

NEW CONCENTRATION ALLOWS STUDENTS TO PRODUCE CONTENT FOR ESPN+

by Haley Burnside

As the COMM Department's newest concentration premieres on campus, so does new technology and equipment. The new sports media concentration comes with a "mobile production unit" -- a production studio in a trailer—which, next semester, will house a class that allows students to practice producing Manhattan College athletic events. Next year, the crew will produce these events as live sports programming to be streamed on ESPN's new platform/app, ESPN+.

"Sports Media Production," is a 300-level course that is currently open to all communication majors. The goal of the course is to train a group of students to serve as the production crew for Manhattan College basketball games, starting next fall.

The department is using the course as a starting point for what will become a program that benefits communication students and sports fans alike. Sports Media Production is an introductory course in live sports production. Students learn techniques and disciplines including the responsibilities of shooting a live, multi-camera event from a remote location, scheduling, and techniques for shooting different sports.

The department is hoping that 12 to 15 students will enroll in the class, and that these students will become the crew dedicated to covering men and women's basketball games next year. Though the focus, initially, will be basketball, more and more sports will be covered as the concentration grows.

The "MPU," which is a complete remote production studio, was purchased by the College after the MAAC schools partnered with Disney/ESPN to create a network that will provide greater access to college sports. Eventually, a crew of students will be responsible for regularly shooting and streaming Manhattan College sporting events for the ESPN+ app. The new concentration will provide students with valuable real-world experience in the field of sports production, all while receiving credit for their coursework. •