Journalism 540
Media, Sports and Society
Fall 2016

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Note: For detailed information about the course, visit our web site at:
http://courseware.ku.edu/?bbatt=Y

Course Goals
➢ Students will be able to explain the role of mass media in shaping and influencing
sports and popular culture.
➢ Students will think critically about currently accepted media and sports practices,
particularly at the Division I college level.

Texts:
The System: The Glory and Scandal of Big Time College Football—Jeff Benedict and
Armen Keteyian
Optional student subscription to Street and Smith’s Sports Business Journal
http://www.sportsbusinessjournal.com/page.cms?featureId=102
Subscriptions to free e-mail newsletters

GRADED ASSIGNMENTS

Playbook/Game Plan (Current Events Scrapbook) ungraded
Skull Session (Directed Discussion participation) 4@10 40
Two-Minute Drill (thesis development) 4@5 20
Game Plan (Directed Discussion Synthesis Paper) 40
WONDERLIC Test (Essay Exam) 100
Scrimmage (Twitter Dee, Twitter Dumb Presentation) 40
PT (Attendance/Participation/Professionalism) 10

TOTAL 250

Late work will carry a 10% per school day penalty.
GRADING WILL FOLLOW THE BASIC STANDARD OF:

99-93% A, 92-90% A-: (Excellent)--professional quality needing no changes to submit to clients or editors. These papers and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and flawless writing.

89%-87 B+, 86-83% B, 82-80% B-: (Good)--needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. They don't necessarily have anything wrong, but they could be better, usually with a stronger topic, a more artistic presentation, better information, or improved writing.

79-77% C+, 76-73% C, 72-70% C-: (Adequate)--needs major revisions before submitting to client or editor. These papers and presentations do the job AFTER the revisions. They wouldn't meet the client or editor’s expectations. They have weak ideas, concepts and/or presentations and/or writing problems. They draw attention because they don't do the job.

69-67% D+, 66-63% D, 62-60% D-: (Below Standard)--unacceptable for submission as a graduate student. Shows a lack of pride in your work.

59% and below F: (Unacceptable)--inability to finish the work in a professional, timely way. Usually caused more by personal/time management/work habit problems than a lack of skills or understanding of the research, writing, or production process.
CLASS SCHEDULE—Fall 2016
(subject to change to accommodate guest speakers)
Revised 8/8/16

Aug 23  Get Acquainted/Sports for Sale (PBS Video)

Aug 25  Review Syllabus/Sports for Sale/Group meetings on Twitter Dee, Twitter Dumb
Read: Ch. 1, 2
Assign: Discussion Question #1
Assign: For Thursday, Sept. 15 m(or sooner), come up with a possible Twitter Dee, Twitter Dumb topic. Post under your group name on Blackboard. In case of duplicate ideas, earliest posted takes precedence.

Aug 30  Title IX, Gender Equity, The Rise of Women’s Sports and The New Implications of the Law(Prezi)/Gender and Race Scorecard web page/Group work
Read: Ch. 3, 4

Sept 1  TV Sports: The Dream Marriage/ Bloom’s Taxonomy/Thesis statements
Read: Ch. 5, 6

Sept 6  Cable TV $$$/Group Work

Sept 8  College Sports $$ Intro
Read: Ch. 7, 8

Sept 13 College Sports $$--part II/ O’Bannon/Shoe Contracts Database on BB

Sept 15  Skype--Amy Perko, Executive Director, Knight Commission/Group Work
Due: Post possible topic for Twitter Dee, Twitter Dumb on the Discussion Board at Blackboard in your team folder
Read: Ch. 9, 10

Sept 20  Blair Kerkhoff, college sports beat writer, Kansas City Star/ Dennis Dodd, College Beat Writer, CBSSports.com/ Steve Wieberg, former reporter, USA Today, current member of the College Football Playoff Committee
Due: End of Discussion Question #1 at midnight September 20
Assign: Start of Discussion Question #2
Assign: Game Plan (Directed Discussion Synthesis Paper) due Oct. 4

Sept 22  Social Media and Sports (Prezi)/One-minute report from each Twitter Dee group
Read: Ch. 11, 12
Sept 27  Academic Fraud

Sept 29  Boys Behaving Badly
One-minute report from each Twitter Dee Group
Read: Ch. 13, 14

Oct 4   Guest—Richard Konzem, Championship Consulting President, former college athletics director
Due:  Game Plan (Directed Discussion Synthesis Paper), hard copy in class

Oct 6   It’s Fun to Play at the NCAA/Academic Reform
Read:  Ch. 15, 16

Oct 11  No class, Fall Break

Oct 13  Sports For Sale
Assign: Twitter Dee, Twitter Dumb Project outlines due Nov. 5
Assign: Discussion Question #3
Due:  End of Discussion Question #2 at midnight, Thurs, Oct. 13

Oct 18  Paul Buskirk, KU Associate AD—APR and Graduation Rates/More Academic Fraud
Read:  Ch. 17, 18

Oct 20  Sports for Sale/group project time
Read:  Ch. 19, 20

Oct 25   Guest—Jim Marchiony, KU associate A.D.
Assign: Essay Exam over readings, discussions, class sessions

Oct 27  Careers in Sports—Ashley Backhus, founder and owner of PlanMyTournament.com; Seth Jones, editor in chief, Golfdom magazine and AthleticTurf.net; J.B. Forbes, photographer, St. Louis Cardinals
Read:  Ch. 21, 22

Nov 1   Race, Power and American Sports (video)/Mizzou discussion
Read:  Ch. 23, 24

Nov 3   Guest—Dr. Jerry Jerry Crawford, HBCU’s
Due:  End Discussion Question #3 midnight Nov. 5
Assign:  Begin discussion Question #4
Due:  Twitter Dee, Twitter Dumb Project outlines
Read:  Ch. 25, 26, 27

Nov. 8 Sports Talk Radio—Guests: Danny Clinkscale, 810 WHB; Roger Twibell, former ABC sports broadcaster; Tom Keegan, Lawrence Journal-World
Nov 10  TBA
Due:  Essay exam, hard copy at start of class

Nov 15 My Solution

Nov 17  TBA

Nov 19  TBA
Due:  End of Discussion Q #4, midnight Nov. 21

Nov 22 Gambling ppt./Celebrities in Sports Marketing (ppt)/

Nov 24 No class—Thanksgiving

Nov 29 Student Presentations for River Bandits, Kernels, Whitecaps
Dec 1 Student Presentations for Lugnuts, Tin Caps, Shorebirds

Dec 6 Student Presentations for River Dogs, Spikes, Lake Monsters
Dec 8 Student Presentations for Scrappers, Crawdads
Dec 9  Stop Day
Dec xx Final Exam period 7:30-10a (Student Presentations as needed/hand back graded assignments)