

Journalism 540 Media, Sports and Society

Spring 2015

Instructor: Dr. Max Utsler
Phones: (O) 785/864-0608
(H) 913/829-9754

Office: 2066 Dole Center

e-mail: utsler@ku.edu

Note: For detailed information about the course, visit our web site at:

<http://courseware.ku.edu/?bbatt=Y>

Course Goals

- Students will be able to explain the role of mass media in shaping and influencing sports and popular culture.
- Students will think critically about currently accepted media and sports practices, particularly at the Division I college level.
- Students will demonstrate an understanding of diversity by studying the role of women and minorities in both the participation in and the media coverage of sports.

Texts:

The System: The Glory and Scandal of Big Time College Football—Jeff Benedict and Armen Keteyian

Optional student subscription to Street and Smith's Sports Business Journal

<http://www.sportsbusinessjournal.com/page.cms?featureId=102>

Subscriptions to free e-mail newsletters

GRADED ASSIGNMENTS

Playbook/Game Plan (Current Events Scrapbook)	ungraded
Skull Session (Directed Discussion participation) 4@10	40
Two-Minute Drill (thesis development) 4@5	20
Game Plan (Directed Discussion Synthesis Paper)	40
WONDERLIC Test (Essay Exam)	100
Scrimmage (Twitter Dee, Twitter Dumb Presentation)	40
PT (Attendance/Participation/Professionalism)	10
TOTAL	250

Late work will carry a 10% *per school day* penalty.

CLASS SCHEDULE

(subject to change to accommodate guest speakers)

Revised 8/24/15

Aug 25 Get Acquainted/Sports for Sale (PBS Video)

Aug 27 Review Syllabus/Sports for Sale/Group meetings on Twitter Dee, Twitter Dumb

Read: Ch. 1, 2

Assign: Discussion Question #1

Assign: For next Thursday, come up with a possible Twitter Dee, Twitter Dumb topic.

Post under your group name on Blackboard. In case of duplicate ideas, earliest posted takes precedence.

Sept 1 Social Media and Sports (Prezi)/Thesis statements/Sports for Sale/Group

work/Bloom's Taxonomy

Read: Ch. 3, 4

Sept 3 TV Sports: The Dream Marriage/Sports for Sale/

Read: Ch. 5, 6

Sept 8 Cable TV \$\$\$/Sports for Sale/Group work

Read: Ch. 7, 8

Sept 10 College Sports \$\$\$ intro

Read: Ch. 9, 10

Sept 15 College Sports \$\$\$-part III/ O'Bannon /Shoe Contracts Database on BB

Read: Ch. 11, 12

Due: Post possible topic for Twitter Dee, Twitter Dumb on the Discussion Board at Blackboard in your team folder

Sept 17 Title IX, Gender Equity and the Rise of Women's Sports (Prezi)/Gender and

Race Scorecard web page/ One-minute report from each group

Read: Ch. 13, 14

Due: End of Discussion Q#1 at midnight September 19

Assign: Start of Discussion Q #2

Sept 22 Academic Fraud PPT/Evidence/Bloom's Taxonomy/Boys Behaving Badly

Assign: Game Plan (Directed Discussion Synthesis Paper) Drillers, Rockhounds,

BlueClaws, Crosscutters, Aquasox. Due Oct. 2, hard copy at start of class

Read: Ch. 15, 16

Sept 24 Guests—Laura Okmin, sideline reporter for Fox Sports (NFL and College

Football); Celeste Gehring, V-P Production Fox Sports

Sept 29 Guest—Richard Konzem, Championship Consulting President, former college athletics director

Read: Ch. 17, 18

Oct 1 Paul Buskirk, KU Associate AD—APR and Graduation Rates/More Academic Fraud

Read: Go to: <http://www.knightcommission.org/> Read Div. I Model and Governance Review. Read Promoting Changes in Revenue Distribution Model. Click on **College Sports 101**. Then read the newest report, **Restoring the Balance**.

Due: Game Plan (Directed Discussion Synthesis Paper) Drillers, Rockhounds, BlueClaws, Crosscutters, Aquasox. Hard copy at start of class.

Oct 6 Sports For Sale/Skype--Amy Perko, Executive Director, Knight Commission

Read: Ch. 19, 20,

Oct 8 It's Fun to Play at the NCAA/Academic Reform

Due: End of Discussion Question #2 at midnight, Thurs, Oct. 10

Assign: Game Plan (Directed Discussion Synthesis Paper) Lugnuts, Catfish, Manatees, Crawdads, RiverDogs, Ironbirds. Due Oct. 21, hard copy at start of class

Oct 13 No class, Fall Break

Oct 15 Jim Marchiony, KU associate A.D.

Read: Ch. 21, 22

Assign: Twitter Dee, Twitter Dumb Project outlines due Nov. 5

Assign: Discussion Question #3

Due: Discussion Question #2 Synthesis Paper, hard copy due at start of class

Oct 20 Blair Kerkhoff, college sports beat writer, Kansas City Star/Steve Wieberg, former reporter, USA Today; Dennis Dodd, College Beat Writer, CBSSports.com

Due: Game Plan (Directed Discussion Synthesis Paper) Lugnuts, Catfish, Manatees, Crawdads, RiverDogs, Ironbirds. Due Oct. 21, hard copy at start of class

Oct 22 It's Fun to Play at the NCAA/Academic Reform

Read: Ch. 23, 24

Oct 27 Sports for Sale/group project time

Oct 29 Careers in Sports—Ashley Backhus, founder and owner of

PlanMyTournament.com; Seth Jones, editor in chief, Golfdom magazine and AthleticTurf.net; Eric Bailey, sports reporter, Tulsa World

Assign: Essay Exam over readings, discussions, class sessions

Read: Ch. 25, 26, 27

Nov 3 Guest—Roger Twibell, former ABC sports broadcaster

Due: Twitter Dee, Twitter Dumb Project outlines

Nov 5 My Solution

Due: End Discussion Question #3 midnight Nov. 7
Assign: Begin discussion Question #4

Nov 10 Sports Talk Radio—Guests: Danny Clinkscale, 810 WHB; Frank Boal, 810 WHB and KSHB-TV; Tom Keegan, Lawrence Journal-World
Due: Essay exam, hard copy at start of class
Assign: Pep Talk (Guest Speaker Synthesis paper)

Nov 12 Mike Swanson, VP Communications/Broadcasting, Kansas City Royals/Ryan Lefebvre, broadcaster, Kansas City Royals
Due: Group Project outlines

Nov 17 Guest—Mike Goff, Premier Sports Management

Nov 19 Celebrities in Sports Marketing (ppt)
Due: End of Discussion Q #3, midnight Nov. 21

Nov 24 Career Day—Manon Eilts, Jeff Bollig, Laurie Bollig, Andrew Sherwood
Due: Pep Talk (Pep Talk--Guest Speaker Synthesis paper) hard copy due at start of class

Nov 26 No class—Thanksgiving

Dec 1 Student Presentations for River Bandits, Kernels, Whitecaps

Dec 3 Student Presentations for Lugnuts, Tin Caps, Shorebirds
Due: End Discussion Question #4, midnight Dec. 5

Dec 8 Student Presentations for River Dogs, Spikes, Lake Monsters

Dec 10 Student Presentations for Scrappers, Crawdads

Dec 11 Stop Day

Dec xx Final Exam period 7:30-10a (Student Presentations as needed/hand back graded assignments)

GRADING WILL FOLLOW THE BASIC STANDARD OF:

99-93% A, 92-90% A-: (Excellent)--professional quality needing no changes to submit to clients or editors. These papers and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and flawless writing.

89%-87 B+, 86-83% B, 82-80% B-: (Good)--needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. They don't necessarily have anything wrong, but they could be better, *usually with a stronger topic*, a more artistic presentation, better information, or improved writing.

79-77% C+, 76-73% C, 72-70% C-: (Adequate)--needs major revisions before submitting to client or editor. These papers and presentations do the job AFTER the revisions. They wouldn't meet the client or editor's expectations. They have weak ideas, concepts and/or presentations and/or writing problems. They draw attention because they *don't do the job*.

69-67% D+, 66-63% D, 62-60% D-: (Below Standard)--unacceptable for submission as a graduate student. Shows a lack of pride in your work.

59% and below F: (Unacceptable)--inability to finish the work in a professional, timely way. Usually caused more by personal/time management/work habit problems than a lack of skills or understanding of the research, writing, or production process.

Policy on Plagiarism and Fabrication/Falsification

Adopted May 7, 2004

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism.

Here is the journalism school's official policy statement:

“The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

“In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here's some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- Plagiarism is stealing. You take someone else's ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide

background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J101 students and presenting it as your own falls into the category of plagiarism.

- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

We will discuss these issues further in class. If you have any questions, contact the professors or teaching assistants.

Original work

The expectation when you come to this class is that you’ve come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no “recycling” of assignments or papers from other classes, in the j-school or outside the j-school. Don’t recycle old high school assignments. Don’t recycle research papers, news stories, marketing plans, etc. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you can’t revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you can’t modify that and submit it to your professors.

I assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

Students with Special Needs

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <https://disability.ku.edu/>. Or you can visit the office on the first floor of Strong Hall. The phone number is: 785-864-4064. The email is: achieve@ku.edu

Please contact me privately regarding your needs in this course.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain

level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Revised 8/3/06

Copying or Recording of Classroom Lectures

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

August 13, 2007