Course Description
This sequel to Sports Reporting emphasizes in-depth coverage, both in subject matter and length of stories. Field-reporting assignments will include sports media, sports business and marketing, stadium financing and construction and legal and gender issues. Students will produce and publish an online sports magazine.

Course Rationale
Advanced Sports Reporting capitalizes on the emergence of the sports industry as more than just a game, enabling interested students to report on all aspects of sports, not just the games themselves. Students will study how and why sports reporting has emerged as mainstream news that requires the same care and analysis that business, politics and criminal law reporting require. With the billions of dollars involved in today’s sports broadcasting contracts, athlete salaries, event ticket revenues, sponsorships and facility projects, sports has moved squarely into mainstream reporting.

Graduate Student Elective Option
Graduate students may take this course as an elective with the permission of the Graduate Director. Additional assignments and a different standard of evaluation will apply to graduate student work.

Course Objectives: Students will be able to:
• Cover sports, from games to industry trends.
• Develop advanced reporting, multimedia and multi-sourced stories practiced by sports journalists.
• Examine the range of sports beats/develop coverage.
• Analyze the commercialization and globalization of the sports industry and the role athletes (male and female) play in the public arena.
• Practice professional workplace standards, including making deadlines and arriving on time to class and being prepared for each class meeting.

Methodology: Students will learn via: class lectures; video presentations; guest lectures from industry and media insiders; field trips; beat coverages; selected readings;
ongoing industry monitoring/research assignments and backgrounding quizzes; column/blog and feature-writing assignments and online publication production.

**Textbooks:** Sports Media, by Brad Schultz (Elsevier, Burlington, MA, 2005).

**Recommended reading/viewing:** Journal of Sports Media (www.olemiss.edu/depts/journalism/JSMindex.html); Sports Illustrated; ESPN (2, News, U, Classic, The Magazine, dot-com); mlb.com, nfl.com, nba.com, sportsline.com;

**Prerequisites**
Sports Reporting (53-2520); and/or department permission. Academic Honesty policy below for rules against plagiarism, which can result in failure or worse.

**Special Projects**

**Clips and media monitoring:** Students will monitor sports and sports reporting trends by collecting as wide a spectrum as possible of non-traditional sports reporting in traditional sports reporting vehicles or sports reports infringing upon traditional news coverages, including the topics: crime; business; marketing; stadium financing and construction; and other aspects of non-traditional sports reporting. Book will be turned in at end of semester;

**Beat reporting:** Students will write weekly blogs on sports issues and “beat/event” stories as established through class discussion. Grad students primarily will rotate as editors in addition to reporting.

**Online magazine/research piece:** Students will produce long-form feature copy/graphics/videos/stories for posting as final projects for Beyond the Game online magazine.

Students will develop, or be assigned, a major theme piece or pieces which will involve aspects including: in-depth examination of a major sports issue; interviews with “insiders,” “participants” and/or “analysts;” and attendance at an event for observation/reporting in our online magazine.

**Game coverage:** All students will be required to cover one game (college, pro or prep). Credential arrangements will be made through and assignment approved by the instructor, or students may accompany instructor on assignment.
**Grading:** Your grade will be based upon:

- Class participation/attendance: 25 percent;
- Special projects: 50 percent;
- Writing/reporting ability: 25 percent.

**Grading, grad students:**

- Class participation/attendance: 20 percent;
- Special projects: 40 percent;
- Writing/reporting ability: 20 percent;
- Leading, editing issues/beat reporting: 10 percent;
- Written analysis of issues/beat: 10 percent.

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**Topical Outline (subject to change)**

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<thead>
<tr>
<th>Week</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction and overview: distribution of syllabus; establishment of “issues” and respondent lists; brainstorming;</td>
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<tr>
<td>2</td>
<td>Issues/beat/blog establishment; respondent correspondence; game reporting assignments; SM, Chapt. 2, 4;</td>
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<tr>
<td>3</td>
<td>Issue/beat/blog reporting; Business of sports; Guest speaker, TBA; video presentation; SM, Chapt. 18; Field reporting;</td>
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<td>4</td>
<td>Issue/beat/blog reporting; Ethics in sports reporting; in-class ethics exercises; SM, Chapt. 22; Writing, editing;</td>
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<td>5</td>
<td>Issue/beat reporting; Non-traditional coverage: Sports and crime; SM Chapt. 14, 17;</td>
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<tr>
<td>6</td>
<td>Issue/beat/blog reporting; update on Major Story due; Sports and Media: The Explosion; Guest speaker, TBA; Editing;</td>
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<tr>
<td>7</td>
<td>Issue/beat/blog reporting; NCAA Tournament basketball reporting and monitoring. SM Chapt. 4, 12;</td>
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369-8296).
Issue/beat/blog reporting; Game-coverage planning to attend/cover a sporting event; SM Chapt. 11; Midterm review meetings;

Issue/beat/blog reporting: Gender issues in sports: Title IX, women’s roles in sports, media depictions of women in sports; SM Chapt. 20;

Issue/beat/blog reporting: Feature draft due; Racial, ethnic issues in Sports; SM Chapt. 21;

Issue/beat reporting: Stadium and arena financing and construction;

Issue/beat reporting: Guest speaker, TBA; Top stories: Is it sports, or is it news?

Issue/beat reporting: Careers in sports and sports journalism: Guest speaker, TBA. SM Chapt. 14, 17, 19;

**Final stories due:** completion of online magazine.

Completion of production.