

**Sports Journalism –**

<b>COURSE NUMBER</b>		<b>Wednesdays</b> <b>June 4-August 6, 2008</b>	<b>SEMESTER</b> <b>Summer 2008</b>
<b>Course Title</b>	<b>Sports Journalism</b>		
<b>Location</b>			
<b>Instructor</b>	<p><b>Jeff Greenberg</b></p> <ul style="list-style-type: none"> <li>• Executive Sports Producer NBC4-TV</li> <li>• Former Producer The George Michael Sports Machine nationally syndicated program</li> <li>• Producer of weekly programs Redskins Report and Full Court Press</li> </ul>		
<b>Phone</b>	<p><b>Phone</b></p> <p>Cell 202-550-5156 / Office 202-885-4129</p>		
<b>Email*</b>	<p><b>E-mail:</b></p> <p><a href="mailto:Jeff.greenberg@nbcuni.com">Jeff.greenberg@nbcuni.com</a></p> <p><i>Note: E-mail will be the preferred communication tool for the class</i></p>		
<b>Required Course Texts</b>	<p><b><u>Sports Media: Reporting, Producing, and Planning</u></b> by Bradley Schultz.</p> <p><b><u>Best American Sportswriting 2007</u></b> by David Maraniss</p>		

<b>Optional Text</b>	<u>Media Sport</u> by Lawrence A. Wenner														
<b>Course Overview:</b>	<p><b>Sports Journalism</b>  A study of Sports Journalism and its applications in today's multi-faceted media world. Learn about a 24/7 business which requires a broad knowledge of subjects beyond the games. What are the elements necessary to create a good sports feature story? What is a basic approach to covering athletic stories that transcend sports? We will investigate a multitude of media outlets and their differences in how to cover sporting news, events, controversies, and the athletes that create them.</p>														
<b>Grading Procedure</b>	<table border="0"> <tr> <td>Weekly Assignments</td> <td>300 Points</td> </tr> <tr> <td>Final Project</td> <td>300 Points</td> </tr> <tr> <td>Text Book Quizes</td> <td>200 Points</td> </tr> <tr> <td>Attendance</td> <td>100 Points</td> </tr> <tr> <td>Participation</td> <td>100 Points</td> </tr> <tr> <td colspan="2">=====</td> </tr> <tr> <td>Total</td> <td>1,000 Points</td> </tr> </table>	Weekly Assignments	300 Points	Final Project	300 Points	Text Book Quizes	200 Points	Attendance	100 Points	Participation	100 Points	=====		Total	1,000 Points
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<b>Course Description</b>	<ul style="list-style-type: none"> <li>• This course is designed to examine the mediation of sports on the contemporary cultural horizon. According to Lawrence Wenner (<u>Media Sport</u>), one does not need to appreciate sports to realize that its world has content that is more compelling to many than other artifacts and responsibilities of daily living. Through the expansion of new media, particularly the Internet and satellite television, <b>sports, in the twenty-first century, is a vital conduit or medium through which feelings, both as content and as a medium of communication, has reached new heights as entertainment and fanfare.</b></li> <li>• <b>The course will examine the sports journalism impact on today's society via the four mediums of mass communication – print, television, internet and radio</b></li> <li>• <b>The Internet/world wide web, new multi-media technology highlighted by instant 'blogs', web sites and 24 hour news outlets</b> has only made international knowledge flow that much easier and will also offer new ways to construct identities in experiencing and responding to sports. This globalization fuels the changes in how sport is communicated. It also helps drive nationalism and fanaticism in society. The course will observe the dichotomy between wins and losses and its effect on three powerful elements: image, perception and reputation.</li> </ul>														

	<ul style="list-style-type: none"> <li>The application of sports journalism introduces students to the wide-ranging field of sports communication. The objective of this section is to <b>analyze the concepts, principles and practices of sports communication, and the new media used to express it</b>. The course will include lectures about various aspects of sports journalism, writing assignments, textbook readings, role playing and presentations by professionals involved in the media.</li> </ul>
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<p><b>Learning Outcomes</b></p>	<ol style="list-style-type: none"> <li>Distinguish between the four mediums of TV, print, radio and internet.</li> <li>Distinguish real sports news from sports editorializing on the major media level.</li> <li>Increase students' knowledge of sports history and the key players in the current sports and communication industry as well as how a sport is transformed into media coverage.</li> <li>Gain a deeper understanding of the ethical issues involved in sports, media and communication industry.</li> <li>Gain a clearer understanding of students' future professional career paths, what really matters to them, and the next steps that need to be taken to advance their professional growth and success.</li> </ol>

**Weekly Components and Class Requirements**

**1) Media Review: IMPORTANT! Newspapers, TV, Radio, Web, others**

Each week, you will be asked to monitor a media outlets, analyze and detail their methods as sports journalists. The following week, one or more of you will be randomly chosen to verbally present your analysis and ideas to the class. This will help you "know your media" and develop a "sports journalists mentality."

**2) Speaker Review:**

Several guest speakers will visit the class. Take notes because you may be designated to write a feature style story (2 pages maximum, double spaced, due the following week) on the speakers selected by your instructor. These speaker reviews will also be discussed in class.

**3) Sports Team Projects:**

You will be divided into teams to create journalism coverage scenarios. Each group will create its own sports team comprised of owner, team coach/manager, and players. Weekly activities include developing an elements scenario that opposing teams must use to formulate media coverage. These elements will vary from feature story, to game story, to scandal. Coverage will also vary from print, to television, to radio, to internet.

**OTHER PROCEDURES**

**There will be weekly assignments that will require analyzing weekly reading handouts (many!) and suggested reading.**

**Weekly Class Participation**

A sports journalist must be a good communicator. One way to communicate is by talking and participating. You are expected to interact in class with the instructor, fellow students and guest speakers. Remember, there is no such thing as a dumb question or dumb idea. You will be rewarded for your participation so stay engaged.

More than your physical presence is required in class. I am looking for

	<p>attentiveness, vitality and enthusiasm during class. Attentiveness and participation in class will raise your grades.</p> <p>The give-and-take of information, ideas, insights and feelings is essential to the success of this class. Thoughtful, informed, balanced, candid, emotionally grounded speech is most helpful, especially when critiquing each other.</p>
<b>Class Email Distribution</b>	All class members must have e-mail address and access to e-mail on a regular basis. You must be willing to share that address with every class member.
<b>Attendance – accounts for 10% of grade!</b>	Class is held once a week during the evening. All absences must be excused prior to class. Attendance is paramount and sacred in this course.
<b>Missed Classes</b>	Students must show documentation for an absence to be excused (due to illness, business trips, etc.) You will automatically lose 25 points from your final grade for any unexcused absence.
<b>Deadlines &amp; Notes on All Writing Assignments</b>	In the world of sports journalism, deadlines are your livelihood. They will be in this class too. Your grades will be lowered 10 points per day if you miss deadlines. You will be graded not only on what you write, but how long it takes.
<b>Professionalism</b>	Students are expected to act in a professional manner, meeting deadlines, solving problems, cooperating with classmates, and generally contributing in a positive way to the class. Working in communications often means searching for solutions in a group context. Teamwork, listening, empathy, enthusiasm, emotional maturity and consideration of other people's concerns are all essential to success. Please bring these qualities and values with you to class. It is as important to "practice" these interpersonal skills as it is to learn how to tell a compelling visual story. Students will be evaluated on their professional demeanor in class.

<p><b>Important</b></p> <p><u>Weekly</u></p> <p><b>Periodical References</b></p>	<p>It is also recommended that you stay current with the news of the sports communication industry by monitoring several media outlets:</p> <ul style="list-style-type: none"> <li>• <i>WASHINGTON POST SPORTS SECTION &amp; <a href="http://WASHINGTONPOST.COM">WASHINGTONPOST.COM</a></i></li> <li>• <i>ESPN-TV SportsCenter</i></li> <li>• <i>ESPN'S Pardon The Interruption</i></li> <li>• <i>NBC4 Sports Reports</i></li> <li>• <a href="http://ESPN.COM">ESPN.COM</a></li> </ul>
<p><b>Note on "Off the Record"</b></p>	<p>Everything discussed in class by the teacher, students or guest speaker is off-the-record! It should not show up in the student newspaper, radio station, TV or any other media.</p>
<p><b>Honor thy work</b></p>	<p>Plagiarism will not be tolerated. The same with making stuff up and if you don't believe me, ask renowned sports columnist Mitch Albom the trouble it can cause you. This class is bound by the GU honor council and its code:</p> <p><a href="http://www11.georgetown.edu/programs/gervase/hc/index.html">http://www11.georgetown.edu/programs/gervase/hc/index.html</a></p>


<p><b>Final Project</b></p>	<p><b><u>Reporting on a Sports Topic from multiple angles</u></b></p> <p>Class members will develop plans for coverage of an important Washington area sports story that will encompass at least a week's worth of lead story/first block/ coverage. That means the story will supersede any other local sporting event most days during that week. I will be giving students this story in early July and you will have a month to complete it. Students will be asked to:</p> <ul style="list-style-type: none"> <li>• Research 5 story ideas (one must be controversial)</li> <li>• <i>Explain how each story will be covered (Which medium you are using, who is to be interviewed, what questions will be asked of each person</i></li> <li>• Write each of the 5 stories for a media outlet: newspaper/internet/television/Radio</li> <li>• <i>Each story should consist of 500 words minimum</i></li> </ul>
<p><b>Experiential Field Trip</b></p>	

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