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: J547 (must be cleared with University Enrollment Services)
4. Instructor: Ashley Adamson
5. Course Title: Sports Broadcast Journalism

Recommended Abbreviation (Optional)

(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2011
7. Credit Hours: Fixed at 3 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: Sports Broadcasting has been an essential part of traditional media, but its skills are now transitioning into new forms of on-line reporting through video and audio reports and features. This class will examine the best practices of television and radio reporting, and analyze how those skills can be effectively translated to digital mediums. It will focus on the differences between writing for audio and video broadcasts, examining how to use word pictures to develop imagery in radio, and developing narratives to complement video, not duplicate it.

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: Weekly [ ] Will this course be required for majors? Yes [ ]
15. Justification for new course: Learning how to develop high-quality video and audio reports for TV, radio and the web
16. Are the necessary reading materials currently available in the appropriate library? 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:

Date

Department Chairman/Division Director

Date

Dean of Graduate School (when required)

Date

Approved by:

Date

Dean

Date

Chancellor/Vice-President

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.
J547 Sports Broadcast Journalism  
Master’s in Sports Journalism Program  
Spring 2011  
Instructor: Ashley Adamson  
Phone: 317-929-8888  
E-mail: Ashley.Adamson@wishtv.com

COURSE DESCRIPTION
This course will offer advanced knowledge and training that will prepare you to research and produce multimedia packages for both traditional news media and Web-based media platforms. This class is intended to develop the skills of students who are serious about making sports reporting their chosen profession. The course work will build on journalism and sports broadcasting fundamentals by providing opportunities to research, write and visualize important sports issues for multi-media outlets. Also, it will provide experience and professional feedback to further develop on-air presentation and interviewing skills. Experienced professionals will be frequent guests and mentors to class members.

COURSE OBJECTIVES

- Examine how convergence is changing the daily routines of journalists, and how multimedia platforms are driving the evolution of the news industry.
- Interpret surveys to learn about the audiences for diverse media outlets and how to communicate effectively with target audiences.
- Prepare real-world reporting assignments that analyze ethical issues and identify barriers to effective reporting.
- Analyze the differences among styles of writing for print, audio–only and audio–video news stories.
- Combine words and pictures effectively in multi-channel news stories.
- Identify and analyze narrative techniques utilized by communicators to capitalize on the advantages offered by multimedia technology.
- Analyze and critique student and professional work.
- Manage production of video packages for web and television under tight deadline pressures.
• Develop live remote broadcast skills suitable for webcasts, TV and radio news.

READINGS AND MATERIAL

Required Readings


Excerpts from Hundley & Billings, Examining Identity in Sports Media (Sage, 2010).

Additional readings will be assigned and distributed on Oncourse in PDF format or as Web links.

Check Oncourse regularly. In addition to readings, we will post syllabi, announcements, exam study sheets, and other course material.

METHODS OF EVALUATING STUDENT PERFORMANCE

• Participate in class discussions.
• Turn in assignments on deadline. Meeting deadline is a basic requirement of professional news organizations, and the same expectation will be set in this class.
• Attendance is mandatory. Discussions and in-class assignments about production and broadcast skills are a vital component of this class, and participation is required to pass the course.

The final grade will be calculated as follows:

* Class participation.............................10%
* Audio broadcast project..................15%
* Video broadcast project..................15%
* Deadline multimedia project..............15%
* Final project..................................45%

1. Specific course requirements: There are four evaluated elements to this course.
   A. Produce carefully researched and written sports stories with effective use of audio and video.
   B. Create multimedia packages featuring live reporting, audio and video on deadline from an area sporting event.
   C. Design a final project which blends and showcases all skills and knowledge covered in the course into feature packages. The project will need to display advanced knowledge of the theories and practices discussed in this course, including the reporting and production of an extensive, multi-media package for broadcast and digital outlets.

Grade scale  (in percent of total possible score)

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<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
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<tr>
<td>90-92</td>
<td>A-</td>
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<tr>
<td>87-89</td>
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<td>83-86</td>
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<td>80-82</td>
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<td>67-69</td>
<td>D+</td>
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<td>63-66</td>
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<td>60-62</td>
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<td>59 and below</td>
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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 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.

**School 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 kink. 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 Oncourse CL extensively, including the Gradebook so you can track your success. I will post assignments and supporting documents on Oncourse 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**
(Needs to be updated)

<table>
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<tr>
<th>Date</th>
<th>Topic</th>
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Week One  Examine writing for audio broadcasts and discuss how narratives can utilize word pictures and concise, active prose to develop imagery in the listener’s mind. Discuss surveys analyzing media audiences and perceptions of news and sports media.

Week Two  Examine writing to video and how it differs from audio writing for audio only media. Discuss how concise, active narratives are utilized to complement the video imagery rather than duplicate it.

Week Three  Discussing web sportscasting for newspaper reporters. Discuss past, present and future technologies.

Week Four  Discussing sportscasting for radio, including writing, production and performance in the studio and on the field.

Week Five  Audio broadcast project due. In-class team critiques.

Week Six  Discuss and analyze sportscasting for television, including writing, editing, production and performance.

Week Seven  Video broadcast project due. In-class team critiques.

Week Eight  Discuss and analyze sportscasting for new media.

Week Nine  New media projects due. In-class term critiques.

Week Ten  Discuss and analyze color commentary, talk shows, blogs and podcasts.

Week Eleven  Discuss and analyze play-by-play with a focus on basketball. Interview project due.

Week Twelve  Discuss and analyze play-by-play, with a focus on football.
Week Thirteen  Field Trip to Indianapolis Indians game to gather material for live deadline project. Teams report on assigned topics and turn in projects by predetermined time.

Week Fourteen  Discuss and critique live deadline projects.

Week Fifteen  Discuss and critique plans for final projects.

Week 16  Work on final projects

**Final Projects Due by firm deadline**