**Journalism 318**

Introduction to Sports Journalism

(Section 01 and 02)

Spring 2016

Monday and Wednesday, 8:00 – 9:50 a.m.

LA4 – Room 107

Professor: John Shrader

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Podcast: JohnShrader.Podbean.com

Office Hours:

Monday 12:30 p.m. - 1:30 p.m.

Tuesday 10:00 a.m. – 11:00 a.m.

By Appointment

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| ***Student Media at CSULB***  We encourage all students to become active in student media on campus. Take the skills you learn in these journalism classes and apply them in the student media of your choice:Daily 49er Newspaper Daily 49er Radio Daily 49er TV K-Beach Radio College Beat  |

***OVERVIEW:***

This class is the introduction to the best practices of sports journalism and more broadly, sports media. Journalism is no longer only the production of ink onto paper, and sports journalism is no exception in that dynamic. The moniker ‘toy department’ of journalism, which is how some would prefer to think of sports and sports coverage, belies the financial commitment made to sports and sports coverage.

Billions of dollars are invested in sports, professional and amateur, every year. It is one of the highest profile crossroads of business, entertainment and popular culture. While it’s fun to play and watch sports, the media coverage of sports is serious business.

You will be exposed to the history of sports media, in all forms – print, radio, TV, online, and mobile. You will be reporting and writing in all forms, including social media.

We will explore and discuss media presentation, gender and race, economics, and other topics that may pop up during the semester.

***It is important to understand how and why messages are produced, and how and where they are presented (published and broadcast) in American media.***

***CSULB COURSE CATALOGUE DESCRIPTION***

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| 318. Introduction to Sports Journalism (3)Prerequisite: JOUR 311 with a grade of "C" or better.Offers students the opportunity to explore the state and practice of sports journalism. Students 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.Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours) |

***STUDENT LEARNING OUTCOMES:***

When you’ve completed this course you will have gained skills in the following areas:

* + The writing of sports stories, in short form and long form, in all media forms
	+ The gathering of sports information, at games, practice, through social media, and interviews
	+ The reporting of sports stories, in all media forms: print, audio, visual, online, social media
	+ The role race, gender and culture play in sports coverage and in newsrooms
	+ The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media
	+ How to best use your research, refining it for use in the best medium suited for the particular story you’re telling
	+ Personal branding and entrepreneurial sports journalism

***RESOURCES:***

**Textbook:** *No required textbook in this class*

***Suggested Resources:***

***The Essentials of Sports Reporting***

*Scott Reinardy & Wayne Wanta*

*Publisher: Routledge*

*ISBN: 978-0-8058-6447-2*

***Sports Journalism: An Introduction to Reporting and Writing***

Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal

*Rowman & Littlefield Publishers*

*ISBN: 978-0-7425-6173-1*

***Sports Media: Reporting, Producing, and Planning***

*Bradley Schultz & Edward T. Arke*

*Publisher: Routledge*

*ISBN: 978 131 7449 263*

*3rd edtion*

***Field Guide to Covering Sports***

*Joe Gisondi*

*CQ Press*

*ISBN: 978-1-60426-559-0*

**Handouts and other web-based materials:**

There will be plenty of materials you’re required to read, either via handouts through Beachboard, or via the Internet.

**Reading, Watching & Listening:**

You will be expected to consume sports media. You will be assigned to cover certain events, either to be viewed on TV or in person. This will require work outside of class. It will require you to attend games outside of class.

**You will be responsible for retention of:**

In-Class lecture materials, discussions, videos, guest speakers’ topics and talks, handouts, or any other resources used in class.

*Take good notes and keep all materials you’re presented in this class.*

***You may be subject to in-class reports and / or quizzes on any and all material introduced in this course.***

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| **Quizzes** and **Daily Sports information** will be obtained from the following web sites:[www.LATIMES.com](http://www.LATIMES.com)[www.PRESSTELEGRAM.com](http://www.PRESSTELEGRAM.com)[www.USATODAY.com](http://www.USATODAY.com)[www.SPORTS.YAHOO.com](http://www.SPORTS.YAHOO.com)[www.ESPN.com](http://www.ESPN.com)www.SI.com | Other sources of information will come from other sites, including:[www.DEADSPIN.com](http://www.DEADSPIN.com)[www.GRANTLAND.com](http://www.GRANTLAND.com)[www.SPORTSJOURNALISM.org](http://www.SPORTSJOURNALISM.org)[www.FOXSPORTS.com](http://www.FOXSPORTS.com)[www.AWFULANNOUNCING.com](http://www.AWFULANNOUNCING.com) |

***SOCIAL MEDIA***

**@Twitter:** Every student in this class will be using Twitter.

Professor Shrader has two Twitter handles you’ll be interested in following:

***@johnshrader - comments on a variety of interests, professional and personal***

***@ShraderCSULB -used for school, journalism, and class issues and interests***

**#J318LB** This is the common hash tag that will be used for all the Twitter dispatches we make on behalf of the class and reporting [It will be impossible to monitor each other’s activities in this class without the use of the hash tag]

**Attendance Matters:**

**“Half the path to *SUCCESS* is *SHOWING UP”***

* You are expected to attend this class.
* Attendance will be taken every class period. 15 minutes late is equal to absence. [This class meets at 8 a.m. – that doesn’t mean you get a free pass for being late.]
* You will be allowed **TWO free passes, no questions asked. [Doctor’s appointments, other excused absences require notes; “My alarm didn’t go off;” “I had car trouble,” “Bad traffic,” are not reasonable excuses.]**
* *On every subsequent absence, 25 points will be taken off your semester total points.*
* Check the School Handbook (csulb.edu) for the official policies related to medical and personal absences.
* If you miss a class you are not allowed to make up the in-class assignment.

(Medical or personal absences excepted – documented absence to be determined on a case-by-case basis)

YOU WILL NOT BE ALLOWED TO MAKE UP IN-CLASS WORK YOU MISSED WHILE ABSENT, EVEN IF IT APPEARS ONLINE. NO EXCEPTIONS.

* COMMUNICATION WITH PROFESSOR SHRADER IS HIGHLY RECOMMENDED IF YOU KNOW AHEAD OF TIME YOU WILL MISS A CLASS.

**We expect good journalism to be practiced here:**

* + The first factual error found in a story turned in costs you a 25% penalty, the second factual error is 50%. (Do the math.)
	+ Get the facts right, the names spelled correctly, the grammar, spelling and punctuation in order.
	+ ***Keep your AP Stylebook handy***

***GUEST SPEAKERS***

***We will have occasional guests visit class – either on Skype or in person. An exercise will be associated with that visit. If you are not in class for the speaker, you are excluded from the exercise, even if it appears online.***

***Guests may appear in person or on Skype. They may appear with no notice or short notice.***

***ROSTER OF GUESTS WHO HAVE OR WILL VISIT OUR CLASS:***

***Amina Hussein – Executive Producer, ESPN NBA Basketball***

***Jeff Fletcher – Angels baseball reporter, Orange County Register***

***King Kaufman – Manager of the Writer Program, Bleacher Report and host of Sirius radio show***

***Tim Keown – Feature and long form reporter, ESPN, the magazine***

***Ann Killion – Columnist, San Francisco Chronicle***

***Roger Kirk – Assistant Athletic Director/Media Relations, Long Beach State***

***J.D. Pruess – Producer of sports and entertainment programs***

***Fred Roggin – KNBC Sports Director and anchor***

***Dan Brown – San Jose Mercury News Feature writer***

***COURSE ELEMENTS, REQUIREMENTS, GRADING\*\*\*:***

***[Due dates are Subject to Change]***

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| ***GRADED COURSE COMPONENTS*** | ***POINTS*** |
|  **In Class Exercises, Quizzes** **& Daily or Weekly Assignments** Including Diversity, Ethics, History, Writing [You can expect something in class just about every week][Not all point values are equal] | 200 |
|  **Monday Morning Quarterback:**Every Monday we will have a discussion about sports media and how they cover the newsOn 10 of these Mondays you are expected to turn in a report on relevant topics.You will be given the specifics weekly. | 150 |
| 1 **Season Preview:** **Dirtbags Alumni/Intrasquad**500 words on the upcoming Long Beach State baseball season GAME IS SATURDAY, JANUARY 30**DUE MONDAY, FEBRUARY 15** | 100 |
| **2 Clippers Game**You will be given an assignment related to the visit to a Clippers game. [If you cannot attend the game, a commensurate assignment will be given.] GAME IS MONDAY, FEBRUARY 22**DUE MONDAY, MARCH 7** | 100 |
| 3 G**ame Story**Report on a game – what happened, who, how and why, approximately 500 wordsYOU WILL PICK ASSIGNMENT FROM LONG BEACH STATE GAMES ON CAMPUS**DUE MONDAY, MARCH 21** | 100 |
| 4 **Short Form****Feature or Analysis**500-600 words YOU PITCH STORY IDEAS**DUE MONDAY, APRIL 11** | 100 |
| **5 Commentary/Podcast** Opinion piece for both print and spoken wordON WHATEVER SUBJECT YOU CHOOSE – SOMETHING ABOUT WHICH YOU ARE PASSIONATE**DUE WEDNESDAY, APRIL 25** | 100 |
|  **Long Form Feature:**Approximately 900-1000 word long form feature, about an athlete, coach, team, event or issue from the community – it can be issue- or topic-oriented, investigative, or a profile [You will be required to include other media, possibly photo, video, and audio]**DUE MONDAY MAY 9, 2016**Our final would be held May 9, 8:00 am. to 10:00 a.m. – This assignment is in lieu of a final test | 150 |
|  | **1,000 POINTS TOTAL** |

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\*\*\* ***ALL MAJOR ASSIGNMENTS WILL INCLUDE VISUAL SUPPORT (PHOTOS AND OR VIDEO) AND SOCIAL MEDIA***

 ***MAKE A HABIT OF RECORDING YOUR INTERVIEWS – AT LEAST ON AUDIO. YOU WILL BE REQUIRED DURING THE SEMESTER TO HAVE AT LEAST ONE RECORDED INTERVIEW FOR AN ASSIGNMENT. IT’S A GOOD HABIT TO RECORD ALL YOUR WORK DURING THE PROCESS OF DOING JOURNALISM***.

**Grades will be computed as follows**:

A – (90-99 points) Superior work – accurate, clear, well written, well delivered, you have fully adopted the fundamentals and principles instructed in class

B – (80-89 points) Good to very good work – may be missing one or two of the previous thresholds

C – (70-79 points) Satisfactory – needs improvement in writing, editing; may have more than a few errors of commission or omission relative to the principles and fundamentals

D – (60-69 points) Unsatisfactory – needs work in every area, possible deadlines missed, technical, editorial errors

F – (Below 60 points) Failure to meet minimum course requirements - needs major overhaul in all areas; did not turn in major assignment on time

**Class Schedule / Fall 2014**

***Subject to Change***

***Guest Speakers are also Subject to Change***

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| **Week 1****Jan 18 /20****NO CLASS ON****JANUARY 18** **MLK BIRTHDAY** | **Monday Jan 21**What’s it all about, this toy department of journalism?Intro, SyllabusSports storytelling in the 21st centuryThe Basics: Who are we and what are we doing here?The History of Sports Reporting  |
| **Week 2****Jan 25 / 27** **DIRTBAGS ALUMNI AND INTRA-SQUAD GAMES ON JANUARY 30 AT BLAIR FIELD** | Overview of Story Forms:Previews, (LOOKING AHEAD TO THE DIRTBAGS GAME) Gamers, Features, Analysis, Short Form, Long Form Print, Radio, TV Tools for Successful Sports Reporting and Writing**Social Media Boot-camp** Twitter, Instagram, Facebook, Snapchat(Who’s got a handle on this?)**MAQB preview** **Review the LongBeachState.com web site to get familiar with 49er Athletics** |
| **Week 3****Feb 1/3****FEB 1****MMQB 1** | ROLE OF STUDENT MEDIA AND MEDIA RELATIONS**ROGER KIRK, Long Beach State Athletics****LET’S TALK ABOUT RADIO, TV, INTERNET, DIGITAL COVERAGE OF SPORTS**Role of Social Media in Sports coverageHow to cover a story in social media  |
| **Week 4****Feb 8 / 10****FEB 8****MMQB 2** | INTERVIEWING – how to get the information your need, tips and toolsStructure of story, good leadsWriting the Game Story – the basicsElements of the Game StoryFinding stories, sources, ***Ethics in Sports Journalism*** |
| **Week 5****Feb 15 / 17****FEB 15****MMQB 3** | Features, gamers – short form storytelling How to cover sports, logs, play by plays, keeping baseball scorebook OBSERVATIONS – LOOK AT SEE WHAT’S AROUND YOU GET THE VISUALS –Economics of sports media  |
| **Week 6****Feb 22 / 24** **FEB 22****MMQB 4** | How to write **a game story**How to write a short form story **WE WILL NOT MEET IN CLASS ON FEB 22 – WE’RE GOING TO THE CLIPPERS GAME THAT NIGHT** |
| **Week 7****Feb 29 / March 2****Feb 29****MMQB 5** | Press conferences, The event coverage, Packaging print, video,  |
| **Week 8****March 7 / 9****MARCH 7****MMQB 6** | The Beats – Preps, College, ProsHow they are alike and differentMore on: THE AUDIO, VIDEO AND PRINT ELEMENTS W/ Camera, audio recorder**Refining the Nuts and Bolts of covering a game -**  |
| **Week 9****March 14/ 16** | Short Form & Long Form Print Storytelling – Getting the most out of your research |
| **Week 10****March 21/ 23****MARCH 21****MMQB 7** | Race, Gender and Sexuality in sports – in coverage and in newsroomsFeatures and De-constructing themSports Feature from Phil Andrews |
| ***SPRING BREAK******MARCH 30 – APRIL 3*** | ***PLEASE DO NOT COME TO SCHOOL THIS WEEK*** |
| **Week 11****April 4 / 6****APRIL 4****MMQB 8** | Writing online and blogging“SO YOU WANT TO BE A BLOGGER?” Podcasting, Commentary & Column writingMore on podcasting, Commentary and Column writing  |
| **Week 12****April 11 / 13****APRIL 11****MMQB 9** | TBA  |
| **Week 13****April 18 / 20****APRIL 8****MMQB 10** | **Revisit the Long Form storytelling –** **STORY IDEAS ARE DUE FOR THE FINAL PROJECT** |
| **Week 14****April 25 / 27** | TELEVISION SPORTS – LIVE, RADIO, TV, ANCHORING, TALK SHOWSPERSONAL BRANDING AND ENTREPRENEURIAL SPORTS REPORTING |
|  **Week 15****May 2 / 4** |  Monday May 2***Peer editing***Thursday, May6: RETURN COMMENTS ON THE FIRST DRAFT – Pick up the pieces of the semester, review and finish whatever is left“THE BEST LAST DAY SPORTS EXERCISE” |
| **Week 16****FINALS****May 11 - 15** | ***Monday, May 9******FINAL PROJECT DUE*** ***BY 10:00 a.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.

**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 Communications (ACEJMC).**

ACEJMC has established educational requirements and standards and provides a process of voluntary program review by professionals and educators, awarding accredited status to programs that meet its standards. Through this process, the Council assures students, parents, journalism and mass communications professionals, and the public that accredited programs meet rigorous standards for professional education.

Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communications. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and 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. Therefore, our graduates who major 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, for the country in which the institution that invites ACEJMC is located, 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 communications;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications 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.

***SOME ADVICE AS YOU PURSUE YOUR JOURNALISM CAREER:***

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| **EUGENE PATTERSON** - Editor of the Atlanta Journal-Constitution, Managing Editor of the Washington Post, defender of the First Amendment, and courageous enough to take on white power in the South in the 1960s.These are his Rules of the Journalism game:Be truthful; if it hurts, just say ow.Be fair; let all speak.Be ethical; if it feels wrong, it is.Be careful; get facts right.Be skeptical; ask, what’s missing here?Be above conflict; if in doubt, don’t.Be beyond price; fear no threatener, favor no pal.Be an example of integrity; people know it when you show it.Be vigilant; to defend the First Amendment, deliver on its purpose: question authority; watch the empowered; right wrongs.And be easy in the going; clasp the comical, and dance it around the floor. |

**CAMPUS MEDIA at Cal State University, Long Beach**

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| YOU HAVE A NUMBER OF AVENUES FOR PRACTICAL APPLICATION OF MEDIA ON CAMPUS, AND YOU ARE ENCOURAGED TO PARTICIPATE.**Daily 49er TV**TV and Visual storytelling service, produced by students as part of Daily 49er.**Daily 49er Radio**Audio and Podcast storytelling service, produced by students as part of Daily 49er.**K-Beach Radio**Live over-the-air and Internet radio produced by students, presented through ASI.**College Beat**Visual storytelling service, presented through ASI.I work closely with both Beach News and Daily 49er Radio and I am the faculty advisor for both K-Beach Radio and College Beat. – JOHN SHRADER |

**Accommodations of students with disabilities in journalism courses – to be included in Journalism Department course outlines and syllabi beginning SPRING2007**

Students with disabilities who need assistance or accommodation to participate in or benefit from university programs, services, and/or activities should inform the instructor and then contact Disabled Student Services. Students needing support services or accommodations should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting the Disabled Student Services Office (Brotman Hall 270) at 562-985-5401.

Students are to provide to the instructor verification of their disability from Disabled Student Services. Typical accommodations available from Disabled Student Services, working with the journalism instructor, includes extended time for tests, test proctoring, private test rooms, note taking, Braille transcriptions, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the instructor and the director of Disabled Student Services. If these efforts are unsuccessful, students have the option of directing their concerns to the Office of Equity and Diversity (University Student Union 301) at 562-985-8256. Responsibility for oversight and implantation of the Americans and Disabilities Act and the Rehabilitation Act has been delegated to the campus director for disability support and accommodation.

**More on Plagiarism:**

**Don’t Do It!**

**In the simplest definition, plagiarism is taking someone else’s work or ideas and passing them off as your own.**

**In our business, there are a lot of temptations – AND OPPORTUNITIES – to take other people’s work, and there are a lot of things that can happen that constitute plagiarism, such as using someone else’s words without attribution, either in direct quotes or used indirectly. This may simply be sloppiness on your part but it’s still plagiarism and it’s still unacceptable.**

**We will spend a lot of time in class discussing transparency and ethics. If you’re not sure about how to use someone else’s words or their ideas, either do not use them or ASK SOMEONE FOR HELP.**

**I have a simple saying for this: “If you don’t know, don’t go.”**

**Late Papers and Missed Assignments:**

Journalists meet deadlines every day. It is an essential part of the business. No credit will be given for assignments that are late without a valid reason: a written medical excuse, documentation of a family emergency or a death in the family. NO EXCEPTIONS.

**Your instructor’s CELL PHONE policy:**

If your phone rings – or you attempt to use your phone in class – for either voice call or texting you will be asked to leave the classroom.

(IF YOU ARE EXPECTING AN IMPORTANT CALL OR TEXT, PLEASE ADVISE THE INSTRUCTOR BEFORE CLASS, THEN EXCUSE YOURSELF TO TAKE THE CALL.)

If you attempt you use your phone during a test or quiz you will be asked to leave the classroom and you will receive NO CREDIT (0 POINTS) for the test. NO EXCEPTIONS.

If is disrespectful to your classmates if you’re on the phone during class and it’s disruptive to the activities in class.

**Diversity:**

We encourage you to celebrate the cultural diversity of this campus, both in your approach to the work and in your search for good news stories.

**ACCOMODATION OF STUDENTS WITH DISABILITIES:**

Students needing support services or accommodations for course work should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting Disabled Student Services (DSS) Office (Brotman Hall, room 270) (562) 985-5401. They will be required to provide verification of their disability from a medical professional along with a description of the student’s functional limitations. Disabled Student Services will evaluate their requests. Typical accommodations available are extended time for tests, test proctoring, private test rooms, note taking, Braille transcription, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the Director of Disabled Student Services.

If these efforts are not successful, concerns may be directed to the Office of Equity & Diversity (University Student Union, room 301) (562) 985-8256. Responsibility for oversight and implementation of the Americans with Disabilities Act and the Rehabilitation Act have been delegated to the campus director for disability support and accommodation.