

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

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. (2017). Strategic Sport Communication. (2nd ed). 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

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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.

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. I provide the articles in the learning module. You will find the learning modules 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.**

Please Note: If your name is not on the list, you need to contact me. Names were double checked against class enrollment on June 2 at 5:30 a.m. CST. If you enrolled in the class after this date just email me.

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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 journalist's perception of gatekeeping

Students Assigned this Week:

Week 3:

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:

[Please Note: There is a learning module entitled writing a sport story that will walk you through writing a gamer, competition story, or competition re-cap].

For this assignment, you are asked to develop a competition story (gamer or game re-cap) 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.

Word Count 600 words.

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
- 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 Directions:

For this assignment, you will develop a hometown release for one of your athletes.

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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. **Word Count: 600 words**
You may write about yourself or someone else. It is your choice.

Purpose of Hometown Release

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 release offering backup details. The *fourth* section provides 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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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>

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.
- 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

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ADA Accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

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

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- 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 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

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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.

NOTE: I am assuming you are using the first edition of the text. If you have the second edition of the text the reading assignments are in *italics*.

Week Of	Topic	Assignments
Week 1: June 3-June 8	Read: <ul style="list-style-type: none"> • <i>Chpt 4: Sport Communication and the SSCM</i> • <i>Chtp 5: Personal Sport Communication</i> • Writing a sport story learning module (this will help you write your competition story. 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 (Jun 5) at 1:00 p.m. (CST) Students Assigned Journal Articles Due: Friday (Jun 7) at 1:00 p.m. (CST) See page 2 for assigned student list
Week 2: June 9-June 15	Read: <ul style="list-style-type: none"> • <i>Chpt 6: Organizational & Leadership Communication in Sport</i> • <i>Chpt 7: Sport Mass Media: Convergence & Shifting Roles</i> 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 Friday (Jun 7 at 8 a.m. Due Sunday (Jun 16) at 1:00 p.m. (CST) Students Assigned Journal Articles Due: Friday (Jun 14) at 1:00 p.m. (CST) See page 2 for assigned student list Hometown Release Blog Due: Friday (Jun 15) at 1:00 p.m. (CST)
Week 3: June 16-June 22	Read: <ul style="list-style-type: none"> • <i>Chpt 8: 2nd edition</i> 	Students Assigned Journal Articles Due: Friday (Jun

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	<p><i>Digital, Mobile, and Social Media in Sport</i></p> <ul style="list-style-type: none"> • Review Power Point Presentation for Chapter 8 <p>Article for those assigned journal summary this week: Browning & Sanderson (2012) The positive and negatives of twitter: Exploring how student- athletes use twitter and respond to critical tweets</p>	<p>21) at 1:00 p.m. (CST), See page 2 for assigned student list</p> <p>Competition Story Blog Due: Friday (Jun 21) at 1:00 p.m. (CST).</p>
<p>Week 4: June 23-June 29 Please NOTE: Blackboard is down on Sunday (June 24) and Monday (June 25) for updates. It will be available on Tuesday (June 26) at 8:00 a.m. CST.</p> <p>Therefore, please open the test before blackboard closes and save it to your computer if you would like to work on it while blackboard is unavailable.</p>	<p>Read:</p> <ul style="list-style-type: none"> • <i>Chpt 9: Integrated Marketing Com in Sport .</i> <p><i>Chpt 11: Public Relations & Crisis Communication in Sport</i></p> <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: Friday (Jun 21) at 8 a.m. Due: Tuesday (Jul 2) at 1:00 p.m. (CST)</p> <p>Students Assigned Journal Articles Due: Friday (Jun 28) at 1:00 p.m. CST, See page 2 for assigned student list</p>
Week 5: June 30-July 5	Test 2: Due: Tuesday (July 2), at 1:00 p.m. (CST)	Test 2: : Due: Tuesday (July 2) at 1:00 p.m. (CST)