# COLLEGE SPORTS SUMMIT

MAY 31-JUNG 2, 2017 | OMNI HOTGL AT CAN CENTER | ATLANTA



"FastBreak: Recruiting, Training and Managing Student Crews"

"Lynn University Division II Sports

Production"

Denise Belafonte-Young

Denise Belafonte-Young Lynn University June 1<sup>st</sup>, 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)

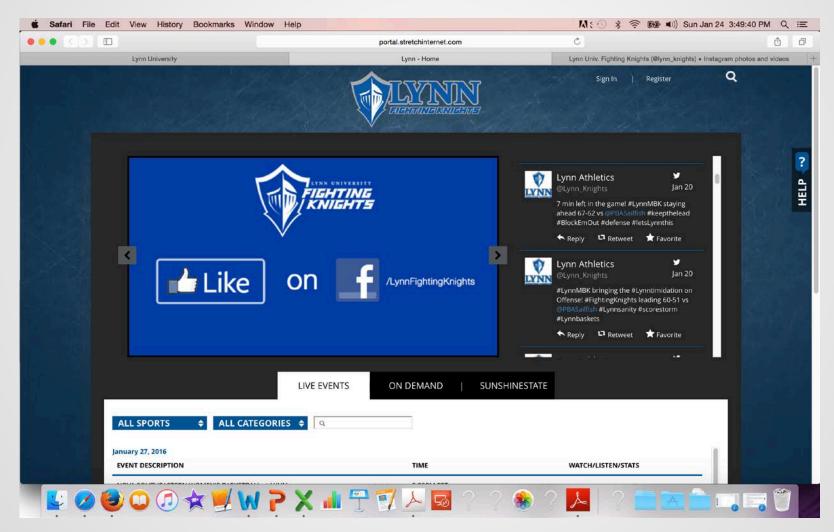
- Basketball
- Cross country
- •Golf
- Soccer
- Softball
- Swimming
- •Tennis
- •Track (Debut in Fall 2017)
- Volleyball

#### Sunshine State Conference -DII

Institution	Location (Florida)	Founded	Enrollment	Nickname	Joined
Barry University	Miami Shores	1940	9,300	Buccaneer s	1988
Eckerd College	St. Petersburg	1958	3,584	Tritons	1975
Embry-Riddle Aeronautical University	Daytona Beach	1926	6,794	Eagles	2015
orida 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
<b>University of Tampa</b>	Tampa	1931	10,515	Spartans	1981

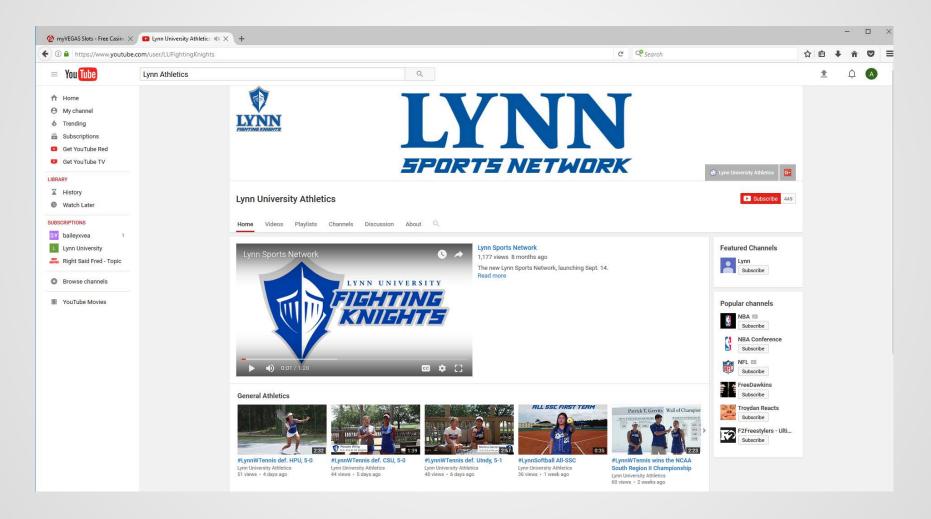
#### **Current Streaming Content**

#### Stretch Internet



#### **Current Streaming Content**

#### YouTube Live



## 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



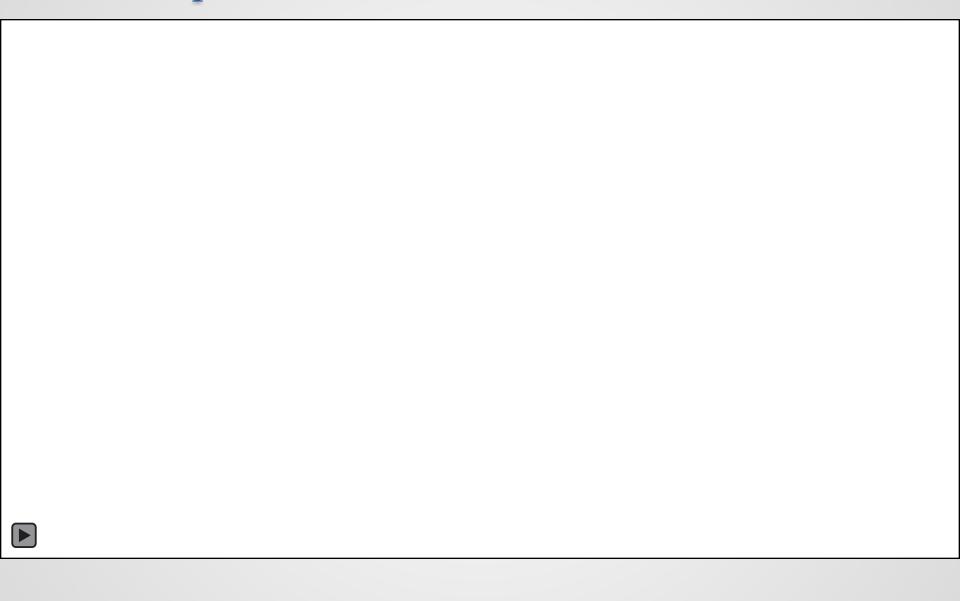
- Blackmagic ATEM M/E-1 Television Studio Switcher
- Telestream Wirecast Streaming Software (Sends signal to distribution channels)
- Sportzcast Scorebot (Conversion of scoreboard data to video signal for streaming)

## Academic and Experiential Learning Components

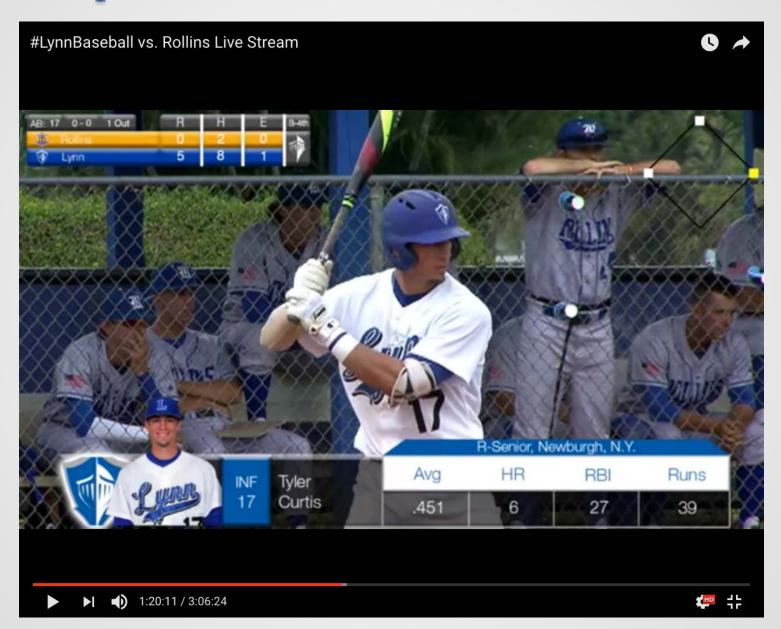
- NBS/BEA Media Club students had started a Sports Division and many former members continue to work as crew for pay.
- Students make \$10/per hour
- COM 345 (pending)- Sports Practicum to be renamed and reinstated as a credit course for a Sports Media minor in development.
- College Work-Study program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



## Sample of New Productions and Stream



## Sample of New Productions and Stream



### Sample of New Productions and Stream



#### **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

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## THANK YOU

