



Cross Platform Sports Writing and Reporting Montclair State University

TVDM 341 Fall 2018

Course Information

- Professor: Kelly Whiteside
- Class Days/Time/Location: Thursday 4-6:30 p.m. SCM 1002
- Email Address: whitesidek@montclair.edu
- Telephone Number: 973-655-3265
- Office Hours/Location: After class and by appointment; Morehead Room 113

Course Description

This seminar course will provide students experience in writing and reporting sports for all major platforms. Through lectures, writing, field reporting, readings and guest speakers, students will develop a strong understanding of sports journalism. Students will learn how to write and present stories on a variety of digital platforms and use social media as part of their coverage.

Course Goals

- To develop effective interview, reporting, writing and editing skills to cover sports stories across all major platforms.
- To present stories on a variety of digital platforms and use social media as part of coverage.
- To learn how journalists cover diverse issues surrounding sports.

Required Reading

Please check Modules in Canvas prior to every class week for weekly online reading/assignments. Students must stay current with sports issues since we will operate like a newsroom and shift our focus to respond to the news. Please read and watch relevant coverage on NYTimes.com, usatoday.com, ESPN.com, SI.com, BleacherReport.com among other sites.

Course Policies

- **ATTENDANCE FOR THIS CLASS IS MANDATORY** A valid explanation (such as a doctor's note or documented court date) is required for absences. Anyone arriving after class has started will be considered late which counts as ½ absence. **TWO ABSENCES IS AN AUTOMATIC FAILURE.**
- Please be punctual. If you are late, it is your responsibility to see me after class to make sure you are marked present. If you do not, your lateness will be recorded as an absence.
- **PLEASE TURN OFF PHONES AT THE START OF CLASS. LAPTOPS AND TABLETS MUST BE OFF UNLESS OTHERWISE INSTRUCTED. IF YOU HAVE AN ELECTRONIC DEVICE ON DURING CLASS, YOU WILL BE ASKED TO LEAVE AND MARKED ABSENT FROM CLASS.**
- Participation is considered vital to the success of the class on a collective and individual basis. Attendance is mandatory, but you also must participate in class discussions. Participation is 20% of your grade. See grade breakdown below.
- Proofread your work. Factual errors and misspellings will affect your grade.

Late work will not be accepted. Meeting deadlines is critical in the media world.

- The schedule is subject to change as we will respond to news relevant to our course discussions and assignments or a change in the schedules of guest speakers.
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- In addition to the reporting you do outside of class time, there will be events outside of our class schedule. **Please make work/life schedule accommodations in advance.**
- **You must attend at least one News Lab Workshop to develop your video and storytelling skills. (Schedule below)**
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- Reporter's tools required for assignments: A notebook. A camera - a smartphone camera is fine. An audio recording device - smartphone recorder is fine.
- We will also critique each other's work in class. It's important to contribute to the critique. Since this is feedback to improve your writing, it's important to give back in return.
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- No emailed interviews, unless given special permission. **Source list**

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- Academic integrity standards will be strictly enforced. Please consult MSU's official policies at <http://www.montclair.edu/dean-of-students/student-conduct/code-conduct/> to clearly understand behaviors (e.g. plagiarism, cheating) that violate the code of conduct.
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- Plagiarism is defined as taking someone else's work and submitting it as your own. This material may come from many sources, including the Internet, television, newspapers, books, a classmate, etc. This extends to using as little as a sentence or quote from another person's work without attribution. The penalty for plagiarism will be a failing grade for the entire course. **Students must abide by the terms of the class Ethics Pledge.**
- Any student with a documented physical, sensory, psychological, or learning disability requiring academic accommodations should make arrangements through the Disability Resource Center (Webster Hall, Room 100, 973.655.5431).

MSU Protocols & Resources

- It is important for all students to be familiar with University policies and procedures. Visit the [University Policies and Procedures \(Links to an external site.\)](http://www.montclair.edu/policies/) website (<http://www.montclair.edu/policies/> (Links to an external site.)) for details.
- Montclair State University's [webpage on academic honesty and integrity \(Links to an external site.\)](http://www.montclair.edu/policies/student/student-conduct/academic-honesty/) (<http://www.montclair.edu/policies/student/student-conduct/academic-honesty/> (Links to an external site.)) includes resources on integrity, academic standards, plagiarism, and related topics.
- Writing support and resources may be found in the [Center for Writing Excellence \(Links to an external site.\)](http://www.montclair.edu/center-for-writing-excellence/) (<http://www.montclair.edu/center-for-writing-excellence/>) (Links to an external site.)
- Information for students in transition may be found on the [Center for Advising and Student Transitions \(Links to an external site.\)](https://www.montclair.edu/university-college/) (<https://www.montclair.edu/university-college/> (Links to an external site.))

Commitment to Accessibility

Students with disabilities or special circumstances should contact your instructor as soon as possible to ensure that your needs are met in the course. Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please contact the [Disability Resource Center \(Links to an external site.\)](http://www.montclair.edu/disability-resource-center/) (<http://www.montclair.edu/disability-resource-center/>) (Links to an external site.) or by phone at 973-655-5431.

Assignments and Grading

Assignments/Activities	% of Final Grade
Profile	10%
Feature	15%
Writing Assignments	15%
Multi-media project	20%
Class Participation	20%
Social Media project	20%

Letter Grades

Letter Grade Percent Grade

A	94-100%
A-	90-93.9
B+	87-89.9
B	84-86.9
B-	80-83.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
F	Below 60

Participation Grade

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A (90%-100%): Students **attend class** and **make contributions to every class**. These students evidence preparation for each class, complete reading assignments, and offer insightful comments.

B (80%-89%): Students **attend all or virtually all class meetings** and **make regular contributions to class**. They have prepared for class, completed readings, and make an effort to engage in class discussion.

C (70%-79%): Students **miss classes** or **make irregular contributions to class**. Students miss several classes, but they make up for it by making frequent contributions when present. If students do not participate regularly, then they make up for it by regular attendance, preparation, and some effort to participate in discussions. [L]
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D/F (0%-69%): Students miss class and/or make little effort to engage in class discussions. Four unexcused absences result in automatic failure for the course.

Guidelines for Written Assignment Grade:

A - Needs only minor editing, potential to be published. Clean, concise copy, proper attribution, strong lead, information well-organized. All facts are accurate and verifiable.

B - Needs additional work in reporting and presentation.

C - and below - Work is deficient in terms of reporting or presentation.

Course Topics and Schedule

Week 1 Course introduction

Sept. 8 -- Syllabus review

Week 2 Story Structure

Sept. 13 -- Leads, nut graphs, structure, kickers exercise

Week 3 The Interview/The Anatomy of a Story

Sept. 20 – Critical reading

Week 4 Press conference with a MSU athlete

Sept. 27 – Press conference

Week 5 Story types and game features

Oct. 4 -- Workshop

Week 6 Magazine and Longform Writing

Oct. 11 Guest Speaker Jim Gorant, The Player's Tribune and Sports Illustrated

Week 7 Broadcast writing

Oct. 18 -- Guest Speaker: Nicole Auerbach of The Athletic & Big Ten Network

Oct. 24 -- Social Media & Athletes, 7 p.m.

Week 8 Sports Public Relations & Crisis Management

Oct. 25 – Colloquium event with head of NHL marketing; No class

Week 9 Broadcast Writing

Nov. 1 – Case study

Week 10 Storytelling with Social Media

Nov. 8 Workshop

BERNARD KING IN CONVERSATION WITH IRA BERKOW

November 13, 2018

6:30 PM – 9:00 PM

Yogi Berra Museum & Learning Center

Week 11 Ethics/Enterprise project

Nov. 15 – Case study

Week 12 No class

Nov. 22 – Thanksgiving

Week 13 Enterprise Project/Multiplatform analysis

Nov. 29 -- Workshop

Week 14 Enterprise Project/Ask Me Anything

Dec. 6 – Workshop