

Journalism 585

Multi Media Sports Journalism

Spring 2020

Time: TBA Stauffer-Flint: TBA

Instructor

Cal Butcher

Director, Media Crossroads

Office: (785) 864-2389

Cell: (913) 302-2980

Office: 2060 Dole (DHDC)

Email: calbutch@ku.edu

Office hours: by appointment, but I am available in Media Crossroads most days.

Course overview

The course will be a hands-on, portfolio-building opportunity for students who want to venture into sports journalism. It will allow students to research & write sports stories, interview Olympic athletes & coaches, develop video stories and create a database website. It will also introduce them to sports journalism beyond the playing field and in historic reference.

In short, we are going to gather everything we can find that relates KU Athletics to the Olympics. We will create a database of every Jayhawk who has competed in, coached in, or established a relationship with the Olympic Games. We will tell in depth stories of chosen individuals, both in print and video format and create a website with our content.

Course goals

- Develop advanced understanding and skills in media production
- Conduct exhaustive research into historic and current databases
- Identify & interview key individuals in specific topic areas
- Understand the professional standard in media production
- Create a comprehensive, fully-functioning website database

After successfully completing this course you will be able to:

- Research multiple sources for historical athletic content
- Contact & interview primary & secondary sources
- Use Adobe Premiere to edit original and existing video
- Initiate and develop sports media projects

The work

During class meeting times, we will present our most recent research and discuss examples of sports media production, as well as practice elements that will enhance students' skill-sets. We will also review weekly shifts and production work. Weekly topics are included below under the "Schedule."

Each student will be in charge of one designated beat/sport:

Baseball/Softball	Men's Basketball	Women's Basketball
Men's Track & Field (2)	Women's Track & Field	Dropped Sports/International
Rowing/Swim & Dive	Football/Volleyball	Tennis/Soccer/Golf
Summer Olympics	Winter Olympics	Website Design
KU Hall of Fame		

Each Student will be responsible for one feature story, with print/video/graphics:

Research	Interviews (minimum of four)
Pictures	Actual Person
Video	Someone who saw them
Graphics	Current coach/expert
Event	Current student/athlete
Context in History	
Fun Stories	

Students are expected to spend the equivalent of two-three hours per week outside of normal meeting times in various research & production activities.

*Each week, students will submit a one-page weekly report of their work to include:

- Research completed
- Progress on production assignments
- IF YOU DO NOT SUBMIT A WEEKLY REPORT, YOU WILL GET NO CREDIT!

Grading

Assignment #1 - Research Exercise	10%	Random topic to research
Assignment #2 - Game Story	10%	Attend any KU/HS event
Assignment #3 - Interview	10%	Logged Video Interview
Assignment #4 - KU Relays Story	10%	Multi-Media Story
Assignment #5 - Feature Story	20%	*Featured KU Olympian
Class Presentation & Critique	10%	4-5 minute presentation
*Weekly Reports (production work)	30%	updates of your research

*Completing the minimum production requirements for this class is regarded as a B. To get an A in this course, you are expected to go beyond the minimum

Journalism School Policy on Classroom Attendance

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid."

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether classes have been cancelled, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Schedule (subject to change)

Attendance

We will not meet every week as a group, but when we do have something scheduled, especially a guest speaker, I expect you to be in attendance. Designated class times will also be dedicated to individual presentations and critiques.

Week of

- *Jan. 20** First meeting; Braden's story; Research Assignment
- Jan. 27 Assign Beats
- *Feb. 3** Research Assignment Due; present research
- Feb. 10 Assign Feature Story Subjects
- *Feb. 17** Website design brain storming
- Feb. 24 Interview Story Due; Interview critiques
- *Mandatory one-on-one meeting between Feb. 24-March 4**
- March 2 No class meeting -Big XII Conference Basketball Tournament;
- March 9 No Class - Spring Break**
- *March 16** Show-and-tell presentations and critiques; Game story due
- March 23 No class meeting - NCAA Tournament (Sweet 16 in Kansas City)
- *March 30** Show-and-tell presentations and critiques.
- April 6 Rough Draft of Final Feature Story; One-on-one meetings
- *April 13 No Class - Kansas Relays at Rock Chalk Park**
- April 20 KU Relays stories due; Prepare for presentations
- *April 27** Class Presentations & Critiques; Final feature story due
- May 4 Stop Day There is no final in this class!