

GRAND VIEW UNIVERSITY

Course Title: Sports and Media

Dept. & #: COMM /KINH 270 Term: Fall 2017

Course Meeting:
T-TH 1:00-2:30
Meeting Location:
SC 145

Instructor:
Mr. Winzenburg
Office: SC 146
Phone:
515-263-2997 (office)
515-965-1092 (home)

Email:
SWinzenburg
@grandview.edu
Office Hours:
W 8-11,
T-TH 11-11:30, 1:00-1:30

COURSE ENVIRONMENT: Grand View University and faculty are committed to offering quality courses. This course offers face-to-face or in class instruction. In addition, the University uses Blackboard (Bb) as an electronic course management tool that enables faculty and students to communicate and collaborate outside of the classroom. Access to Blackboard can be obtained by clicking on Blackboard on the [myView](#) homepage.

Credit Hour Expectations

This course is worth **3** credits. As required by Grand View's credit hour policy found in the University Catalog, you will spend an approximate amount of time in face-to-face classroom activities (normally 750 minutes per credit hour) and approximately twice that amount of time in independent learning activities, as shown in the table below. Lab, studio, performance, and clinical courses may vary.

| Number of credit hours | Approximate classroom time | Independent learning activities |
|------------------------|----------------------------|---------------------------------|
| 1 | 750 minutes | 1500 minutes |
| 2 | 1500 minutes | 3000 minutes |
| 3 | 2250 minutes | 4500 minutes |
| 4 | 3000 minutes | 6000 minutes |
| 5 | 3750 minutes | 7500 minutes |

| What you will Learn... | Activities Demonstrating Learning |
|--|---|
| Recognize the historical influence and impact of media on professional and collegiate athletics. | <ul style="list-style-type: none"> Final project |
| Analyze and evaluate sports media content from a professional, business, and consumer perspective. | <ul style="list-style-type: none"> Huddle reports |
| Demonstrate awareness and appreciation of the process of communicating sports to an audience through mass media. | <ul style="list-style-type: none"> Radio sports talk show TV interview show |

How the Course will be Taught

Written and oral exercises will be used to assess instructional objectives. Written critiques will be given to students after each project. Information processing and critical thinking skills are used by students in classroom critiques. Any questions or comments from students regarding the course should be sent in an email to Mr. W. He may request that any verbal comments or questions, whether made during class or outside of class, be put in an email to him in order to make sure all communication is as clear as possible.

SPORTS MEDIA

COURSE DESCRIPTION AND PREREQUISITES

A comprehensive review of the history of media coverage of professional and college athletics. Areas of study include: the impact of media on sporting events; media sports careers; and sports writing, photography, advertising, radio, TV, and movies.

[A...](#)

Resources Necessary for Learning

Text: “Sports Media” (3rd edition) by Schultz.

Please bring your book on scheduled discussion class periods. Always complete chapter questions before the appropriate assigned week—if you come to class without the questions completed you will be asked to leave the room while we discuss the answers.

You will need to have access to email in order to send Mr. W your audio projects. Note that Blackboard is not used for this course.

What are your Responsibilities

Earning your Grade

All grades are based on: 90-100% is an A; 80-89% is B; 70-79% is C; 60-69% is D; and below 60% is F. The final grade (1000 points or 100%) is based on the following:

- ◆ 50 points each for HUDDLE REPORTS 1 & 3
- ◆ 100 points each for RADIO TALK SHOW, TV STANDUP, RADIO AD
- ◆ 150 points each for EXAMS 1 & 2, HUDDLE 2, TV SPORTSCAST

Remember that the final grade is based on points, not letter grades you received throughout the semester. Any case of academic dishonesty as defined in the student handbook will result in an automatic failing grade in the course.

All material is due at the start of class on the scheduled date, based on the instructor’s clock. To arrive even one minute after the assignment is due results in a late grade. It is wise to be to class early on the date due and prepare materials far enough ahead of time to account for any problems that may occur. If material is not turned in on time, the following point deductions will be taken:

- 10% grade reduction if turned in late within the class period it was due or turned in on time but incomplete
- 20% reduction if turned in after class but within 24 hours after it was due
- 40% reduction if turned in 24-48 hours after it was due. No credit is given after 48 hours, which will negate the previously given grading scale and can result in a failing grade in the course of D or F.

All projects must be turned in and receive credit in order to pass the class. Additional deductions may be made for drafts or revised projects.

NOTE: You must be in the classroom at least 85% of the time we meet. That means absences (excused or unexcused) and tardiness cannot total more than 338 minutes (about four class periods) or you will have an additional 150 point course deduction and automatically fail the class no matter what your excuse. So if you know at the start of the semester that you will be missing a large number of class days due to athletics, work, vacation commitment or health reasons, please drop the class during the first week.

You also must be in the classroom at the time a project is due in order to receive full credit for it, even for group projects. If you are not there at the start of class on the date a project is due, you get an automatic grade reduction even if your partner is there and you emailed the audio before class.

Mr. W believes in students being creative in their work instead of just copying ideas that he gives them; therefore, students are not given a large amount of specific feedback on their projects outside of class. However, in response to requests from students like, “Will you look at this and tell me if it’s okay?,” he has set aside Wed. 8 to 10 a.m. for an open door worktime where you can ask him for specific project feedback or get help on completing the work to professional standards. Please schedule an appointment with him for those times to make sure he is free to meet.

Course Requirements

HUDDLE REPORTS—

These are short papers that reflect your experiences in different sports media situations.

1. **TALK RADIO:** Listen to at least one hour of a LOCAL radio sports talk show. Compare the show's information with a newspaper or website from the same date and explain similarities and differences as they discuss that day's sports news. Local stations are 1460 AM and 1700 AM, with some sports on other stations like WHO (1040 AM) and KASI (1430 AM). You **MUST** listen to a local SPORTS talk show and not a news show or a national show or a show about any subject other than sports! That means you need to know what you're listening to and can't turn in a paper that says you were "confused" whether it was local or not or whether it was sports or not. One to two pages, use huddle outline questions to help write it.
2. **SPORTS DIARY:** Keep a sports media diary for three days during the first two weeks of October, noting how often you encounter sports in media, conversation, relationships, etc. Turn in the hours, then select one complete day during the end of October when you must avoid sports completely. (Note that you will not have to attend this class on one of those dates so can complete the project on one of those dates if you choose.) You cannot watch or listen to sports, read about it, play sports video games, or converse with others about it. (The **ONLY** time you can mention sports is when explaining to others that you can't talk about sports or doing school-related sports, such as classwork or team requirements!) Write a 3-4 page paper summarizing your normal sports media habits, what it was like without sports and how you changed. What does this say about how sports impacts your life? Put in the paper the name and email address of one coach/teacher/parent who can verify you did this assignment. **IF YOU COMPLETE THIS SUCCESSFULLY AND TURN IN A PAPER AS REQUIRED YOU WILL EARN 50 EXTRA CREDIT POINTS.**
3. **PICK ONE:**
 - A. **PLAY BY PLAY:** Record the play-by-play for a GV game. You may do it with a partner from class, in which for half of the game you must do PBP, then switch and the other half color. Turn in mp3 file along with a 1-2 page analysis from each person of your strengths and weaknesses in doing the game.
 - B. **MEDIA VISIT:** Spend a couple hours in a totally new sports experience, selected from one of the following options: go to a TV station and watch a live sportscast during the news (come 90 minutes before newstime to watch it being put together, then stay through the news); watch someone do game play-by-play on radio or TV; go to a commercial sports radio talk show (most are two hours or come early for prep); follow a print/Web sports reporter during game coverage and as the story is written. This must be a **NEW** experience for you. It can **NOT** be something you have already done or a place where you have already worked or are familiar with (so if you have written for the Grand Views or interned at WHO-TV, you can not select those options—you must go to a completely new place where you would have a new experience). **You can coordinate the trip with others in the class but it needs to be a new experience for all** and each group still must file a separate report. Turn in a two-page paper summarizing the experience. Paper must include the name and phone number of the contact person where you visited, and you must email a selfie of yourself from the experience.

RADIO TALK SHOW

The class breaks into groups of two. The group will host a sports radio talk show live on KDPS. You will have 15 minutes and must prepare topics for two separate segments of 5-7 minutes each, one a more serious current sports topic and one from another aspect of life that relates to sports (movies, reality TV, wedding, music, etc.). A song will be played in between the segment. The station manager can help you with equipment. Other groups will sit in as observers and fill out critique sheets about your work. **WHY: To help you learn to communicate clearly in a live ad-libbed setting and to understand the preparation involved in doing a radio sports talk show.**

TV STANDUP INTERVIEW

Conduct a one-minute stand up report and interview with a coach/athlete. To be taped during class time but at a remote athletic location on campus. Ad libbed with note pad. **WHY: To give you an opportunity to practice interviewing in front of a camera and to experience what sideline reporters go through.**

RADIO AD

In groups of two, promote one of the sports at Grand View through a :30 or :60 spot you create for the college radio station. You must use the music and sound effects from a list provided by Mr. W. It will be recorded during classtime in the production room with Mr. W running the equipment, and you will be limited to 20 minutes to complete the production. **WHY: To give you experience in marketing using radio ads and being creative with your writing and voice.**

TV SPORTSCAST

In groups of two do a 4 to 7 minute in-studio TV newscast/interview. You must have at least four visual graphics on the TV computer that reflect your stories. You can include commentary or a short debate between the two of you (like Pardon the Interruption) or an issue-oriented talk show. **WHY: To expose you to the experience of doing TV sportscast and to understand what those that you watch encounter in preparing a sportscast.**

Course Policies

You are required to attend every class and arrive on time. You are allowed one absence and one tardiness (but if you are absent or late on a date when a project, quiz, or test are due you will have points deducted as stated elsewhere). Beyond that **if you are absent your final grade will drop 25 points per absence for the next three. After that the grade drops 150 points per absence (see 85% attendance rule above) resulting in an automatic failing grade in the course. Each tardiness results in 10 points off your final grade for the first three , then 25 points after that. If you are more than ten minutes late or leave class early you will be marked absent and receive the absence penalty.** Note that if you are marked absent more than three times you will be asked to withdraw from the class.

You must be in the classroom at the time a project is due in order to receive full credit for it, including a group project. If you are not there at the start of class on the date a project is due, you get an automatic late grade reduction.

Please do not attend if you are truly ill. In case of a verifiable illness or a death in the family, please have someone contact me before class to explain the circumstances. Under some circumstances I reserve the right to not mark a person absent or late. Do not assume you have an "excused" absence, and Mr. W will not normally consider excusing an absence without being contacted BEFORE the class meeting. Do not be offended if Mr. W asks for verification of your reason for absence or tardiness. If you are involved in athletic event or athletic travel, you are expected to notify Mr. W before missing class and submit all material due as assigned. He may also meet with you privately to recommend you withdraw from the class if repeated offenses to the attendance policy occur.

If you fail to have the book questions completed by the beginning of class on the date due, you will earn a -50 point reduction in your final grade each time, will be required to leave the classroom until the book review is completed and will not be allowed to complete the exam until he has seen you have answered the questions. Any academic dishonesty as noted in the student handbook will result in an automatic failing grade in the course.

All tests and quizzes are to be taken as scheduled by Mr. W and are not allowed to be taken late. For a verifiable personal illness, weighted late tests may be given at the discretion of Mr. W based on the individual situation, but must be taken within five days of the original date. Late tests or quizzes will never be given for tardiness, sleeping late, normal absences or unverifiable illness. If tests are open note you are only allowed to use notes written in your own handwriting and not copies of other students notes without permission from Mr. W.

If you do not turn in a project in time for a point grade, you will receive a zero on the project & a point deduction in your grade equal to the value of the project for failing to meet class requirements. All projects must receive a point grade & all tests taken in order to earn a C or above in the class.

No laptops, cell phones or other electronic devices are allowed to be used during class without prior written permission from Mr. Winzenburg. CELL PHONES MUST BE TURNED OFF DURING CLASS.

Mr. Winzenburg also reserves the right to change any course requirements at any point during the semester for any reason, such as (but not limited to) school closing due to weather, illness or problems with recording schedules. Students will be notified verbally in class or via email of any changes made in the syllabus. He also reserves the right to limit the time length for exams, including limiting the final exam.

GRAND VIEW UNIVERSITY

Institutional Undergraduate Syllabus Statements University E-Mail Account

Revised: 6/30/2016

It is essential that all students check their Grand View University e-mail account or set their account to forward to a preferred e-mail address. Students may set-up an e-mail auto forward from the myView web site (myView > Campus Life > IT for Students > Email > [Forwarding Email](#)).

IDEA Student Ratings of Instruction

Grand View University is interested in knowing how learners experience the classroom environment. To that end, all students will be asked to participate in the IDEA student ratings of instruction system at the end of each fall and spring term. IDEA is also administered in some summer classes. Students are asked to provide honest and thoughtful feedback to their instructor through the IDEA process. All student responses are confidential and are not provided to the instructor until after grades are submitted.

Academic Responsibility/Academic Honesty

In accordance with its mission statement, Grand View University is dedicated to the development of the whole person, and committed to truth, excellence, and ethical values. The University strives to promote appreciation of the dignity and worth of each individual and open interaction among students, faculty and staff. Personal integrity and academic honesty are essential to building a campus of trust. Thus, honesty in all aspects of the college experience is the responsibility of each student, faculty, and staff member. This is reflected in the Grand View University Code of Integrity which states: "As a member of the Grand View University community, and in accordance with the mission of the university and its Lutheran identity, I agree to appreciate and respect the dignity and worth of each individual. I will honor and promote a community of open interaction, personal integrity, active and intellectual engagement, and academic honesty with students, faculty and staff."

The following list describes various ways in which the principles of academic honesty/integrity can be violated. This list is not exhaustive; see the Student Handbook for a complete list.

- **Plagiarism:** The use of another's ideas, words, or results and presenting them as one's own. To avoid plagiarism, students are expected to use proper methods of documentation and acknowledgement according to the accepted format for the particular discipline or as required by the faculty in a course.
- **Cheating:** The use or attempted use of unauthorized materials, information, notes, study aids, or other devices in any academic exercise. Cheating also includes submitting papers, research results and reports, analyses, etc. as one's own work when they were, in fact, prepared by others.
- **Fabrication and Falsification:** The invention or falsification of sources, citations, data, or results, and recording or reporting them in any academic exercise.
- **Facilitation of Dishonesty:** Facilitation of dishonesty is knowingly or negligently allowing one's work to be used by another student without prior approval of the instructor or otherwise aiding another in committing violations of academic integrity. A student who facilitates a violation of academic honesty/integrity can be considered as responsible as the student who receives the impermissible assistance, even if the facilitator does not benefit personally from the violations.
- **Academic Interference:** Academic interference is deliberately impeding the academic progress of another student.

Procedure for an Incident of Academic Dishonesty

Any incident of academic dishonesty requires action by both the student and the instructor directly involved, and the submission of an Academic Dishonesty Report to the Office of the College Deans. If the instructor is unsure how to proceed, she/he may consult with the Student Academic Life Committee at any point in the process.

- The faculty member must also provide the student with a copy of the Academic Dishonesty Report. The report form should identify the following series of consequences:

- If it is the student's **first incident** of academic dishonesty:
 - The instructor can impose a range of sanctions from the following, depending upon the nature of and degree of seriousness of the incident:
 - ▮ A warning with opportunity to rectify the violation
 - ▮ A failing grade for the academic exercise with no opportunity to rectify the violation
 - ▮ A failing grade for the course
 - The student will receive a letter from the Provost and Vice President for Academic Affairs about the incident, the University's expectations regarding academic honesty/integrity, and future possible consequences should the student commit another act of academic dishonesty during their enrollment at Grand View. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar.
- Following a **second incident** of academic dishonesty, the student minimally will fail the course and be placed on academic dishonesty probation. Upon receiving notification from the instructor of a violation, and determining that it is a second violation, the Provost and Vice President for Academic Affairs must notify the student about the incident. This letter will inform the student of her/his failing grade and placement on probation. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar.
- When a student is reported for a **third incident** of academic dishonesty, the student will fail the course and will be suspended from the University, and the suspension for academic dishonesty will be noted on the student's transcript. Upon receiving notification from the instructor of a violation, and determining that it is a third violation, the Provost and Vice President for Academic Affairs must notify the student about the incident. This letter will inform the student of her/his failing grade and suspension. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar. Should the student appeal the decision, he/she will be allowed to complete the term during which the appeal is heard; if upheld, the suspension will occur during the regular term following the appeal.
- Students suspended for Academic Dishonesty must follow the same procedures for readmission as those listed for students who have been academically suspended—with the exception that they will not be required to enroll elsewhere during their suspension.
- When a student has returned to Grand View after being suspended for a third violation and is subsequently reported for a **fourth incident** of academic dishonesty, the student will fail the course and will be suspended immediately from the University, and the suspension for academic dishonesty will be noted on the student's transcript. The suspension will remain in force during the appeal process; if the suspension is upheld, the student will be expelled from the University.

Netiquette (from 'Internet etiquette')

"Netiquette" refers to the standards for appropriate interaction in an online environment. Students are expected to display proper netiquette in their communications with their teacher and with other students. This includes using proper written English, being polite, disagreeing agreeably when necessary, and including your name and other necessary identifiers on any communication. If an email or discussion post ever concerns you, please notify the instructor right away in a private manner.

Accommodation

Grand View University prohibits unlawful discrimination and encourages full participation by all students within the university community. When a student requires any instructional or other accommodation to optimize participation and/or performance in this course, it is the responsibility of the student to contact both the instructor and the Associate Director of Student Success: Academic Support and Disability Services and apply for any requested accommodation. The associate director is [Ms. Joy Brandt](#) and she can be reached at 515-263-2971.

Class Attendance

Students are responsible for adhering to the attendance policies as expressed by the instructor/department. Furthermore, the Federal Government requires that students receiving financial aid attend classes. Students who are identified by the instructor as not attending classes will be reported. Students who fail to attend classes may lose all or a portion of their financial aid.

Blended/Online Attendance Policy

For classes designated blended or online attendance is measured by either face-to-face attendance or access to the course site. All other policies for Changes in Registration, Individual Course Withdrawal, and Dropping Classes still follow University policy with the understanding that logging into the course site equals attendance. Once a student has attended one class meeting or has logged into the course site during the add/drop period for the term, the student has committed to maintaining his/her entire registration for the term, including the charges associated with those decisions.

Classroom Conduct

Students should conduct themselves as responsible members of the University community respecting the rights of others. Any student behavior interfering with the professor's ability to teach and/or the student's

ability to learn constitutes a violation of the Code of Student Conduct found in the [University Catalog](#). The professor may ask the student to leave the classroom and that student will be subject to disciplinary sanctions.

Appeal of Final Course Grade or Faculty Member's Final Academic Disciplinary Action

Students who wish to appeal a final course grade or other academic disciplinary action of an instructor must complete at least section I.A. of the Academic Appeal Form on-line within fourteen calendar days after the published due date for the final grade submission of the academic term in which the issue of disagreement occurred. Visit site below to complete first part of the form. myView > Academics > Registrar > [Forms](#). This form must be submitted electronically to the Office of the Provost. Nursing Students appealing a grade in a nursing course must follow the Nursing Division procedures.

Use of Blackboard and MyGrades

The MyGrades tool of Blackboard is intended to be a communication tool and to facilitate information sharing between instructors and students. The grades and feedback posted on MyGrades are not to be interpreted as the final grade submitted by the instructor. Discrepancies and mistakes can be made in using and interpreting the technology – by both student and instructor. Refer to the grade policy in the syllabus for a full understanding of how your grade is calculated. Students will find their final grade on myView > myTools > Academic Profile > Grades by Term.

Assignment of Credit Hours

With successful completion of this course, Grand View University will award you a specified number of credit hours on your transcript. Our accrediting body, the Higher Learning Commission, as well as the US Department of Education have standards in the definition of what counts as a credit hour (see [University Catalog](#) for a full definition) so that students receive the full educational experience we claim. This course will involve a variety of modalities and individual learning activities to fulfill credits awarded.

MEET STEPHEN WINZENBURG

Stephen Winzenburg is Professor of Communication and answers to “Mr. Winzenburg” or “Mr. W.” His radio name was “Stephen Winters.” He has worked in media since 1971, at three newspapers (such as the *Minneapolis StarTribune*), three TV facilities, and 16 radio stations (such as top-rated WHO in Des Moines). He has taught at four colleges and was at Florida Southern College before moving to Grand View in 1989. He even worked on the Jungle Cruise at Disney World!

Mr. Winzenburg is best known for his three decades of research on sitcoms, talk shows, and television evangelists. The books he has authored include *TV's Greatest Sitcoms* and *TV's Greatest Talk Shows*. He has been the subject of over 500 media stories, including appearances on ABC's “Nightline,” “The CBS Evening News,” “Good Morning America” and a one-hour talk show on CNN. His comments have appeared in hundreds of publications, such as *Forbes*, *The Hollywood Reporter*, *The New York Times*, *The Washington Post* and over 35 times in *USA Today*. His honors include being named Phi Beta Kappa, Outstanding Young Men in America and receiving the national Commendation Award from American Women in Radio and Television. He manages the eight-time Iowa College Radio Station of the Year, and has been named Outstanding Teacher of the Year three times.

COMM 270 SPORTS AND MEDIA -- Tentative Outline
 YOU MUST HAVE ATTEMPTED TO COMPLETE THE BOOK ANSWERS IN ORDER TO
 REMAIN IN THE CLASSROOM WHILE ANSWERS ARE BEING REVIEWED!

| <u>DATE</u> | | <u>BOOK CHAPTERS</u> |
|----------------------|---|----------------------|
| Aug. 29 Aug. 31 | SPORTS VS. ATHLETICS ORGANIZATIONAL STRUCTURE OF SPORTS; assign Huddle 1 | 3 |
| Sept. 5 Sept. 7 | PRINT SPORTS WRITING AND PHOTOGRAPHY—assign Print Story WOMEN IN SPORTS | 4 11 |
| Sept. 12 Sept. 14 | FANS AND SPORTS AS ILLUSION NCAA | 6 12 |
| Sept. 19 Sept. 21 | RADIO HISTORY; assign radio talk shows HUDDLE REPORT #1 due ; PLAY BY PLAY; assign Huddle 2 | 8 |

KEEP TRACK OF SPORTS TIME DURING NEXT TWO WEEKS

| | | |
|----------------------|---|-----------|
| Sept. 26 Sept. 28 | SPORTS RADIO TALK SHOWS groups 1-4; 5-8 critique SPORTS RADIO TALK SHOWS groups 5-8; 9-12 critique | |
| Oct. 3 Oct. 5 | SPORTS RADIO TALK SHOWS groups 9-12; 1-4 critique EXAM ONE ; playback sports talk clips | |
| Oct. 10 Oct. 12 | TV HISTORY; report sports time averages; assign standup SPORTSCENTER; show standup examples | 1 2, 5 |

GO ONE DAY WITHOUT SPORTS BETWEEN OCT. 10 & OCT. 30

| | | |
|--------------------|---|--------|
| Oct. 17 Oct. 19 | TV STANDUPS 1-12 TV STANDUPS 13-24 | |
| Oct. 24 Oct. 26 | TV SCRIPTED SHOWS; playback standups; assign Huddle 3 HEROES, ADVERTISING, AND MARKETING; assign Sports Ads | 7 9 |
| Oct. 31 Nov. 2 | HUDDLE REPORT #2 due ; SPORTS MOVIES SPORTS ADS groups 1-4 | |
| Nov. 7 Nov. 9 | SPORTS ADS groups 5-8 SPORTS ADS groups 9-12 | |
| Nov. 14 Nov. 16 | WWE & MMA—Assign sportscast EXAM TWO | 10 |
| Nov. 21 Nov. 23 | HUDDLE REPORT #3 due ; watch sportscast examples NO CLASS-THANKSGIVING | |
| Nov. 28 Nov. 30 | TV SPORTSCAST in class groups 1-4; 9-12 critique TV SPORTSCAST in class groups 5-8; 1-4 critique | |
| Dec. 5 Dec. 7 | TV SPORTSCAST in class groups 9-12; 5-8 critique Playback TV clips | |