.m.
Total running time: 1:00-1:15

Thursday, January 31st or Friday, February 1st: Game 3

The crew will produce its third postgame package, this time including player/coach interviews and reporter standups.

Deadline (completed package and script): Thurs, Jan. 31st or Fri, Feb. 1st, 10:15 p.m.
Total running time: 1:15-1:30

Week 4

Monday, February 4th: Producing the Feature – Pt. 1

Shooting and reporting on a game are one thing. Producing a feature story is something more. This week we'll dive into what makes a great feature story. You will examine visual and audio techniques that help produce a memorable story. You will watch sample packages before returning to the field where your crew will use the storytelling skills learned thus far to craft a feature. The reporter will determine the story angle, conduct the interviews, write and record the standups and voice over. The videographer will shoot and edit the footage.

Tuesday, February 5th: Game 4 (Regular Season Finale)

The crew will produce its fourth postgame wrap.

Deadline (completed package and script): Tues, Feb. 5th, 10:15 p.m.
Total Running Time: 1:15-1:30

TBD: Feature 1/Practice 4

The crew will use this practice to shoot its first feature.

**Should your school not make the postseason you will be reassigned a school that has.*

Deadline (completed package and script): TBD, 10:15 p.m.
Total running time: 1:30-1:45

Week 5

Monday, February 11th: Producing the Feature – Pt. 2

We will screen week 4 features in class before sending you out to produce Feature 2.

TBD: Feature 2/Practice 5

Each crew will switch roles for the full week to shoot, write, report, and edit Feature 2.

Deadline: TBD, 10:15 p.m.

Total Running Time: 1:30-1:45

TBD: Game 5

The crew will shoot its fifth postgame wrap.

Deadline (completed packaged and script): TBD, 10:15 p.m.

Total running time: 1:15-1:30

Week 6

Monday, February 18th: Finding the Job/Final Meeting

We will screen and critique week 5 features and wrap up the seminar with a look at how to land your first job.

By the end of six weeks, you should not only be more comfortable in front of and behind the camera, but also have a broadcast-ready story to begin or add to your resume reel.

RESERVE YOUR SPOT NOW:

CONTACT DAMIEN ALAMEDA

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