

**TOPICS IN SPORTS COMMUNICATION: SPORTS MEDIA - CC 337**

**TUESDAYS/THURSDAYS 12:00-1:45 P.M.**

**WALKER BUILDING 518**

INSTRUCTOR: Jim Foley

CONTACT: james\_foley@emerson.edu

OFFICE HOURS: Please schedule an appointment.

**Course Description:**

This course provides a practical guide to sports media. The course encourages students to engage critically with their own experience of sports media and to develop an independent approach to analysis. Participation is essential.

**Learning Objectives:**

Students will actively engage in class discussions and learn by doing. Gain knowledge about sports reporting, analysis, social media and play-by-play. Important skills surrounding these topics are grammatical writing, storytelling, accuracy and creativity.

**Course Requirements:**

Each student is expected to be a full participant in class. There will be a variety of in class exercises aimed at honing a variety of skills. There will be discussions about coverage on various aspects of sports media, good and bad. Students should also be prepared to create audio and video clips using laptops and smart phones. These are necessary tools for working in sports media. Keep an eye on Canvas to follow the syllabus and submit assignments.

Most every class will include a current events sports quiz, analysis of various sports coverage on TV and radio, in print and online. There will be assignments laid out in class and on Canvas as the semester progresses. There will special guest speakers currently working in various forms of sports media.

## Course Calendar/Key Dates

### January

14	Tuesday	Welcome/Introductions
16	Thursday	Basic Skills Overview
21	Tuesday	Monday Schedule Observed, No Class
23	Thursday	Sports Media Fundamentals
28	Tuesday	Sports Writing
30	Thursday	Guest Speaker

### February

4	Tuesday	Sports Reporting
6	Thursday	Mark Brodie Teaching Class
11	Tuesday	Sports Producing/Rundowns

13	Thursday	Guest Speaker
18	Tuesday	Sports Media Analyses
20	Thursday	Interviewing/Press Conference Practice
25	Tuesday	Voice/Speech
27	Thursday	Sports Story Draft Discussions

## March

10	Tuesday	Sports Stories Due/Presentations
12	Thursday	Guest Speaker
17	Tuesday	Sports Anchoring
19	Thursday	Sports Talk/Commentary
24	Tuesday	Analyst Segments
26	Thursday	College Make-Up Day, No Class
31	Tuesday	Politics of Sports Media

April

2	Thursday	Social Media
7	Tuesday	Live Game Production
9	Thursday	Play-By-Play/Color Commentary
14	Tuesday	TV Studio
16	Thursday	Jobs in Sports Media/Goal Setting
21	Tuesday	TV Studio
23	Thursday	History of Sports Media
28	Tuesday	Group Project Presentation
30	Thursday	Last Class/Resume Building

### **Book Referrals**

You each have individual professional interests. These are books I have owned and read. Click through them. I recommend investing in the ones that best meet your career goals.

[The Art of Sportscasting](#)

[The Golden Voices of Football](#)

[The Golden Voices of Baseball](#)

[Talking on Air: A Broadcaster's Life in Sports](#)

[Sports Broadcasting](#)  
[A Writer's Reference](#)  
[Sportscasting: Turning Your Passion Into a Profession](#)  
[Sports Illustrated: Fifty Years of Great Writing](#)  
[Call of the Game](#)  
[Voice of the Celtics: Johnny Most's Greatest Calls](#)  
[The Silent Season of a Hero: The Sports Writing of Gay Talese](#)  
[Sports-Talk Radio in America](#)  
[The Associated Press Stylebook](#)

### **Grading System**

Class Participation	25 %
Assignments	25 %
Current Events Quizzes	25 %
Performance Effort	25 %

### **Policies**

**PREPAREDNESS.** Come prepared for class. You are required to be fully up to date on current sports news. Read the paper/news organization websites and listen to/watch a sportscast before you walk into the classroom.

**ATTENDANCE.** Your attendance is mandatory. Three unexcused absences will result in a failing (F) grade. An excused absence means you are severely injured, incapacitated by bad weather, sick or an immediate family member is suddenly in need of your immediate presence. You must inform me as early as possible as to any absence.

**TARDINESS.** Class begins promptly at 12 p.m. Showing up more than 10 minutes late for class without prior notification will be counted as an unexcused absence unless you have a verifiable excuse. Showing up more than 20 minutes late will result in a zero in your grade for that day.

**SNOW DAYS/DELAYS.** This is Boston, so the chance that school might be cancelled or opening late due to weather is a possibility. Make sure you know how to check online, via phone, etc. for delayed openings or cancellations. Here is a link to help you get information and to sign up for alerts: <http://www.emerson.edu/policy/emergency-closing-delayed-opening>

**DIVERSITY.** Each student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. You will be treated fairly regardless of race, religion, sexual orientation, gender identification, disability, socio-economic status, or national identity. Issues of diversity may be a part of class discussion, assigned material, and projects. I will make every effort to ensure that an inclusive environment exists for all. If you have any

concerns or suggestions for improving the classroom climate, please do not hesitate to speak with me or to contact the Office of Diversity and Inclusion at 617-824-8528 or by email at [diversity\\_inclusion@emerson.edu](mailto:diversity_inclusion@emerson.edu).

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES.** Emerson is committed to providing equal access and support to all students who qualify through the provision of reasonable accommodations, so that each student may fully participate in the Emerson experience. If you have a disability that may require accommodations, please contact Student Accessibility Services at [SAS@emerson.edu](mailto:SAS@emerson.edu) or 617-824-8592 to make an appointment with an SAS staff member. Students are encouraged to contact SAS early in the semester. Please be aware that accommodations are not applied retroactively.

**PLAGIARISM AND SOURCING.** All work must be original. An F will result for anyone involved in copying, using other people's work (photos, video, words) as his/her own, and creating or misrepresenting sources. I consider wholesale cut-and-pasting of wire copy or newspaper copy in scripts as plagiarism and will treat those of you who do so as plagiarists.

Credibility is your calling card. If you are dishonest, you will not survive in the profession. Those who make things up or who steal another's work undermine their credibility and that of every honest, hard-working media member in the industry. Anyone in the class caught violating the basics tenets of truth in journalism by making up quotes or sources or stories will fail the course and face possible suspension from Emerson College.

You are required to *provide the name and phone number or email address of all sources you quote* in any original reporting or writing assignment you submit for class.

If you have source material, whether it is from an encyclopedia, book or web site, you must cite your sources. You cannot take any material off the web or from books and magazines and make it your own without citations or else you have plagiarized. If you have any questions about how to attribute appropriately, quote appropriately or footnote appropriately, it is incumbent on you to consult me about it. Ignorance is not a defense against cheating. For more information on academic honesty and plagiarism, please see page 62 in the Student Handbook regarding the Emerson College policy on plagiarism and page 96 on the Student Code of Conduct.

**COPYRIGHT.** If you didn't create it or own it, then you don't have the right to use it UNLESS you received permission or can make a strong argument for fair use.

**PLEASE NOTE THIS SYLLABUS IS A GUIDELINE AND IS SUBJECT TO CHANGE**

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## Help Using Canvas

You are expected to be proactive with any issues related to technology. The following page has information on the most common functions and how to report a problem: [Help Using Canvas](#)

# Accommodations for Students with Disabilities

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## Academic Support

For information about academic support in writing and time management, contact the [Lacerte Family Writing and Academic Resource Center](#).

## Diversity Statement

Every student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. Students will be treated fairly regardless of race, religion, sexual orientation, gender identification, disability, socio-economic status, or national identity. Issues of diversity may be a part of class discussion, assigned material, and projects. The instructor will make every effort to ensure that an inclusive environment exists for all students. If you have any concerns or suggestions for improving the classroom climate, please do not hesitate to speak with the course instructor or to contact the Social Justice Center at 617-824-8528 or by email at [sjc@emerson.edu](mailto:sjc@emerson.edu).

## Plagiarism Statement

It is the responsibility of all Emerson students to know and adhere to the [College's policy on plagiarism](#). If you have any question concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, speak to your instructor.

## Title IX Statement

The instructor of this class is a responsible employee at Emerson College which means that they are not a confidential resource. They will keep your information as private as they can, however, if you disclose information that may violate Emerson's Sexual Misconduct Policy they must report it to the Title IX Coordinator. You may also contact the Title IX office directly at [titleix@emerson.edu](mailto:titleix@emerson.edu) or 617-824-8999. Alternatively, if you would like to speak with someone confidentially, please contact the Healing & Advocacy Collective, Counseling and Psychological Services, or Health and Wellness.