

SPORTS AND THE MEDIA

MEJO 245, Fall 2022

Carroll Hall 11

Tuesday 5:00-6:15 p.m.

Final Exam: 12/9 4 p.m.

Professor: Tim Crothers

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Office Hours: Tuesday 4:30 p.m.

Tim Crothers (UNC class of '86) worked at *Sports Illustrated* (1988-2001) as a senior writer. Prior to *SI*, he was a staff writer at *The Daily Tar Heel* (1984-86) and the *Durham Morning Herald* (1986-88). He is the author of *The Man Watching*, a biography of UNC women's soccer coach Anson Dorrance, and co-author of *Hard Work*, an autobiography with UNC basketball coach Roy Williams. His third book, *The Queen of Katwe*, was optioned by Disney for a feature film released in 2016.

WEEKLY SCHEDULE

This course is designed to provide students with a comprehensive overview of the complicated relationship between the media and the sports it covers. Each week we will feature a guest speaker--from coaches and athletes to media relations coordinators to print, on-line, radio and television reporters—sharing stories about what goes into producing the sports journalism that we read, listen to and watch on television. The list of speakers is organized over the course of the semester as their schedules become available. Students will be expected to question the speakers about their various responsibilities in the process and to write about what they learned each week as well as opinion columns on issues of sports journalism based on the discussions in class.

COURSE MATERIALS

Students will be expected to quote guests accurately in their written work, so everyone is expected to record or take notes in class.

COURSE REQUIREMENTS

Students will be asked to submit a brief "What I Learned" essay after each class. Students will also be required to write two papers during the semester. The midterm paper will deal with a sports media topic of the student's choice based on the discussions in class to that point. The final paper will be an opinion column on a topic to be announced. Grades will be determined

through a composite of marks on the midterm paper (20%), the final column (20%), What I Learned (40%) and class participation (20%).

During the final exam period we will review our final papers and discuss what each of you learned in class.

Here's a grid for grade expectations:

A: Submitting well-written and thoughtful work on time and proofread diligently. Displaying a level of creativity and effort that makes written work stand out clearly from the rest of the class. Participating significantly in our class Q&As so that your voice is among those that drives the conversation each week.

B: Submitting well-written and thoughtful work on time and proofread diligently. Displaying an effort to achieve a level of creativity that makes your written work stand out from the rest of the class. Regularly participating in our weekly Q&As.

C. Submitting well-written and thoughtful work on time. Displaying a level of creativity that suggests you are making your best effort. Participating in our weekly Q&As at a level that shows you are actively engaged.

D. Submitting well-written papers on time. Participating in our weekly Q&As.

F = 59% or below,

D= 60-66%,

D+ = 67-69%,

C- = 70-72%,

C = 73-76%,

C+ = 77-79%,

B- = 80-82%,

B = 83-86%,

B+ = 87-89%,

A- = 90-92%,

A = 93-100%,

Because the success of the class depends primarily on how well you prepare for and question our guests, I will pay close attention to which students are enhancing the class discussions and who is just along for the ride, which explains the importance of class participation in your final grade.

HONOR CODE

I expect that each student will conduct himself or herself within the guidelines of the University

honor system

(https://outlook.unc.edu/owa/redirect.aspx?C=PwXhu5wkEKfdEIVTpil9KJAR6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEKBO0Z0llreRKEjIQ.&URL=http%3a%2f%2fhonor.unc.eduhttp://honor.unc.edu).

All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

SEEKING HELP

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

DIVERSITY

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin

https://outlook.unc.edu/owa/redirect.aspx?C=PwXhu5wkEKfdEIVTpil9KJAR6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEKBO0Z0llreRKEjIQ.&URL=http%3a%2f%2fwww.unc.edu%2fugradbulletin%2fhttp://www.unc.edu/ugradbulletin/

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

SPECIAL ACCOMMODATIONS

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at

https://outlook.unc.edu/owa/redirect.aspx?C=PwXhu5wkEKfdEIVTpil9KJAR6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEKBO0Z0llreRKEjIQ.&URL=http%3a%2f%2fdisabilityservices.unc.edu%2fhttp://disabilityservices.unc.edu/

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<https://outlook.unc.edu/owa/redirect.aspx?C=XciXt6cD->

[UGWmSsiOI50ZzqEMU9vI9AI9RIjk3k3N01dLuvhbfv_0PYGw11_4slpiXYZSqGOi3A.&URL=http%3a%2f%2fwww2.ku.edu%2f%7eacejmc%2fPROGRAM%2fPRINCIPLES.SHTML%23vals%26compshttp://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps](http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps)

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.