New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit □ Graduate credit ☑ Professional credit □

1. School/Division: School of Journalism
2. Academic Subject Code: JOUR

3. Course Number: J540 (must be cleared with University Enrollment Services)
4. Instructor: Tim Franklin

5. Course Title: Business of Sports Media

Recommended Abbreviation (Optional) (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2010

7. Credit Hours: Fixed at ______ or Variable from ____________ to ____________

8. Is this course to be graded S-F (only)? Yes □ No ☑

9. Is variable title approval being requested? Yes □ No ☑

10. Course description (not to exceed 50 words) for Bulletin publication:
This course will provide a history of how sports media have evolved from radio, network television and magazines into the multi-dimensional world of regional and national cable, the Internet, the networks and other entities. Students will also explore how decisions get made and the financial implications of those decisions.

11. Lecture Contact Hours: Fixed at ______ or Variable from ______ to ______

12. Non-Lecture Contact Hours: Fixed at ______ or Variable from ______ to ______

13. Estimated enrollment: ______ of which ______ percent are expected to be graduate students.

14. Frequency of scheduling: ______

15. Justification for new course: Students must have a fundamental understanding of the industry they aspire to. And, the sports media industry is one of the fastest growing in the U.S.

16. Are the necessary reading materials currently available in the appropriate library? Yes □ No □

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

[Signature]

Date 12-14-09

Dean Chairman/Division Director

Date

Dean of Graduate School (when required)

[Signature]

Date

Approved by:

[Signature]

Date 12-14-09

Dean

[Signature]

Date

Chancellor/Vice-President

[Signature]

Date

University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
Business of Sports Media (J540)
3 Credit Hours
Master’s in Sports Journalism Program
Indiana University School of Journalism

Instructor: Timothy A. Franklin
Office Hours: By appointment
Phone: (o) 317-278-5335, or 812-855-9249 (c) 443-676-6537
Email: timfrank@indiana.edu
Room: Rm 535 (IUPUI), Room 102-A (IU-Bloomington)

Course Description:

This course will provide a history of how sports media have evolved from radio, network television and magazines into the multi-dimensional world of regional and national cable, the Internet, the networks, massive rights fees and other new elements. The manner in which sports media provide so much of the revenue for sports as an entertainment industry – one that now rivals the retail food industry in size – has made it the anchor of the sports business. This course also will explore the sociological role of the media, how decisions get made and the financial implications of those decisions.

Objectives:

- Evaluate the historical relationship between sports and the media.
- Examine the sports media business, and the business models that sustain it.
- Compare and contrast how business relationships have evolved between the various news outlets and sports.
- Assess how the media influence the way sports is organized, played and perceived by the public.
- Judge the influence of New Media in sports, including regional cable networks, the Internet and mobile technologies and how they are altering the relationship between journalists and the organizations they cover.
- Using ESPN as a case study, evaluate the significance of cross-platform sports journalism – radio, TV, print, magazines and the Web – and how they interact.
**Required Reading:**


Reading of periodicals made available by the instructor.

**Assessment:**

This course will include lectures by the instructor and guests from the professional sports media industry. Assessment will be based on class participation, a class project approved by the instructor and a research paper.

For the class projects, students will break into four teams, and study a sports media business in detail. Who is the target audience? How well is the business doing reaching that target audience? Where does its revenue come from? How will it grow in this multi-media environment? What are its hopes for success? What are its potential hurdles? Teams will be broken into groups to study a regional sports network, an online sports news outlet, a sports magazine and a newspaper sports section.

The final paper will be an in-depth look at the creation and explosive growth of the most powerful brand in the sports media business, ESPN. How did it evolve into the behemoth of the industry? How did it become an international leader in the use of multi-media platforms, not just sports multi-media? What will fuel its growth in the future? Could another ESPN be created?

- 60 percent of the grade will be based on completion and quality of the final research paper on ESPN.
- 30 percent of the grade will be based on the class project, student participation and quality.
- 10 percent of the grade will be based on class participation.

**GRADE SCALE** (in percent of total possible score)

93-100 A  
73-76 C
90-92 A- 70-72 C-
87-89 B+ 67-69 D+
83-86 B 63-66 D
80-82 B- 60-62 D-
77-79 C+ 59 and below F

ATTENDANCE

You are expected to attend all classes. If you miss one, discuss the circumstances with the instructor in advance. This allows you to work out how you will meet class objectives for that week without your presence in class. As a matter of firm policy, unexcused late work will not be accepted. If you will be absent from any class where work is due, you MUST contact me IN ADVANCE. We start class ON TIME. Since late arrivals disrupt class, do not be late.

WRITING STATEMENT

Writing performance and language usage proficiency are essential to the satisfactory completion of journalism courses. Moreover, writing and speaking skills are essential to the successful practice of being a media practitioner. Therefore, I will monitor writing performance and language usage and you will be graded on your writing, including spelling, punctuation and sentence structure.

POLICY ON DIVERSITY

The School of Journalism is committed to creating an awareness of diversity issues as they relate to society, to the workplace and to the classroom.

DISABLED STUDENT POLICIES

If you need course accommodations because of disability, or if you have any emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please discuss with me ASAP.

ACADEMIC HONESTY

It is expected that all students will adhere to University standards of honesty. Plagiarism will not be tolerated. Nor will cheating of any kind. All appropriate text citations must be appropriately annotated and properly credited with in-text citations, footnotes/endnotes and
bibliographic references. Discovery of any instances of academic dishonesty will be immediate grounds for failure in the class.

COMMUNICATION AND E-MAIL

I will use Onecourse CL extensively, including the Gradebook so you can track your success. I will post assignments and supporting documents on Onecourse for your use, in addition to any additional reading assignment I may make outside of the assigned textbook. In addition, all e-mail communication will be by standard IU e-mail addresses. If you do not use yours, either start, or set up your address to automatically forward to the address you normally use.

Course Outline:
This schedule is fluid based on availability of speakers and adjusting the topics to capture events in the news.

Week One— Introduction to class. Outline goals and objectives for the course. Discussion of “traditional sports media,” and how it differs from “new sports media” both in form and financially. Introduction of class project and research paper.

Week Two— An overview of the sports media business. How has it changed, from radio to the Internet? Who are the major players across mediums now? Who’s their audience? Where does the revenue come from? What’s the likelihood of future success?

Week Three — The business of newspapers. Possible guest speaker from a major metro newspaper. Is this once critical form of communication in a death spiral? Will it ever come back? What are the consequences to the sports industry and fans if it doesn’t?

Week Four — Online sports news outlets. Possible guest speaker from a sports online news outlet. Readership is exploding for many online sports news outlets. But, where will the revenue come from? Advertising alone? Subscriptions? Some combination? Will the business model work?

Week Five—Regional sports networks. Possible guest speaker includes executive from the Big Ten Network or Fox Sports Indiana. The number of regional sports networks now totals more than 50. Are they the future? How much can they grow when competing against network television and ESPN?
Week Six — Sports magazines. Possible guest speaker includes current or former executive at one of the major magazines. General interest sports magazines have been shrinking in size for several years. What is their future? What role does content-sharing across platforms, like that at ESPN The Magazine, play in the future success? With the proliferation of sports Web sites, what is the role of general interest magazines, like Sports Illustrated? How are niche magazines doing by comparison? Have they withstood the economic downturn in better shape?

Week Seven — An overview of national and local network-based sports media organizations and how they are faring. National networks are paying billions for the rights to the NFL, MLB and the Olympics. Is there a return on that investment? At the same time, local TV sports segments have been significantly in recent years, and anchors have been laid off. What is the future of local TV sports on affiliate stations? Will anyone fill the void?

Week Eight — Presentation and discussion of first two case studies. Each group will be allotted 1:15 for presentation and questions.

Week Nine — Presentation and discussion of the next two case studies. Each group will be allotted 1:15 for presentation and discussion.

Week Ten — Begin discussion of the nation’s sports business giant, ESPN. Discuss the book “Creating an Empire: ESPN.”

Week Eleven — Guest speaker: A senior executive or personality from ESPN speaks to the class during Final Four week. Continue discussion on the growth and business strategy of ESPN.

Week Twelve — Continue topic of ESPN's sports business model, with discussion of the book “ESPN The Company.”

Week Thirteen — A summation of our in-depth look at ESPN and its cross-platform strategy. How did it become the goliath that it is today? Who were the driving forces? Where does the organization go from here? Who are its competitors likely to be? Supplemental periodicals will be used for this discussion.

Week Fourteen — An exploration of the future of sports media. Where is the industry headed? How will it change? What are implications for readers and viewers?
Week Fifteen — An exploration of the sports media business from the “other side.” A perspective on the sports media business from an executive with one of the major sports organizations in Indianapolis. How is the media’s role changing, and what are the implications for those count on coverage?

Week Sixteen — Final research paper of no less than 20 pages due.

Note: Usually the first 15 minutes to half-hour of each class will be used to discuss the sports news of the day and week and how different media covered the story.