

**Western Kentucky University
School of Kinesiology, Recreation & Sport**

Course Title: SPM 315 Sport Communication

Time/Location: On-Line

Instructor: Dr. Tricia Jordan, Ph.D.

Office/Hours: SSE 1023

Phone/Email: 270-745-6042 /tricia.jordan@wku.edu (email best during summer)

Course Description

This course has been developed to introduce the student to the management of communication and public relations within sport.

Text Book (recommended)

Pedersen, P.M., Miloch, K.S., & Laucella, P.C. (2007). Strategic Sport Communication.
Champaign, IL: Human Kinetics Publishing.
ISBN-13: 97807306524

Additional reading will be assigned throughout the semester. This course will require journal readings in management and leadership. Students are encouraged to have a copy of the AP Manual 6th Edition.

COURSE GOALS:

Upon completion of this course, the student should be able to:

- Explain the history and growth of sport communication.
- Identify and explain the elements of sport communication and the strategic sport communication model.
- Explain how to manage media and community relations in sports.
- Explain ways to recognize and manage potential crisis situations.

Course Assignments

1. Student Profile Assignment

Your first assignment is to introduce yourself to your classmates. Each student is required to complete a profile of themselves in the discussion board area of blackboard. A discussion board has been created labeled "Student Profiles". You are to access this forum and create a thread whereby you can put the information requested below. When you create the thread for your profile, make sure to name the thread using your full name. **For example**, if I were creating a thread for myself I would name the thread Tricia Jordan.

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This discussion board serves as a means to get to know each of your classmates. It is hoped that you will help one another through the use of discussion board, emails, and/or phone calls. This is, in essence, building a network of professional colleagues that you can turn to for advice, ideas, etc. Besides gaining a Master's Degree, you should be building relationships with your classmates that can benefit each of you in the future.

At a minimum, you must answer all of the following questions and provide a photograph of yourself. My information is listed under the "Staff Information" link on blackboard.

Answer the following questions in *paragraph form*:

- Full Name
- A phone number where others might reach you (if it's a cell phone, indicate whether you text or not)
- Email address you check frequently
- What types of sports/activities you like or participate in most?
- What are you currently doing?
- What do you see yourself doing in 5 years (i.e., what are your professional goals)?
- Where is your hometown?
- Where is home now?
- Married, Children?
- Favorite Food?
- Favorite Song?
- Month and Day of your birth?
- Include your picture

- 2. Journal Article Summary:** Each student will have assigned **one (1)** journal article that they will complete a journal article summary. The articles are attached in the *Chapter PowerPoint Presentations and Other Links* area of our blackboard page. Summary directions are attached in *Syllabus and Course Content*. Completed journal articles should be submitted via Blackboard as Microsoft Word Documents to the appropriate assignment link. **This assignment must be completed individually.**

Article Assignments:

Week 1

Article: Pete Rozelle: A historical review of how the NFL Commissioner used public relations

Student(s) Assigned this Week:

Week 2

Article: Reed & Hansen (2013). Social media's influence of American sport journalists perception of gatekeeping

Students Assigned this Week:

Week 3:

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Article: Browning & Sanderson (2012) The positive and negatives of twitter: Exploring how student- athletes use twitter and respond to critical tweets

Students Assigned this Week:

Week 4:

Article: Fortunato (2000) Public relations strategies for creating mass media content: A case study of the NBA

Students Assigned this Week:

3. Competition Story Blog Directions:

For this assignment you will assume the professional working in a sports athletic department or public relations department for your favorite team. You work with the sports information director who has asked you to develop a competition story blog that will be released on your team's website. Each student will develop and post one (1) blog. You may attend a game of your choice in person or watch the game on TV.

Note that competition stories provide an avenue for the sport public relations professional to deliver the results of a competition in the most positive manner possible. Always emphasize the positive aspects of competitions even if you lose (Stoldt, Dittmore, & Bravold, 2012). Remember to develop a headline for your blog. Develop a good lead paragraph and then use the inverted pyramid writing style for the body of your blog. They do not need to be lengthy but should be long enough to explain the facts of what happened, provide some details of key moments or plays, and quote key participants or coaches. It is a good idea to update any records which may have been set along with individual or team win-loss records. An effective way to close is by previewing what is ahead for the team. They are written immediately after the competition. An example is provided in the learning module.

Finally, don't forget to consider who, what, where, when, why and how (i.e. five W's and one H).

Inverted Pyramid Style Pointers (Pedersen, Miloch, & Laucella, 2007)

- At the top of the pyramid is a strong lead.
- It's a natural way of telling a story that provides essential information first and then fills in the story with each additional paragraph.
- It makes it easier for editors to trim a story that may be too long as the story continues the information toward the end provides context but could be cut from the story without jeopardizing the story.

Categories of Leads (Anderson as cited in Pedersen et al., 2007)

- Summary sport leads present the most important information within the first paragraph

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- Narrative sport leads provide a picture of the scene for the reader
- Descriptive sports leads put the reader into the action immediately
- Contrast or comparison sports leads establish relationships among news angles, issues, or timeframes
- Background sport leads give a little background information before developing the story
- Staccato sport leads provide short bursts of information
- Direct address sport leads put the reader in the lead
- Question sport leads pose a question
- Quotation sport leads begin with a quote captures the general idea of the story
- Literary sport leads refer to literature

An example is provided in the learning module.

Directions for Submitting Blog:

1. Click on Class Blogs
2. Click on Blogs
3. Click on Competition Blog
4. Click on Create Blog Button
5. Type the your blog in the text box
6. Attach picture if you like
7. Click on Post Entry Button

4. Hometown Release Blog:

For this assignment you will assume the role as the professional working in a sports athletic department or public relations department for your favorite team. You work with the sports information director who has asked you to develop a hometown release for one of your athletes.

Each student will develop and post one (1) blog. Make sure that you use appropriate news release writing style discussed in reading assignment. Make sure that you use appropriate news release writing style discussed in reading assignment.

This media release spotlights one (1) athlete regardless of ability or prominence. The release is sent to media outlets in the athlete's hometown. The release follows the inverted pyramid writing style. The *headline and lead* paragraph of the release should focus on the individual and the hometown connection. For example "Former Smithville High standout Jon Smith scored his first touchdown for WKU last Saturday."

The *body* places the most important information first and then continues to add context to the story placing the least important information last. The *second* section explains the lead, completing any information that may have been omitted. The *third* section presents additional support for the lease offering backup details. The *fourth* section provides

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background to place the news in perspective. The *fifth* section includes any specific call to action that the readers might take (i.e. when the team plays next).

Directions for Submitting Blog:

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5. **Two exams** will be given during the semester. All exams will be given online. Dates will be announced in class and through Blackboard. Tentative dates appear on course outline. **NO MAKE-UP** exams will be given. You may take the exams as many times as you like. The last exam you submit will be the one that counts in the grade book. Anyone not able to take the exam when scheduled must take the exam prior to the exam date, NOT AFTER.

Grading Criteria/Grading Scale

Student Profile	20
Journal Article Summary (1 x 100 points each)	100
2 Tests (2 x 100 points each)	200
Competition Story Blog	100
<u>Hometown Release Blog</u>	<u>100</u>
	520

A = 90%, B = 80%, C = 70, D = 60, F = 59%

Note: Late assignments will receive a zero (0).

Expectations/Class Policies

- I. All tests are to be taken at the assigned time. No makeup tests will be scheduled. Students should pay close attention to the course schedule provided below. All tests should be submitted online as MicroSoft Word Documents.
- II. You are responsible for completing class assignments by the expected due date. All assignments are due in class by the date listed IN THE COURSE OUTLINE. **Late assignments will not be accepted.** Students must make arrangements to turn in an assignment *before* any absences, whether excused or unexcused. Copies of all assignments should be made and the originals retained for future use. Students should use our course Blackboard site to turn in all assignments.

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III. All class assignments must be neatly typed and double-spaced unless otherwise noted. Margins should be 1 inch at the top, bottom, left, and right of the paper. **Font should be 12-point, Times New Roman, with references in APA format.** Grammatical errors should be absent.

IV. Assignments may be checked for plagiarism via electronic plagiarism programs.

Academic Honesty

“Following the procedures of due process, if the WKU Student Code of Conduct is violated, the responsible parties will go through the University’s judicial process, which is intended to be a fair and educational experience. Any WKU student may be expelled, suspended, placed on probation or given a lesser sanction for one or more of the following causes:

Dishonesty. Dishonesty, such as cheating, plagiarism, misrepresenting of oneself or an organization, knowingly furnishing false information to the University, or omitting relevant or necessary information to gain a benefit, to injure, or to defraud is prohibited. ”

http://www.wku.edu/handbook/2009/index.php?option=com_content&view=article&id=51:code-of-student-conduct&catid=35:student-code&Itemid=54

Student Disability Services

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or aids) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. The Phone number is 270-745-5004.

Writing Center

Cherry Hall 123 and Cravens Library (4th floor in the Commons): Contact for summer hours.

What we do:

Writers need feedback from readers to help refine their writing. The Writing Center can give you this feedback. Our tutors will talk with you about your writing to help you:

- brainstorm ideas
- clarify main points
- strengthen logic and support
- integrate sources and credit them properly
- smooth out organization
- fine-tune sentence style
- learn to proofread

Because we want to help you become a better writer, we *won't* edit or proofread your paper for you. We *will* help you learn to revise and edit so you will be better able to catch your own errors

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and improve your own content, organization, and style. *Visit our website for a video tour to let you know what to expect:* (www.wku.edu/writingcenter).

Now you can schedule your appointments online: A link to the appointment scheduler is available on our website: <http://www.wku.edu/writingcenter> . There you can also find instructions on using the scheduler and a video tutorial about the scheduler software. Call our Cherry Hall location (745-5719) during our operating hours if you have any questions or would prefer to schedule your appointment by phone.

Get response to your paper online: If you can't get to our locations when we're open, you can get feedback on your writing by email. We *won't* proofread your entire paper for you by email; we will only mark and explain the errors in a sample portion of your paper and highlight them in the remainder so you can learn to correct them on your own. The feedback will include an audio explanation of the tutor's suggestions as well as written comments. Ideally, getting feedback on clarity of purpose, organization, and support should come before you move on to proofreading concerns. Find a form and instructions for submitting papers online on our website: www.wku.edu/writingcenter .

Student Athletes

If you belong to a WKU athletic team and will miss class due to travel for games, please submit the dates you will miss by the end of the second week. You are responsible for turning in any assignments that may be due during your absence before you leave unless other arrangements have been made with the instructor. Group work should be dealt with prior to any absence as well. This principle applies to other students required to miss class as well.

The Learning Center (TLC)

www.wku.edu/tlc
(270) 745-6254

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, A330) provides free supplemental education programs for all currently enrolled WKU students. TLC @ Downing Student Union and TLC @ FAC offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell computer lab to complete academic coursework. Additionally, TLC has four satellite locations. Each satellite location is a quiet study center and is equipped with a small computer lab. These satellite locations are located in FAC, Douglas Keen Hall, McCormack Hall, and Pearce Ford Tower. Please contact TLC @ Downing Student Union for more information or to schedule a tutoring appointment.

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The following is intended to serve as a tentative schedule. I reserve the right to adjust this schedule as deemed necessary.

Week Of	Topic	Assignments
Week 1: July 11-16	Read: <ul style="list-style-type: none"> • <u>Chpt 4</u>: Sport Communication and the Strategic Sport Communication Model, • <u>Chtp 5</u>: Personal Sport Communication Article for those assigned journal summary this week: Pete Rozelle: A historical review of how the NFL Commissioner used public relations	Student Profile Due: Wednesday July 13 at 1:00 p.m. (CST) Students Assigned Journal Articles Due: Friday, July 15, at 1:00 p.m. (CST) See page 2 for assigned student list
Week 2: July 17-23	Read: <ul style="list-style-type: none"> • <u>Chpt 6</u>: Organizational & Leadership Communication in Sport, • <u>Chpt 7</u>: Sport Publishing and Print Sport Communication Article for those assigned journal summary this week: Reed & Hansen (2013). Social media's influence of American sport journalists perception of gatekeeping	Test 1: Opens Sunday, July 17 at 8 a.m. Due Sunday, July 24 at 1:00 p.m. (CST) Students Assigned Journal Articles Due: Friday, July 22, at 1:00 p.m. (CST) See page 2 for assigned student list Hometown Release Blog Due: Friday, July 22, at 1:00 p.m. (CST)
Week 3: July 24-30	Read: <ul style="list-style-type: none"> • <u>Chpt 8</u>: Electronic and Visual Sport Communication, • <u>Chpt 9</u>: Online Sport Communication and the New Sport Media Article for those assigned journal summary this week: Browning & Sanderson (2012) The	Students Assigned Journal Articles Due: Friday, Jul 29 at 1:00 p.m. (CST), See page 2 for assigned student list Competition Story Blog Due: Friday, July 29, at 1:00 p.m. (CST).

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	positive and negatives of twitter: Exploring how student- athletes use twitter and respond to critical tweets	
Week 4: July 31-Aug 6	<p>Read:</p> <ul style="list-style-type: none"> • Chpt 10: Sport Advertising (<i>pages 251-254 only</i>) • Chpt 11: Public Relations & Crisis Communication in Sport (<i>pages 268-281only</i>) <p>Article for those assigned journal summary this week: Fortunato (2000) Public relations strategies for creating mass media content: A case study of the NBA</p>	<p>Test 2: Opens: Sunday, July 31, at 8 a.m. Due: Monday, August 8, at 1:00 p.m. (CST)</p> <p>Students Assigned Journal Articles Due: Friday, Aug 5 at Noon (12 p.m. CST), See page 2 for assigned student list</p>
Week 5: Aug 7-11	Test 2: Due: Monday, August 8, at 1:00 p.m. (CST)	Test 2: Due: Monday, August 8, at 1:00 p.m. (CST)