New Course Request

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

3. Course Number: 5541 (must be cleared with University Enrollment Services)
4. Instructor: Conrad Brunner

5. Course Title: Digital Sports Journalism

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

7. Credit Hours: Fixed at 3 or Variable from _________ to _________

8. Is this course to be graded S-F (only)? Yes [X] No [ ]

9. Is variable title approval being requested? Yes [ ] No [X]

10. Course description (not to exceed 50 words) for Bulletin publication:

   Students will learn how to adapt their skills in traditional journalistic platforms to
   the new multimedia environment, including websites and mobile devices. The course will
   teach students the fundamentals of writing, editing, shooting video and
   recording audio content for a sports website.

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

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

13. Estimated enrollment: 100, of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: Each Semester

15. Will this course be required for majors? Elective

16. Justification for new course: Given the news industry is rapidly moving to online platforms, students must have the proper digital skills.

17. Are the necessary reading materials currently available in the appropriate library? No

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

Approved by: [Signature] Date: 12-14-09

Department Chairman/Division Director

Dean

Dean of Graduate School (when required)

Chancellor/Vice-President

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.
January 30, 2010

IUPUI
Graduate Affairs Committee

Dear Committee,

This letter is my formal support of a newly proposed course from the Department of Journalism, titled: J541 Digital Sports Journalism. Over the last two years there has been an ongoing trend of high enrollment in the Department of Journalism. I believe this course will further enhance the popularity of their graduate program.

Although the course content of J541 focuses on new media technologies, it in no way conflicts with any of the courses in our Media Arts and Science graduate program. This is because the perspective of J541 is purely journalistic in nature; a domain far removed from our discipline.

Respectfully yours,

Anthony Faiola, Ph.D., MFA
Executive Associate Dean
Director of Human-Computer Interaction
Associate Professor
Indiana University School of Informatics
DIGITAL SPORTS JOURNALISM (J541)
3 CREDIT HOURS
MASTER'S IN JOURNALISM PROGRAM
INDIANA UNIVERSITY SCHOOL OF JOURNALISM

CLASS TIME: Tuesday, 6:00 – 8:30

ROOM: IT-558

INSTRUCTOR: CONRAD BRUNNER,
Director, Internet Marketing, Indiana Pacers

PHONE: 317-679-9814

EMAIL: cbrunner@pacers.com

OFFICE HOURS: BY APPOINTMENT

COURSE DESCRIPTION:

Sports news consumers are shifting rapidly from print to online, and this course will give students the ability to compete and thrive in this rapidly evolving medium. Students will learn how to adapt their skills in traditional journalistic platforms to the new multi-media environment, including websites and mobile devices. This will be an intensive study into the practice of writing, editing, shooting video and recording audio content for a sports website, with students expected to successfully complete a major project by the end of the semester.

COURSE OBJECTIVES:

- Appraise the sports journalism landscape on the web.
- Manage and implement new forms of sports journalism online, from blogging to tweeting to streaming video and audio.
- Differentiate between sports news websites and general news sites in terms of content, appearance and focus.
- Transfer traditional journalistic skills of reporting, writing and editing to new online forms of sports media.
• Create, design and edit a sports blog throughout the semester.
• Report and edit a video package for the web.
• Report and edit an audio package for the web.
• Aggregate, filter, and prioritize sports content online, and demonstrate effective use of linking.
• Construct, design, organize and produce a sports news Web site.
• Implement web production tools, like WordPress and Final Cut Pro.
• Judge how and when to best use those journalistic tools to build a sports website. Not sure if we need this objective – if you want to keep it, make it more specific if possible.

REQUIRED TEXTBOOKS:

• “The Elements of Online Journalism,” Dr. Rey Rosales, iUniverse, Inc., paperback version
• Associated Press Stylebook

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 mid-term paper analyzing a major sports website and the completion of a significant sports journalism project online.

• 65 percent of the grade will be based on completion and quality of the final project, building an online sports website.
• 25 percent of the grade will be based on a mid-term paper.
• 10 percent of the grade will be based on class participation.

GRADE SCALE  (in percent of total possible score)

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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.

SCHOOL OF JOURNALISM 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 adaptions or 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.

TENTATIVE COURSE SCHEDULE
(Please note that the first 10-15 minutes of class will include a discussion of how sports online sites covered an ongoing story that week).

WEEK One: Introduction to class. Outline goals for the course. Discussion of the texts and how they will be used. Discussion of the final project and its expectations.

WEEK Two: Review the opening chapters of “Online Journalism” by Foust. Review and discuss the components of sports websites, from ESPN.com to IndyStar.com to Deadspin.

WEEK Three: Guest speaker. The producer or executive of a major sports website lectures about the trends and issues in sports online, as well as the journalistic practices underpinning the site. Discussion of individual class projects.

WEEK Four: A discussion of writing and editing online. What are the differences between writing and editing for an online site and a newspaper? The class will include discussion of the texts, and examples from current websites and newspapers. The week may include a guest lecture.
**WEEK Five:** Students will attend a professional or collegiate athletic event as a credentialed reporter, and will file live blog items, tweets and a game wrap up story on deadline using WordPress software.

**WEEK Six:** An evaluation and discussion of the prior week’s reporting. Begin an exploration of how video and audio content is used on sports websites, using examples of live websites and the text. Assignment of individual, year-end projects. (The instructor will discuss the final projects individually with students).

**WEEK Seven:** Discuss the technical practice of gathering and editing video and audio content for a sports website. What are the software tools, and how do they work? The class will include discussion of the text. It may include a hands-on demonstration with a visual journalist.

**WEEK Eight:** Students will attend a professional or collegiate athletic event as a credentialed reporter, taking video, still and audio images for use on a sports journalism website.

**WEEK Nine:** Students will edit and prepare the video and audio content they gathered the previous week for use on a sports news website.

**WEEK Ten:** Students will analyze and critique the work of the class in reporting and editing video and audio content.

**Mid-term paper is due:** 8-to-10 pages critically analyzing a major sports website – the quality and frequency of its writing, and the quality of its multi-media presentation. Is it a dynamic site? Why or why not? Is it reaching a clearly identified audience of readers? Why or why not?

**WEEK Eleven:** Discussion of sports website production. How does it work? What are the tools of the trade and the terminology?

**WEEK Twelve:** Examination of sports website design. A look at some of the better designed sports websites. What the design characteristics of a sports website, compared to a general interest website? Class will include a guest lecture by a prominent web designer.
**WEEK Thirteen:** Students will take the principles learned from the previous week and mock-up their own sports website design.

**WEEK Fourteen:** Discussion of aggregating sports content online. How do you link content? What constitutes fair use of linked content? Where do you go to get content? What sports websites do it well?

**WEEK Fifteen:** The next big growth area is sports news on mobile devices. What type of content works on mobile? How does it contrast with sports news on websites? Mobile news is generally shorter and more focused on data. How do you write and edit for mobile sports sites? Class may include a guest lecture from a professional expert.

**WEEK Sixteen: Final projects are due.** The final project is a student's creation of his or her own sports news website. The site must include all of the basic elements of a quality sports website, including stories, a blog, linked content, edited video clips, and audio. The student must demonstrate not only an ability to produce quality, useable content, but also the skills to produce a basic website home page.