**Journalism 318**

**Introduction to**

**Sports Journalism**

Syllabus for Fall 2015

*‘‘I always turn to the sports section first. The sports section records people's accomplishments; the front page nothing but man's failures.”*

  – Earl Warren, quoted in Sports Illustrated, July 22, 1968

**Monday-Wednesday** 10 a.m. to 11:50 a.m. 

**Section: 01 (8496) and 02 (8497)**

**Classroom:** LA4 Room 1078

**Professor Gary Metzker**

**E-mail:** gary.metzker@csulb.edu

**Office hours:** 10 a.m. to noon, Mondays and Wednesdays, or you can e-mail me or set up an appointment

**Required textbook**

*Sports Journalism: An Introduction to Reporting and Writing,* (2009)Stofer, K., Schaffer, J. & Rosenthal, B.

*The Essentials of Sports Reporting and Writing,* (2008)Reinardy, S. & Wanta, W.

**Required reading (one or two of the following every day, paper or Website)**

The sports sections of the: Los Angeles Times, New York Times, Wall Street Journal and USA Today. Also, Grantland.com

**Required materials**

Reporter’s notebook

**Overview**

This class offers students the opportunity to explore the state and practice of sports journalism. Students will learn the history of sports writing as well as the fundamentals of the sports writing process, from information gathering and interviewing to writing and editing copy.

**Objectives**

Southern California has been home to some of the greatest sports writers in history: Pulitzer Prize-winner Jim Murray, Hall of Fame writers Ross Newhan, Bill Plaschke, Shav Glick, Mark Heisler and Helene Elliott of the Los Angeles Times. Melvin Durslag, Allan Malamud, Jack Disney and Doug Krikorian of the Los Angeles Herald Examiner and Mark Whicker of the Los Angeles Daily News.

These writers, and others, have covered some of the greatest professional and collegiate events of the 20th and 21st centuries – a lot of them taking place in Los Angeles. From college football to professional baseball and basketball, Southern California teams have produced champions in a variety of sports.

This class will provide not only a forum for discussion of the major sports media issues of the day, but a class that will offer an overview of sports writing, from its origins to its current status in the 21st Century.

This class will explore subtopics also: Were sports journalists fair? Did they report issues with context? Did they explore the larger societal issues? Did they explore the economics behind these stories? Did they portray the characters in these sagas as real people? The course will explore issues through evaluating coverage, reading related texts and talking directly with prominent sports journalists, executives and athletes.

**Attendance**

Attendance is mandatory. Come prepared to participate in class discussions. Your participation is so important that significant course credit will be attached to your attendance and making relevant, thoughtful comments during our meetings. You are expected to be on time. Attendance will be taken every day. Arriving late and/or or late arrivals. After that, you will lose one point from your final grade every time you are absent or arrive late.

Finally, cell phones must be turned off when you enter class. If you are caught using your phone during class, you will be asked to leave. If I have to ask you more than once during the semester, you will be dropped from class.

**Respect the deadline**

Can you publish a newspaper or a magazine or run a website and miss a deadline? Absolutely not! Please let me know if there are special circumstances (illness, family emergency, etc.) and be prepared to document the circumstance. Projects are due at the beginning of class unless stated otherwise. Homework assignments are due at the beginning of class unless stated otherwise. I reserve the right to change the syllabus depending on how well the class as a whole is progressing. If I drop an assignment, for example, the final grading system will be adjusted. If you choose to turn an assignment in late, you will be penalized as follows:

Same day, but not turned in at the beginning of class: -5%

One day late: - 10%

Two days late: - 20%

Three days late: - 30%

Four days late: - 40 %

More than four days late = 0 on that assignment

**Quizzes**

You will be quizzed on current events and information gleaned from your readings, including AP sports style. Some quizzes will be unannounced, so please be prepared.

**The daily read**

Every day, one lucky student will stand up in front of the class and for about three to five minutes, give a recap of what is in a major, daily sports section. Focus on the leads of the stories, the nut graf of the column, things like that. You will be graded on your recap, so be prepared when it is your turn.

**Writing assignments**

During this 16-week course, you will be required to attend sporting events on campus, or off, if you have the opportunity, and writes stories off games you watch on television. Which events you cover is up to you, but after the event, you will have to write a story on a deadline specified by your professor and email it to me. If you bust deadline, you will be penalized points.

**Making the grade**

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

Below 60% = F

**Earning the points**

Writing assignments 25 points

Projects 40 points

Quizzes 20 points

Class participation 15 points

**TOTAL 100 points**

**Anticipated Course Outline**

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| Week 1  8.24 and 8.26 | Introduction, history of sports writing. Chapters 1 and 10 in Sports Journalism. Chapter 1 in Sports Reporting. |
| Week 2  8.31 and 9.2 | The basics. Chapter 2 in SJ. Chapters 2-3 in SR. Guest speaker. |
| Week 3  9.9 | No class 9.7 Lead with the lede. Chapter 4 in SR. Guest speaker. |
| Week 4  9.14 and 9.16 | Advanced ledes. Chapter 7 in SJ. Chapter 5 in SR. Guest speaker. |
| Week 5  9.21 and 9.23 | Ledes, continued. Chapter 6 in SJ. Chapter 6 in SR. Guest speaker. |
| Week 6  9.28 and 9.30 | Working with the media. Chapter 5 in SJ. Guest speaker. |
| Week 7  10.5 and 10.7 | Finding the sources and doing the interviews. Chapters 3-4 in SJ. Chapter 8 in SR. Guest speaker. |
| Week 8  10.12 and 10.14 | Finding the sources and doing the interviews, continued. Guest speaker. |
| Week 9  10.19 and 10.21 | Finding the sources and doing the interviews, continued. Chapter 9 in SR. Guest speaker. |
| Week 10  10.26 | Sources and interview. Out of class assignment 10.28 |
| Week 11  11.2 and 11.4 | What’s a sidebar? Chapter 13 in SR. Guest speaker. |
| Week 12  11.9 and 11.11 | Sports columns: What’s on your mind. Guest speaker. |
| Week 13  11.16 and 11.18 | Features and profiles. Chapter 16 in SR. Guest speaker. |
| Week 14  11.23 and 11.25 | Happy Thanksgiving! |
| Week 15  11.30 and 12.2  Week 16  12.7 and 12.9 | How do you cover sports controversies. Chapter 17 in SR. Field trip to Los Angeles Times sports department.  Ethics in sports.  Final project to be turned in Dec. 16 between 10:15 a.m. and 12:15 p.m. |

**Addendum to Course Syllabus: Department of Journalism**

**Policies on Grading, Conduct of Classes, Drops, Absences and Cheating**

Grading: The grading policies and practices in this class are explained elsewhere in the syllabus. It is the student’s responsibility to read them and to seek clarification if necessary. The student should be fully aware of what is required for success in the course, such as group participation, writing, speaking, completing assigned readings, etc.

Seat in Class: An enrolled student may lose his/her seat in class if he/she misses the first class meeting without notifying the instructor. At the instructor’s discretion, a student who attends the first class but not subsequent classes may also be dropped from the course.

Withdrawal from Class: Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

Absences from Class: Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p. 75]. These and any other requests for an excused absence must be documented.

CSULB Cheating/Plagiarism/Fabrication Policy: CSULB takes issues of academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor.

Responses, Penalties and Student Rights: Students should consult the appropriate sections of the Catalog for examples of cheating, fabrication and plagiarism, and instructor and/or CSULB response options in such circumstances. The Catalog also outlines student rights. Any instance of academic dishonesty may result in your immediate expulsion from the class with a grade of “F” and/or other sanctions, as the instructor deems appropriate.

***Department Information***

**Advising**: If you are a journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming (Jennifer.Fleming@csulb.edu) and Professor Danny Paskin (Danny.Paskin@csulb.edu) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

**Internships**: The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department’s BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

**Student Media**: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

**Bateman Case Study Competition**: If you’re a public relations student, consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships\_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

**Student Organizations**: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) for **NAHJ**, Professor Holly Ferris ([holly@ferriscomm.com](mailto:holly@ferriscomm.com)) for **PRSSA**, and Professor Chris Karadjov ([Chris.Karadjov@csulb.edu](mailto:Chris.Karadjov@csulb.edu)) for **SPJ**.

**Social Media**: Be sure to get connected to the department’s Facebook page (https://www.facebook.com/CSULBJournalism?fref=ts) and website (http://www.cla.csulb.edu/departments/journalism/) for photos and information about department happenings.

**Office Hours**: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

**Accreditation**: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communication* (ACEJMC, https://www2.ku.edu/~acejmc/). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

* understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work