

# Postgraduate Certificate Sports Radio

Endorsed by the NBA





## Postgraduate Certificate Sports Radio

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/sports-radio](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/sports-radio)

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# 01

# Introduction

Sports broadcasts are one of the most popular forms of journalism in this field.

This program is the best specialization tool that you will find to prepare you for this sector. With the latest educational technology and the prestige of TECH, the world's largest online university.





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*All the key elements to Sports Radio  
in a highly educational program”*

Radio in general, and sports radio in particular, has always come out on top in all its battles. Today's sports radio, in fact, is the result of its last great threat: the television broadcasting of all soccer matches and the use of the viewer's 'double screen'. At the same time, the user can watch the game on the TV and comment on it on another other screen - a cell phone - on social media. Radio is at least boosted by the fact that technology allows a choice of audio, and many viewers prefer to opt for radio narrators, who have lost their protagonism to a new narrative model in sports broadcasts that is closer to the magazine.

Within this exciting framework of threats and opportunities, this module delves into the current sports radio model. The night programs and sports carousels maintain their prominence many years later, although the style has changed and the rigor and formality have been set aside for the 'radio show' or the 'sports show'.

We will work on techniques to master the key to developing a script, the art of improvisation, production work, the different formats of radio and advertising and, of course, we will focus our attention on the essential tool in radio: the voice. Breathing, diction and intonation techniques to keep the magic flowing over the airwaves, in analog or digital versions.

This **Postgraduate Certificate in Sports Radio** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*The proven experience of  
TECH is here to help in this  
comprehensive Training"*

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*A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluid and efficient way”*

The team of professors has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation undergone by the communication sector. Their direct experiences, their knowledge and the analytical capacity of those who hold a managerial position are the best source to grasp the key to the present and the future of a vocational and exciting profession for those who love sports and communication.

The methodology offered at TECH, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Accessing face-to-face learning is practically impossible for those who are involved in the daily demands of work.

*Educate yourself in one of the most interesting fields of journalism with the security of the world's largest online university in Spanish.*

*With professors who are experts in this area of work, this program is a unique opportunity for professional development.*



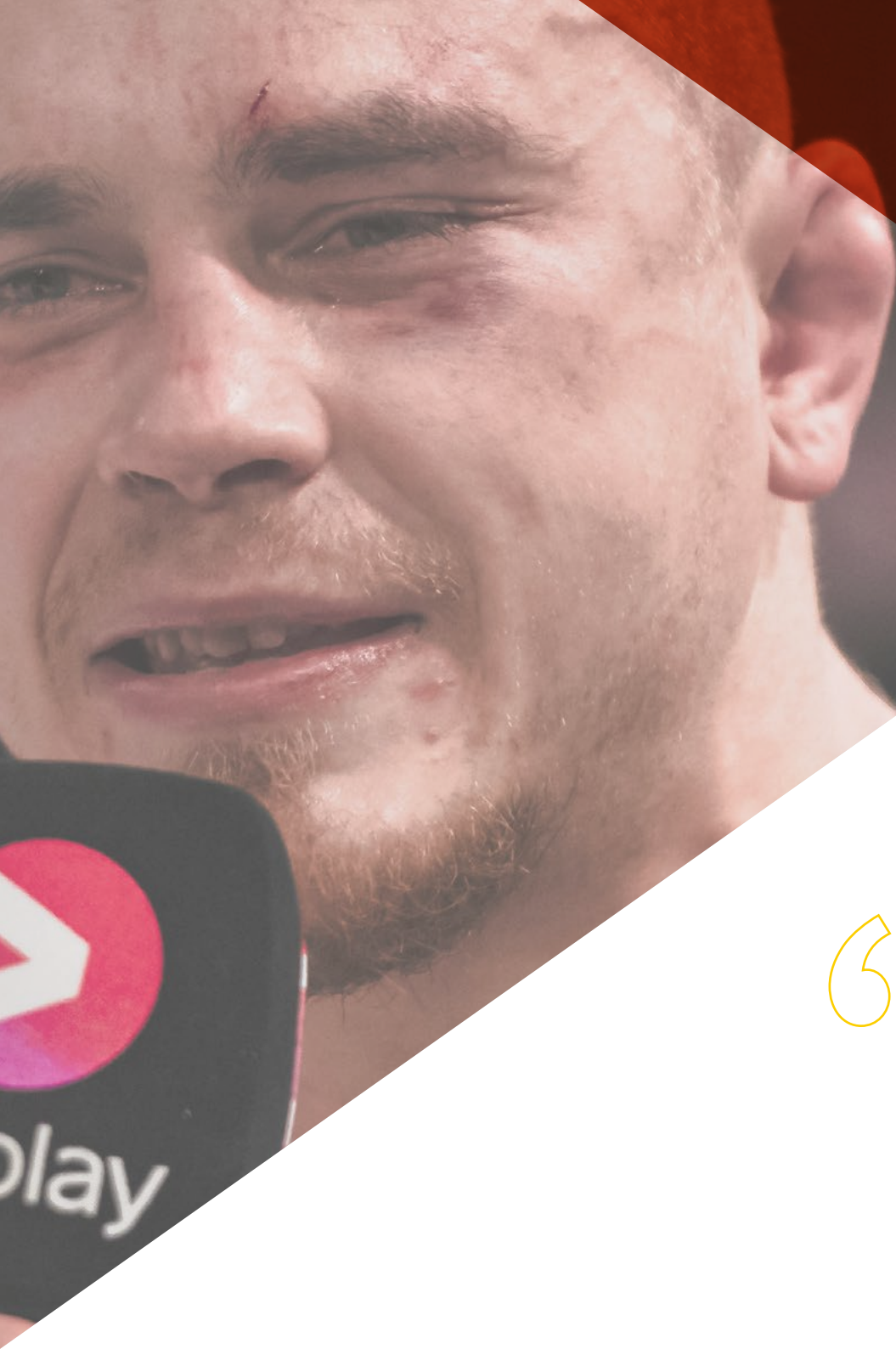
# 02

# Objectives

This program of Sports Radio is aimed at obtaining a degree of specialization that allows a journalism professional to develop their career in this field in an optimal way. For this purpose, we have developed the essential theoretical content that will serve as a foundation for the practice, which will be developed intensively throughout the program.







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*Sports communication in radio broadcasting developed throughout a program of high-quality teaching and content"*



## General Objectives

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- ♦ Examine the current radio scenario, sports radio in particular, detecting the threats posed by new technologies and the strengths that radio has at its disposal
- ♦ Analyze and identify the different types of sports radio programs that exist today
- ♦ Provide a historical evolution of sports radio from its birth to the present and know the milestones that have marked its progress
- ♦ Compile the necessary journalistic skills in the field of sports in order to be able to rigorously practice Journalism so specialized like that of sports journalism
- ♦ Define the transformation of the traditional radio model, converted as other media in 'transmedia', in order to be able to visualize alternatives in the Sports Journalism of the future





## Specific Objectives

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- ♦ Develop the necessary and specific skills to generate content for any radio format
- ♦ Examine the internal and external agents involved in the development of a radio sports program
- ♦ Develop specialized knowledge on techniques to improve the voice as an essential tool for radio
- ♦ Analyze the new radio platforms that support and increase the broadcasting of sports radio
- ♦ Demonstrate the use of social media as a means to enhance the messages of sports programs
- ♦ Evaluate how a radio journalist acts in the daily coverage of current affairs
- ♦ Perform audience measurements and establish the techniques used for interactivity with listeners



*Our goal is simple: to offer you innovative program, with the most developed teaching resources so that you can achieve the best results with little effort"*

03

# Course Management

This Postgraduate Certificate in Sports Radio is taught by industry professionals with extensive experience in journalism and teaching who will try to give you a real vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.





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*Learn from experts in the field and start to progress in a dynamic and interesting profession"*

## International Guest Director

Born in Puerto Rico, Alvaro Martin received his degree from Harvard University and an his MBA from Harvard Business School.

Martin is the only original Spanish-language ESPN network anchor who has remained with the network ever since, covering all NBA events.

He also has the distinction of being the first talent to serve as a dual-language sports anchor in ESPN's history, is ESPN's most experienced NBA commentator in either English or Spanish, has informed and entertained Spanish-speaking NBA basketball fans around the world for more than two decades, has been nominated for a Spanish-language Emmy Award as a sports broadcaster, and has also hosted 20 NBA Finals for ESPN and ABC in their Spanish-language versions.



## D. Martín, Álvaro

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- Basketball analyst and commentator with extensive international experience
- Bachelor's degree from Harvard University
- Master's Degree in Business Administration from Harvard Business School

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## International Guest Director

Born and raised in Bayamon, Puerto Rico, “El Coach” played basketball and was a middle distance runner in his youth. After earning his Bachelor’s Degree in Business Administration and Physical Education, he began his coaching career in youth programs, eventually coaching at all levels in Puerto Rico.

After an outstanding career as a **Basketball Coach** in Puerto Rico, Carlos Morales came to **ESPN** in February 2000 to serve as a **Basketball Analyst** in Spanish, bringing all his experience in **NBA** events.

He is currently **Assistant Coach of the Puerto Rico Women’s National Team** and is a member of the **National Association of Basketball Coaches** and the **World Association of Basketball Coaches**.





## Dr. Morales, Carlos

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- Assistant Coach of the Puerto Rico Women's Basketball National Team.
- Basketball Analyst at ESPN
- Member: National Association of Basketball Coaches, World Association of Basketball Coaches
- Bachelor's Degree in Business Administration and Physical Education

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. Pérez Zorrilla, Carlos

- ◆ Positions: Head of Department at Estadio Deportivo Newspaper
- ◆ Graduate in Journalism from the Andalusian Center for Business Studies (CEADE), Seville
- ◆ Head of Digital Content at Estadio Deportivo Newspaper
- ◆ Website Editor for Tourism and Sports in Andalusia
- ◆ Collaborator of Onda Cero Sevilla
- ◆ Collaborator of Canal Sur Radio
- ◆ Professor of the Professional Master's Degree in Sports Journalism at the University of Seville, CEPO Sport Group, FiebreFútbol and Nerdsfy

## Professors

### Mr. Palomo Armesto, Álvaro

- ◆ Positions: Website Content Writer at Medina Media
- ◆ Graduate in Journalism
- ◆ Multimedia Editor at Estadio Deportivo
- ◆ Head of Press at CD Patín Macarena
- ◆ Editor at El Correo de Andalucía
- ◆ Editor at El Diario de Sevilla

### Ms. Chávez González, Luisa María

- ◆ Positions: Graduate in Journalism, University of Seville
- ◆ Trainee Editor at Diario de Sevilla
- ◆ Contributor to the program "It's not Friday yet", Sevilla FC Radio
- ◆ Trainee Editor at Estadio Deportivo
- ◆ Editor at Ooh! Jerez
- ◆ Contributor to the Decibelios AM website



**Mr. Adorna León, Joaquín**

- ♦ Positions: Graduate in Information Sciences, specializing in Journalism, in the first graduating class of the Faculty of Information Sciences of the University of Seville
- ♦ Professor in the Module 'The Written Press' of the Master's Degree in Sports Journalism at the University of Seville

**Mr. García Collado, José Enrique**

- ♦ Positions: Degree in Journalism, University Seville
- ♦ Expert Course in Big Data Deportivo by the University of Valladolid
- ♦ Master's Degree in Community Management at CEDECO school
- ♦ Specialization course in Programmatic Advertising at Skiller Academy

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*Make the most of this opportunity to learn about the latest advances in this subject to apply it to your daily practice”*

# 04

## Structure and Content

The contents of this program have been developed by the different professors, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts in Sports Radio.

The content of this program enables you to learn all aspects of the different disciplines involved in this field: A complete and well-structured program that will take you to the highest standards of quality and success.





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*Complete and efficient, this Postgraduate Certificate is supported by a didactic structure that, in a progressive way, will lead you to the total mastery of this subject"*

## Module 1. Sports Journalism in Radio

### 1.1. Sports Radio Today

- 1.1.1. Daily Sports Programs
- 1.1.2. Multi-Connection Programs
  - 1.1.2.1. Sports Carousel
  - 1.1.2.2. Bulletins
  - 1.1.2.3. Sports Magazine
- 1.1.3. Program Types
  - 1.1.3.1. Newsletters
  - 1.1.3.2. Talk Shows

### 1.2. New Technologies and the Future of Radio

- 1.2.1. Podcasts
- 1.2.2. Hybrid Radio

### 1.3. New Forms of Radio Consumption

- 1.3.1. Platforms
- 1.3.2. Social Media

### 1.4. Practical Tips for Radio

- 1.4.1. Elaboration of a Program Script
- 1.4.2. The Art of Improvisation
- 1.4.3. Daily News Coverage

### 1.5. Production

- 1.5.1. The Producer's Role
- 1.5.2. Production of Special Programs

### 1.6. Radio Formats

- 1.6.1. News and Briefs
- 1.6.2. Reports
- 1.6.3. The Interview
- 1.6.4. The Opinion
  - 1.6.4.1. Monologues
  - 1.6.4.2. Talk Show Hosts
- 1.6.5. Humor

### 1.7. Sports Broadcasts

- 1.7.1. Techniques and Models
  - 1.7.1.1. On-Site and In-Studio Broadcasts
  - 1.7.1.2. The Wireless Microphone.
- 1.7.2. Evolution of Narration
- 1.7.3. The Professional Soccer League Fee for Radio Broadcasters

### 1.8. The Voice as a Tool

- 1.8.1. Basic Concepts: Tone, Pitch and Volume
- 1.8.2. Diction and Vocalization
- 1.8.3. Diaphragmatic Breathing
- 1.8.4. Intonation

### 1.9. Advertising on Sports Radio

- 1.9.1. New Advertising Formats
  - 1.9.1.1. Audiences
    - 1.9.1.1.1. Analysis of the General Media Study (EGM)
  - 1.9.1.2. Techniques to Engage Listeners



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*All topics have been developed by experts in the field, with the foundation of work and real and contextual learning that allows you to apply what you have learned to your profession immediately”*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

This Postgraduate Certificate in Sports Radio guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Sports Journalism** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive, through the post, their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Sports Radio**

Official N° of Hours: **150 h.**

**Endorsed by the NBA**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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**tech** technological  
university