

Communication 329: Sports Journalism

Mike Beacom

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Office Hours: By Appointment

Course Locations: CAC 315 (2-3 p.m.) & CAC 301 (3:15-4:30 p.m.) on Thursdays

Course materials/resources:

The Associated Press Stylebook

Twitter & Google+ account

Attendance policy: It is not difficult to achieve an “A” or “B” in this class. One way to get a lower grade is to miss class. Students are expected to meet all deadlines. Possible exceptions will be reviewed on a case-by-case basis.

Closed door policy: The instructor may decide to shut the door at the start of class. Once the door is closed students will not be allowed to enter or hand in assignments for that session.

Class format: Classes will generally be divided into three or four segments. We will review the top sports stories and function as a newsroom. We will have selected readings, discussions and in-class lab activities. You will edit and comment on each other’s work.

The semester will consist of several mini-chapters covering different elements of sports media: Event coverage, media relations, sports publishing, video/broadcasting, social media, interviewing, alternative sports coverage, the long feature and sports commentary.

Assignments: Students will be asked to complete several assignments. This may require attending local sporting events at night or during the weekend. A hard copy of the assignment will be due at the beginning of class. This should be considered a deadline after which your work will not be accepted. Attention to detail is critical.

Students will also be required to use online resources. Students are responsible for all content posted to their social media accounts.

Final project: During the semester, students will be grouped into teams and assigned a client. Grading for the final project will be based on how well the team meets the client’s list of deliverables over the eight-week project term. Team members will also be asked to grade one another’s performance. The team leader will be graded on a separate scale to account for his or her management contributions.

Extra credit: Students can replace one weekly assignment or up to three in-class assignments by publishing work in The Pointer (or another approved source). The published work must carry a byline and relate to campus athletics. Only one extra credit article allowed per semester. Note: It must be understood The Pointer has no obligation to publish your work.

Grades: Here is a basic formula for how grades will be determined.

Assignments = 25/35 percent

In-class exercises = 15 percent

Final project = 35/45 percent

Participation = 15 percent