



“FastBreak: Recruiting, Training and
Managing Student Crews”

*“Lynn University Division II Sports
Production”*

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Lynn University

June 1st, 2017



Lynn University Division II Sports Production-Leadership

Chad Beattie- Director of Emerging Media & Athletic
Communication

Andrew Vermes- Technical Support/Production Supervisor

Joseph Hefferan-TV Director & Academic Web Coordinator



About Lynn University



“Home of the Fighting Knights”

Men's Sports (6)

- Baseball
- Basketball
- Golf
- Lacrosse
- Soccer
- Tennis

Women's Sports (8)

- Basketball
- Cross country
- Golf
- Soccer
- Softball
- Swimming
- Tennis
- Track (Debut in Fall 2017)
- Volleyball

Sunshine State Conference -DII

Institution	Location (Florida)	Founded	Enrollment	Nickname	Joined
Barry University	Miami Shores	1940	9,300	Buccaneers	1988
Eckerd College	St. Petersburg	1958	3,584	Tritons	1975
Embry–Riddle Aeronautical University	Daytona Beach	1926	6,794	Eagles	2015
Florida Southern College	Lakeland	1883	2,319	Moccasins	1975
Florida Institute of Technology	Melbourne	1958	8,985	Panthers	1981
Lynn University	Boca Raton	1962	4,660	Fighting Knights	1997
Nova Southeastern University	Davie	1964	33,135	Sharks	2002
Palm Beach Atlantic University	West Palm Beach	1968	3,764	Sailfish	2015
Rollins College	Winter Park	1885	3,153	Tars	1975
Saint Leo University	St. Leo	1889	16,275	Lions	1975
University of Tampa	Tampa	1931	10,515	Spartans	1981

Current Streaming Content

Stretch Internet

The screenshot shows a Safari browser window displaying the Lynn University website. The address bar shows `portal.stretchinternet.com`. The page header includes the Lynn University logo and navigation links for "Sign In" and "Register".

The main content area features a large blue banner with the Lynn University Fighting Knights logo and a "Like on Facebook" call to action. To the right of the banner are two tweets from Lynn Athletics:

- Tweet 1:** Lynn Athletics (@Lynn_Knights) Jan 20. "7 min left in the game! #LynnMBK staying ahead 67-62 vs @PBASailfish #keepthelead #BlockEmOut #defense #letsLynnthis".
- Tweet 2:** Lynn Athletics (@Lynn_Knights) Jan 20. "#LynnMBK bringing the #Lynntimidation on Offense! #FightingKnights leading 60-51 vs @PBASailfish #Lynnsanity #scorestorm #Lynnbbaskets".

Below the banner are navigation tabs for "LIVE EVENTS", "ON DEMAND", and "SUNSHINE STATE". At the bottom, there is a search bar and a table header for event listings:

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
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The bottom of the image shows the macOS dock with various application icons.

Current Streaming Content

YouTube Live

The screenshot shows the YouTube channel page for Lynn University Athletics. The browser address bar displays the URL <https://www.youtube.com/user/LUFightingKnights>. The channel banner features the Lynn Fighting Knights logo and the text "LYNN SPORTS NETWORK". Below the banner, the channel name "Lynn University Athletics" is displayed with a "Subscribe" button showing 449 subscribers. The navigation menu includes Home, Videos, Playlists, Channels, Discussion, and About. The main content area features a video player for "Lynn Sports Network" with a description: "Lynn Sports Network, 1,177 views 8 months ago. The new Lynn Sports Network, launching Sept. 14. Read more". Below the video player, a "General Athletics" section displays a grid of video thumbnails with titles and view counts:

- #LynnWTennis def. HPU, 5-0 (51 views • 4 days ago)
- #LynnWTennis def. CSU, 5-0 (44 views • 5 days ago)
- #LynnWTennis def. Ulndy, 5-1 (48 views • 6 days ago)
- #LynnSoftball All-SSC (36 views • 1 week ago)
- #LynnWTennis wins the NCAA South Region II Championship (60 views • 2 weeks ago)

The right sidebar contains "Featured Channels" (Lynn) and "Popular channels" (NBA, NBA Conference, NFL, FreeDawkins, Troydan Reacts, F2Freestylers - Ulti...).

The Lynn Sports Network

2016-2017

- Produced multi-camera live productions of all home conference games/matches for Soccer, Volleyball, Basketball, Lacrosse, Baseball and Softball
- Students majoring in Film and Television were hired to staff the productions
- A full-time Technical Director was hired to facilitate all LSN productions
- Distributed content on Stretch Internet, YouTube Live, and Twitter Periscope

The Lynn Sports Network

2016-2017

- All LSN productions featured live commentary and student journalists served as sideline reporters to conduct in-game and post-game interviews with coaches and players
- LSN commercials showcasing various sports were produced and added to the broadcasts
- New graphics and visual elements were added to enhance the broadcasts

Collaboration between Athletics and Academics

- Professors and staff in the College of International Communication (CIC) facilitate all technological and staffing needs for the productions
- CIC staff works with the Sports Information Office to gather content for productions
- Gives students an opportunity to participate in a professional production environment outside of the classroom
- CIC offers sports-specific courses for students to take to develop their skills
 - COM 399- Sports Broadcasting- (Issues in Communication Variable Content Course)
 - COM 299- Sports Announcing and Production-(Topics In Communication Variable Content Course)
 - DJC 200- Sports Announcing and Production- January/Winter Term

Equipment/Software We Use

- Sony 4K Handycam Cameras w/Tripods
- Teradek Wireless Camera System for moving shots
- Blackmagic HDMI to SDI converters from cameras to switcher
- Blackmagic ATEM M/E-1 Television Studio Switcher
- Telestream Wirecast Streaming Software (Sends signal to distribution channels)
- Sportzcast Scorebot (Conversion of scoreboard data to video signal for streaming)



Academic and Experiential Learning Components

- *NBS/BEA Media Club* students had started a Sports Division and many former members continue to work as crew for pay.
- Students make \$10/per hour
- COM 345 (pending)- Sports Practicum to be renamed and reinstated as a credit course for a *Sports Media minor* in development.
- College Work-Study program with Athletics department available for MMJ and FTV majors.



Sample of New Productions and Stream



Sample of New Productions and Stream

#LynnBaseball vs. Rollins Live Stream



AB: 17	0-0	1 Out	R	H	E	B-4th
Rollins	0	2	0			
Lynn	5	8	1			



INF 17 Tyler Curtis

R-Senior, Newburgh, N.Y.

Avg	HR	RBI	Runs
.451	6	27	39

1:20:11 / 3:06:24



Sample of New Productions and Stream

 SLU	49
 LYNN	46

2nd 17:53 30



F
1 Darius
James

R-Freshman, Winter Haven, Fla.

PPG	FT%
5.0	54.2

Future Plans

- Addition/Implementation of Instant Replay capability (Fall 2017)
- Establishing infrastructure for broadcasts in athletics facilities (ie. Camera cabling, internet, etc.)
- Purchase of field broadcast trailer and equipment to facilitate equipment use for outside games
- Inclusion of additional sports and additional games not currently covered
- Inclusion of Facebook Live and other streaming platforms for distribution



THANK YOU

