Multimedia Sports 2

Journalism 4146 3 credit hours
Classes meet Monday-Wednesday
330 Hearnes Center
Lab times, by arrangement with instructors

Goals of the class

This class presents the opportunity for Strategic Communication students to gain a better understanding of athletic strategic marketing communication through strategic planning and video production.

Objectives of the class will include:

- Immersing students in the full array of offerings (marketing, event promotion/management, live and taped show production, content creation, social media management, etc.) within the Mizzou and SEC Network, as well as within the infrastructure of Mizzou Athletics.
- You will have a customized experience, with individual assignments/beats determined on a week to week basis, under the guidance and supervision of Mizzou Assistant Athletic Director Stan Silvey. You will file weekly status reports/logs to be supervised by Assistant Professor of Strategic Communication Jim Flink.
- Analyze and discuss stereotypes and inclusivity issues in sports coverage and assess ways in which sports organizations can counteract shortcomings in this area.
- Customizing a plan, per each individual student, and assigning them against an objective/department (Mizzou Sports Properties, Mizzou Network, Athletics Marketing, etc.) laid out and co-supervised by leadership within Mizzou Athletics and Strategic Communication.
- Learning advanced video shooting (framing, lighting, sound) and editing skills, including how to utilize your phone and how to operate a video camera in creating video features.
- Producing multi-platform content and video assets, such as public service announcements, event commercials and intro-videos to be played on video boards at athletic events, as well as in other venues.
- Learning how to effectively communicate on social media channels on behalf of Mizzou Athletics and/or the Mizzou Network.
- Applying strategic approaches to develop persuasive and compelling video messages for Mizzou Athletics.
- Specializing in the creation of graphics/infographics, promotions and other opportunities to build audience relationships.
- Other projects/opportunities as they arise, under the direction/supervision of staff from Mizzou Athletics in coordination with Strategic Communication.

The class will meet for lectures in the assigned classroom. We will customize a work schedule (no more than 8-10 hours per week, per student.) You will work out the schedule of lab time each week with members of the Mizzou Network staff and Strategic Communication faculty. All work should be collected and cumulatively stored to be used as part of a portfolio presentation, due at the end of the semester.

Instructors: Stan Silvey, silveys@missouri.edu
Office: Hearnes Center

Jim Flink, flinkj@missouri.edu, (573) 999-0506
Office: 140J Walter Williams Hall

Office Hours: By appointment
**Required Texts:** In lieu of a textbook, students should have a hard drive to store video and data elements for stories. You will be asked to familiarize yourself with Mizzou Athletics and Mizzou Network style guides, informational handouts and multi-media content/products.

**Course Overview**

This class is designed to prepare Strategic Communication students for vital new positions in the world of sports marketing with an emphasis on video production, graphics, social media analytics, messaging management and strategic planning. Students will meet each Monday and Wednesday afternoon for classes in the Hearnes Center on campus at the University of Missouri. In addition to lectures each week, **students are required to fulfill 8-10 hours of lab instruction each week.** Students will be taught basic information, techniques and strategies necessary for success in these fields. You will be working closely with the Mizzou Sports Network and Strategic Communication faculty from day one.

The class will utilize a mobile phone (preferably iOS) and will require you to BYOD (Bring Your Own Device). Students, using a mobile phone, will gather, produce and edit each of the content elements they create. Because the class is technique-based, the professor will recommend apps for the students to purchase, but not insist they do so, nor that they use them. Students will be responsible for learning the technology, and throughout the course will emphasize skill acquisition.

Our goal is to produce content worthy of national/international competition entry: [http://chronicle.com/article/We-Asked-for-Your-Videos-on/234792?cid=at&utm_source=at&utm_medium=en&elq=fbd035be388f4dd3b45114097254d37d&elqCampaigntId=2165&elqaid=7424&elqTrackId=2aad832df9a6458ca729f6a6c37de20#submissions](http://chronicle.com/article/We-Asked-for-Your-Videos-on/234792?cid=at&utm_source=at&utm_medium=en&elq=fbd035be388f4dd3b45114097254d37d&elqCampaigntId=2165&elqaid=7424&elqTrackId=2aad832df9a6458ca729f6a6c37de20#submissions)

We will also address issues of diversity and stereotyping in sports coverage, including analyzing initiatives undertaken by the Mosaic Center for Multi-Culturalism: [http://www.aaf.org/iMIS/AAFMemberR/OUR_EFFORTS/Mosaic_Center_for_Multiculturalism/AAFMemberR/Efforts/Mosaic_Center_Multiculturalism.aspx?hkey=ad079182-5872-4a15-b73c-72cfb4aed168](http://www.aaf.org/iMIS/AAFMemberR/OUR_EFFORTS/Mosaic_Center_for_Multiculturalism/AAFMemberR/Efforts/Mosaic_Center_Multiculturalism.aspx?hkey=ad079182-5872-4a15-b73c-72cfb4aed168)

We will analyze reports of inclusion in sport: [http://www.tidesport.org/about-us.html](http://www.tidesport.org/about-us.html)

Students will be assigned to cover specific Mizzou sports, including:

- Golf (men’s and women’s)
- Swimming and Diving (men’s and women’s)
- Gymnastics
- Women’s basketball
- Tennis
- Softball
- Volleyball
- Cross Country
- Track
- Wrestling
- Baseball

Students may also choose to focus, with guidance from Mizzou Athletics staff and Strategic Communication faculty, an “area of emphasis,” including but not limited to:

- Reporting
- Event Management (ROARS, etc.)
- Audience/Analytics
- Show Production
- Video Production
- Customized-learning Plan

Grading

Class attendance is required. Remember, you are a representative of the Mizzou Department of Athletics, its products and the University of Missouri School of Journalism. If you need extra help with any part of the work in this class, see an instructor after class or arrange an appointment.

Do not be late for class and do not miss assigned lab sessions. Keep records of time spent in labs and working with teams/individuals. A minimum of eight hours per week is required for the labs. You may wish to spend more time than the minimum on some projects. Preparing for and covering Mizzou sports event may well take more time.

This will be the general scale for figuring final grades:

**Undergraduate**

A  93 - 100%
A-  90 - 92%
B+  87 - 89%
B   83 - 86%
B-  80 - 82%
C+  77 - 79%
C   73 - 76%
C-  70 - 72%
D+  67 - 69%
D   63 - 66%
D-  60 - 62%
F   0 - 59%

**Graduate**

A  93 - 100%
A-  90 - 92%
B+  87 - 89%
B   5 - 69%
B-  4 - 69%
C+  3 - 69%
C   2 - 69%
C-  1 - 69%
F   0 - 69%

Graduate Student Projects
Graduate students, in order to receive graduate credit for this class, are required to write an extra course paper that takes the form of a research proposal relevant to psychology of persuasion or theoretical paper relevant to media psychology in the context of strategic communication. This paper will build on the student’s research interests and the quality should be appropriate for submission to an academic conference. The professor will gladly work with graduate students who wish to develop a conference paper submission relevant to this course. Details of the content of the paper will be worked out with the Professor and an outline of the paper is to be approved by the professor no later than the end of February.

Grades will be assessed on the following projects:

**Weekly Log Presentations:** 15x 30=450

**Portfolio Presentation:**
Final Portfolio Presentation 300 points

**Total Points:** 750 points

Project work is due at the beginning of the class period for which it has been assigned. If an assignment is due, you will lose a letter grade for each day it is late. Your work will be published, upon instructor/athletic department approval to some of the following sites: Mizzou Network; Twitter, Facebook and other social media; other products and platforms as meets the quality standards of those platforms/products.

**Academic Honesty**
Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards breaches of the academic integrity rules as extremely serious matters. Sanctions for such a breach may include academic sanctions from the instructor, including failing the course for any violation, to disciplinary sanctions ranging from probation to expulsion.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.
• Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else’s test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else’s work.

Classroom Misconduct
Classroom misconduct is defined by the University of Missouri’s collected rules and regulations are also outlined in the M-Book Student Code of Conduct.

Classroom misconduct can include obstruction or disruption of teaching, such as late arrival or early departure or failure to turn off mobile devices unless otherwise instructed.

Classroom misconduct can also include misuse of computing resources, harassment, bullying, physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

Dishonesty and Misconduct Reporting Procedures
MU faculty are required to report all instances of academic dishonesty or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct must be reported to MU’s Office of Student Conduct. Allegations of academic misconduct must be reported to MU’s Office of the Provost.

Professional Standards and Ethics
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Sample Statement for Executive Order #38, Academic Inquiry, Course Discussion and Privacy
Faculty allowing recording:
University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, students may make audio or video recordings of course activity unless specifically prohibited by the faculty member. However, the redistribution of audio or video recordings of statements or comments from the course to individuals who are not students in the course is prohibited without the express permission of the faculty member and of any students who are recorded. Students
found to have violated this policy are subject to discipline in accordance with provisions of section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

Faculty not allowing recording:
University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in section 200.015 of the Collected Rules and Regulations. In this class, students may not make audio or video recordings of course activity, except students permitted to record as an accommodation under section 240.040 of the Collected Rules. All other students who record and/or distribute audio or video recordings of class activity are subject to discipline in accordance with provisions of section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters. Those students who are permitted to record are not permitted to redistribute audio or video recordings of statements or comments from the course to individuals who are not students in the course without the express permission of the faculty member and of any students who are recorded. Students found to have violated this policy are subject to discipline in accordance with provisions of section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

Title IX Information:
The University of Missouri prohibits all forms of sex or gender discrimination, including sex-based violence. If you or someone you know has experienced sex discrimination or been harassed or assaulted, you can get help at the Relationship & Sexual Violence Prevention (RSVP) Center, a confidential resource, at rsvp@missouri.edu or (573) 882-6638, or go to www.rsvp.missouri.edu. You can also contact the Title IX Office (title9@missouri.edu; (573) 882-3880; or www.title9.missouri.edu). Because we care about our community, Mizzou employees are required to report all incidents of sex discrimination to the Title IX Office.

Students with Disabilities:
If you anticipate barriers related to the format or requirements of this course, if you have emergency medical information to share with me, or if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible. If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the MU Disability Center, S5 Memorial Union, 573-882-4696, and then notify me of your eligibility for reasonable accommodations.

Religious Holidays
Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

Intellectual Pluralism
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the atmosphere in this class (including respect for diverse opinions) may contact your faculty chair or associate dean; or the director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/); the MU Equity Office, or equity@missouri.edu.

All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

Professional Values and Competencies:
The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:
• understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
• demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
• demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
• demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
• understand concepts and apply theories in the use and presentation of images and information;
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
• think critically, creatively and independently;
• conduct research and evaluate information by methods appropriate to the communications professions in which they work;
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
• apply basic numerical and statistical concepts;
• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.