

MJS-2070: SPORTS REPORTING & BROADCASTING

Cuyahoga Community College

Viewing: MJS-2070 : Sports Reporting & Broadcasting

Board of Trustees:

March 2018

Academic Term:

Fall 2019

Subject Code

MJS - Media and Journalism Studies

Course Number:

2070

Title:

Sports Reporting & Broadcasting

Catalog Description:

This course will examine the nuances of objectively covering local sporting events, including the writing, taking game notes, interviewing, meeting a deadline and writing game stories, features and notes composites. Students will also learn to post brief interviews in the form of podcasts and videos. Students will learn the specific language and enthusiasm level needed for writing for a sports audience.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

ENG-1010 College Composition I or ENG-101H Honors College Composition I.

Outcomes

Course Outcome(s):

Objectively cover local sporting events.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Develop a mastery of the sports team process, of how coaches and managers strive to select, develop and grow their players.
2. Describe the extra effort that goes into covering high-school sporting events.
3. Develop a working knowledge of all sports in general in order to be able to write a story about any sport.
4. Recognize how to write objectively and avoid bias.
5. Distinguish between fact and opinion.
6. Apply sports vocabulary at a first-year student reporter level.
7. Demonstrate techniques for taking game notes.
8. Demonstrate an ability to conduct sound interviews.

Course Outcome(s):

Research, prepare, and write various types of sports feature and news stories.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Conduct research and preparation to cover sports events, sports interviews, and to conduct "enterprise" sports reporting.
2. Identify what makes a good sports story.
3. Utilize writing tools such as the AP Stylebook, dictionary, and thesaurus appropriately.
4. Read and interpret good sports writing.
5. Discuss the difference between the nuances of news and sports writing, such as the acceptability of nicknames.
6. Write game stories, features, and note pieces.
7. Write lead paragraphs that draw readers into the story.
8. Find the "story" in a rather drab game.
9. Meet deadlines under intense pressure.
10. Write with flair for sports audiences.

Course Outcome(s):

Interview and record subjects on video, and edit and post videos to web sites.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Analyze game situations to best formulate after-game locker room questions.
2. Conduct post-game interviews of coaches, managers and key players.
3. Place post-game stories into web pages or newspapers.
4. Place post-game interviews onto media web pages.

Methods of Evaluation:

1. Quizzes and tests
2. Writing assignments
3. Blogging assignments
4. Producing and posting a video
5. Announcing or field announcing a sports event

Course Content Outline:

1. The Field of Sports Reporting
 - a. History of Sports Journalism
 - b. Sports vs. News Comparison
2. Types of Sports Stories: The Basics
 - a. Game preview
 - b. Game story
 - c. Game story - angle
 - d. Profile/feature
 - e. Sports Column
3. Preparation: Tools for Successful Sports Reporting
 - a. Research basics of assigned sport(s)
 - i. Basics of assigned sport(s)
 - ii. Preparing for Press Conference Announcements
 - b. Observation at events
 - c. Tools of the trade
 - i. Pen, pencil, and paper
 - ii. Recording devices
 1. Counters
 2. Back up batteries
 - iii. Note taking
 - iv. Scheduling time & place to meet

4. Writing the story
 - a. Beginnings I: Basic Lead Writing
 - b. Beginnings II: Advanced Lead Writing
 - c. Middles I: Story Structures
 - d. Middles II: Effective Interviewing
 - e. Middles III: Use of Quotes
 - f. Middles IV: Play-By-Play
 - g. Endings I: Story Endings
5. Other Types of Stories
 - a. Basic
 - b. Previews and Follows
 - c. Sports Columns
 - d. Features and Profiles
 - e. Sports news and Enterprise

Resources

Reinardy, Scott and Wanta, Wayne. *The Essentials of Sports Reporting and Writing*. 2nd ed. Routledge Publishing, 2015.

D. Bryant, Howard. *The Best American Sports Writing*. Mariner Books, 2017.

Bennet, Omalu. *Truth Doesn't Have a Side: My Alarming Discovery about the Danger of Contact Sports*. Zondervan, 2017.

Craig, Scott. *Sports Writing: A Beginner's Guide*. Discover Writing Press, 2002.

Schaffer, James R and Rosenthal, Brian A. *Sports Journalism: an introduction to reporting and writing*. Rowman and Littlefield, 2009.

Resources Other

Cuyahoga Community College alumni who are covering high school sports for local media outlets will visit the class, share their craft with students, and also help encourage students by offering them opportunities to join them in covering some games.

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