“FastBreak: Recruiting, Training and Managing Student Crews”
"Lynn University Division II Sports Production"
Denise Belafonte-Young
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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Location (Florida)</th>
<th>Founded</th>
<th>Enrollment</th>
<th>Nickname</th>
<th>Joined</th>
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<td>Barry University</td>
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<td>Boca Raton</td>
<td>1962</td>
<td>4,660</td>
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<td>Davie</td>
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<td>Winter Park</td>
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<td>3,153</td>
<td>Tars</td>
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https://en.wikipedia.org/wiki/Lynn_University
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

#LynnBaseball vs. Rollins Live Stream

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<thead>
<tr>
<th></th>
<th>R</th>
<th>H</th>
<th>E</th>
<th>0-4th</th>
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<tr>
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<td>5</td>
<td>8</td>
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<tr>
<td>Rollins</td>
<td>0</td>
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INF 17  Tyler Curtis

R-Senior, Newburgh, N.Y.

<table>
<thead>
<tr>
<th></th>
<th>Avg</th>
<th>HR</th>
<th>RBI</th>
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<td>Lynn</td>
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<td>6</td>
<td>27</td>
<td>39</td>
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1:20:11 / 3:06:24
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
THANK YOU