

Eastern Illinois University
Revised Course Proposal
JOU 3706, Writing for Sports Media

Banner/Catalog Information (Coversheet)

1. New Course or Revision of Existing Course
2. Course prefix and number: JOU 3706
3. Short title: Writing for Sports Media
4. Long title: Writing for Sports Media
5. Hours per week: 2 Class 2 Lab 3 Credit
6. Terms: Fall Spring Summer On demand
7. Initial term: Fall Spring Summer Year: 2015
8. **Catalog course description:** In this course, students will learn the fundamentals of gathering, organizing, evaluating and writing sports information in accepted professional style across news media and media relations platforms. WC
9. **Course attributes:**
General education component: _____
 Cultural diversity Honors Writing centered Writing intensive Writing active
10. **Instructional delivery**
Type of Course:
 Lecture Lab Lecture/lab combined Independent study/research
 Internship Performance Practicum/clinical Other, specify: _____
Mode(s) of Delivery:
 Face to Face Online Study Abroad
 Hybrid, specify approximate amount of on-line and face-to-face instruction _____
11. Course(s) to be deleted from the catalog once this course is approved. _____
12. **Equivalent course(s):** n/a
 - a. Are students allowed to take equivalent course(s) for credit? Yes No
13. **Prerequisite(s):** Writing for News Media (JOU 2101)
 - a. Can prerequisite be taken concurrently? Yes No
 - b. Minimum grade required for the prerequisite course(s)? C
 - c. Use Banner coding to enforce prerequisite course(s)? Yes No

d. Who may waive prerequisite(s)?

No one Chair Instructor Advisor Other (specify)

14. Co-requisite(s): n/a _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: all _____

b. Degrees, colleges, majors, levels, classes which may not take the course: none _____

16. Repeat status: May not be repeated May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: _____

18. Grading methods: Standard CR/NC Audit ABC/NC

19. Special grading provisions:

Grade for course will not count in a student's grade point average.

Grade for course will not count in hours toward graduation.

Grade for course will be removed from GPA if student already has credit for or is registered in:

Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software none _____

Course Fee No Yes, Explain if yes _____

21. Community college transfer:

A community college course may be judged equivalent.

A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. Course is required for the major(s) of Journalism
 Course is required for the minor(s) of Sports Media Relations
 Course is required for the certificate program(s) of concentration in Sports Media _____
 Course is used as an elective
2. **Rationale for proposal** : This course revises the previous course (JOU 3706/Sports Writing) in order to include emerging topics, approaches and trends and to incorporate multimedia skills now required of sports media specialists.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses:
Prerequisites: Writing for News Media (JOU 2101). Students need to understand, and practice, basic journalism principles and approaches before taking this advanced writing course.
Co-requisites: n/a
Enrollment restrictions: n/a
Writing active, intensive, centered: WC
4. **General education assurances (answer N/A if not applicable)**
General education component: n/a
Curriculum: n/a
Instruction: n/a
Assessment: n/a
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: n/a
Instruction:
Integrity:
Interaction:

Model Syllabus (Part II)

Please include the following information:

1. Course number and title JOU 3706 (Writing for Sports Media)
2. Catalog description In this course, students will learn the fundamentals of gathering, organizing, evaluating and writing sports information in accepted professional style across news media and media relations platforms. WC
3. Learning objectives.
 - To seek, gather and evaluate information and knowledge through a concentration on writing, reporting, interviewing and observing in order to present sports information across multiple media platforms (print, digital, broadcast, social media and emerging media) and genres (news reporting, public relations). (Learning Goals: CT 1-5, WC 1-7, SL 1-7 QR 1, 3 RC 1, 2)

- To engage with diverse ideas, individuals, groups and cultures in order to produce sports information accurately, fairly and under deadline situations across multiple news and public relations media platforms. (Learning Goals: CT 1, 7 WC 1-4, 7 SL 1-7 RC 1, 2)
- To collect, comprehend, analyze, synthesize and critically incorporate source materials gathered from research, observation and interviews. (Learning Goals: CT 1, 2, 4 WC 1-7 SI 1-7 QR 1, 3 RC 1, 2)
- To comprehend and apply mobile journalism strategies in order to deliver sports news through social, video, audio and digital applications for websites, phones, apps, and other emerging media. (Learning Goals: CT 1, 2 WC 1, 3, 4, 7 SL 1, 4, 5 RC 1-4)
- To create sports reports that are well-organized, focused, and cohesive and that apply proper use of Associated Press Style, grammar, spelling, word usage, and sentence structure. (Learning Goals: CT 1, 4 WC 1-7)
- To comprehend legal and ethical issues affecting news media professionals (Learning Goals: (CT 1, WC 4, 6, 7 SL 1 RC 1, 2)
- To comprehend strategies, rules, terminology, and practices for covering multiple sports. (Learning Goals: CT 2, 4, 5 WC 5 QR 1)

4. Course materials.

- Best American Sports Writing (Glenn Stout)
- Field Guide To Covering Sports (Joe Gisondi)
- Associated Press Stylebook
- Stories published on multiple media platforms, such as ESPN, Grantland, Yahoo! Sports, Sports on Earth, SB Nation and numerous newspaper, TV, athletic department and other print- and digital-based sports news sources.

5. Weekly outline of content.

Week 1	Overview of style, approach, traits, language, knowledge and skills needed to develop and present content for multiple sports media platforms. Understanding diverse audiences by focusing on trends, changes and elements of sports in print, on-line and broadcast.
Week 2	Ethics and legal issues in sports: Being fair and impartial without resorting to boosterism; The SPJ Code of Ethics as it applies to sports; Avoiding libel and privacy pitfalls.
Week 3	Interviewing, observation. Advanced interview techniques, including those that have specific applications to sports reporting and asking follow-up questions that get beyond the clichéd, trite and esoteric comments offered by athletes and coaches.
Week 4	Writing, presenting information online.
Week 5	Evaluating numbers for stories (financial, game statistics, budgets). Understanding and using sabermetrics in both stories and complementary visuals.
Weeks 6-8	Reporting on live sports events across print, digital, social media and electronic platforms and during all stages of preparation – before, during and after events. Keeping statistics, taking notes. Beat coverage. Analysis. Stats. Proper pre-game preparation; Students will then focus more specifically on one sport by looking at key terms, strategies and examples of professional stories. Looking beyond the scoreboard for supplemental stories on games that add perspective Story structure. Evaluate and critique presentation structures for stories in print, on-line and on broadcast. Students will use lab time to develop presentation techniques for these media.
Week 9	Writing for sports media relations.

- Weeks 10-12 Evaluating, developing develop profile and other feature stories for print, digital and electronic platforms.
- Week 13 Developing opinion pieces. Writing columns – focus on reporting, creative approaches, stylized writing. Evaluate professional and collegiate columns.
- Weeks 14-15 Writing about fantasy sports.
- Week 16 Final Exam

6. Assignments and evaluation, including weights for final course grade.

Sports event coverage	= 30%
Features/specialty	= 30%
Assignments/Exercises	= 30%
AP Sports Style quizzes	= 10%

- Associated Press Style quizzes
- EIU coaches typically visit during the semester, offering insights into covering their specific sports and on their interactions with sports media. Students will write 2-page press conference stories about these presentations.
- Students may present their stories in print, digital or electronic formats.
- Students will cover live sports events
- In-class and out-of-class assignments designed to assess student skills in writing and reporting on sports.
- This is a writing-centered course; the quality of students' writing is the principal determinant of the course [and] the minimum writing requirement is 20 pages or 5,000 words.

7. Grading scale.

- A = 90-100%
- B = 80-89.9%
- C = 70-79.9%
- D = 60-69.9%
- F = below 60%

8. Correlation of learning objectives to assignments and evaluation.

	Sports Event Coverage	Features/Specialty packages	Assignments/ Exercises	AP Style Exercises
To seek, gather and evaluate information and knowledge through a concentration on writing, reporting, interviewing and observing in order to present sports information across multiple media platforms (print, digital, broadcast, social media and emerging media) and genres (news reporting, public relations). (Learning Goals: CT 1-5, WC 1-7, SL 1-7 QR 1, 3 RC 1, 2)	x	x	x	
To engage with diverse ideas, individuals, groups and cultures in order to produce sports information accurately, fairly and under deadline situations across multiple	x	x	x	

news and public relations media platforms. (Learning Goals: CT 1, 7 WC 1-4, 7 SL 1-7 RC 1, 2)				
To collect, comprehend, analyze, synthesize and critically incorporate source materials gathered from research, observation and interviews. (Learning Goals: CT 1, 2, 4 WC 1-7 SI 1-7 QR 1, 3 RC 1, 2)	x	x	x	
To comprehend and apply mobile journalism strategies in order to deliver sports news through social, video, audio and digital applications for websites, phones, apps, and other emerging media. (Learning Goals: CT 1, 2 WC 1, 3, 4, 7 SL 1, 4, 5 RC 1-4)	x	x	x	
To create sports reports that are well-organized, focused, and cohesive and that apply proper use of Associated Press Style, grammar, spelling, word usage, and sentence structure. (Learning Goals: CT 1, 4 WC 1-7)	x	x	x	x
To comprehend legal and ethical issues affecting news media professionals (Learning Goals: (CT 1, WC 4, 6, 7 SL 1 RC 1, 2)	x	x	x	x
To comprehend strategies, rules, terminology, and practices for covering multiple sports. (Learning Goals: CT 2, 4, 5 WC 5 QR 1)	x	x	x	X

Date approved by the department or school: Nov. 14, 2014

Date approved by the college curriculum committee: Dec. 3, 2014

Date approved by the Honors Council (if this is an honors course):

Date approved by CAA: Feb. 19, 2015 **CGS:** Not Applicable.