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Fall 9-2004

### RTV 403.01: Sports and Media

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## **RTV 403 - *Sports and Media***

### **Revised Syllabus - Autumn 2004 - CRN 73639**

**Scope:** This course is designed to help students understand, accept and appreciate the historic marriage between mass media and sports on both collegiate and professional levels. It will trace the historical development of that relationship. It will deal the business aspects of both billion-dollar industries and how they relate to each other. It will also talk about both positive aspects of the media/sports relationship, such as increased media coverage of sports participation by women and minorities, and negative aspects such as the media's investigation of illegal drug usage and other wrongdoings of athletes. Students with backgrounds in either sports or media should take from the course a deeper understanding and appreciation of the roles and goals of their opposite numbers.

**Class meets** Wednesdays from 6:40 to 9:30 p.m. in GBB 123. There will be a bathroom break about 8 p.m.

**Frequency of Offering:** This an upper-division course, designated "UG" meaning that it counts as an upper division course for undergraduates and is also accepted for credit for graduate students who will be required to do additional work as noted below. The course is open to graduate students, seniors, juniors and sophomores of any major. There is no pre-requisite.

**Instructor:** Bill Knowles, Professor, Radio-Television Department, School of Journalism.

**Office:** My office is in the RTV house at 730 Eddy (east of the Law School, south of the Performing Arts/Radio-TV Center). Official office hours are 11 a.m. to noon Monday through Thursday but I'm usually there a lot more than that. Call me or the RTV Dept. secretary, Wanda LaCroix, at 243-4081 for an appointment. Or just drop into 730 Eddy. **Office telephone:** 243-4747. **Office fax:** 243-4650. **E-mail:** [bill.knowles@umontana.edu](mailto:bill.knowles@umontana.edu)

**E-mail:** Each student must have a working e-mail account. We will either build a bulk-email list of the entire class or a listserv, so we can communicate more frequently than our weekly meetings.

**Required textbook:** *Sports and Media: Selected Readings*. This is a "coursepack" of selected media and sports material compiled by your instructor. Because of copyright clearances and production costs, the price escalated to \$54 but you'll find it worth it. Read the assigned chapters **before** class on the date the assignment is indicated.

**Book or Movie Analysis:** Each student must read a sports-related book or watch a sports-related motion picture and write an analysis of it. A number of sports movies in DVD format and books will be placed on reserve in the Mansfield Library, but you may use any source for books or movies. Analysis length is between 800 and 1,000 words. Details will be forthcoming in a separate handout.

**Term Paper:** Each student must write a magazine-article-style term paper of between 2,000 and 2,500 words on a topic related to the course. You must seek your instructor's approval for your subject. Best way to do that is via email to [bill.knowles@umontana.edu](mailto:bill.knowles@umontana.edu). Your term paper is due on or before 5 p.m. Monday 29, the first day after the Thanksgiving break.. At the final two course meetings, Dec. 1 and 8, you will be each given four minutes to orally summarize your research for your classmates.

**Examinations:** There will midterm and final take-home essay exams based on readings and class discussions.

**Course Grading** will be on a percentage system:

Class attendance and participation . . . . .	15%
Book/movie analysis . . . . .	15%
Midterm . . . . .	15%
Term paper . . . . .	25%
Oral presentation of term paper research . . . . .	10%
Final . . . . .	20%

**Attendance and participation:** Obviously, you can't participate in class unless you're physically in class. I expect from each of you heavy verbal participation in class discussions including questions of guests. You're in this class because you love one or both of its elements. So let's hear from you. Class sessions will be *discussions*, not lectures. Guests will be interviewees, without prepared talks. You will be doing the interviewing.

## Class-by-class Topics and Reading Assignments

### SUBJECT TO CHANGE

DATE	TOPIC	GUESTS/READING
Sept 1	Course Introduction. Why a course in sports and media? Assignments explained. Sports and general news coverage join forces.	Guests: Betsy Cohen and Jon Kasper, <i>Missoulian</i> , discussing their coverage of the athletic department deficit and being the beat reporters for the university and Grizzly football, respectively. Buy the coursepack, <i>Sports and Media: Selected Readings</i> at the UC Bookstore. Read Item 1, "Heaven and Earth" by Rick Reilly.
Sept 8	The history of sports in our society. Winning and its place. Media in a sports stadium. Globalization of sports.	Guest: TBA. Read Item 2, "The Media" from <i>The Thinking Fan's Guide to Baseball</i> by Leonard Koppet; Item 3, "Grantland Rice" from <i>Grantland Rice and His Heroes: The Sportswriter as a Mythmaker in the 1920s</i> by Mark Inabinnett; Item 4, "Knut Rockne and the Four Horsemen" from <i>The Tumult and the Shouting: My Life in Sport</i> by Grantland Rice. Item 14, "The Whole World is Watching" by Jon Wertheim.
Sept 15	Television's huge stake in sports. The origin of Monday Night Football. The genius of Pete Rozelle.	Read Item 5, "Sports and Television" by Stanley Baran; Item 7, "Monday Night Football" by Roone Arledge; Item 8, "Rozelle Was A Gentle Giant" by Will McDonough; Item 9, "All AI, All the Time" by Steve Rushin; Item 15, "Sports and Television—Trends and Problems of a Lucrative Relationship" by Helmut Digel; Item 16, "Football [Soccer] Takes Growing TV Share of TV Sports Expenditure" by Mark Joerg.
Sept 22	Ethics in sports journalism. Relationships between athletes and sports reporters.	Guest: Kelly McBride, ethics faculty member, The Poynter Institute, St. Petersburg, Fla. Read Item 29, "His Players," from <i>Chick: His Unpublished Memoirs and the Memories of Those Who Knew Him</i> by Chick Hearn and Steve Springer.
Sept 29	Basketball from high school to the NBA. How pro basketball players get along with media. The Indian basketball tradition.	Guest: Larry Krystkowiak, head UM men's basketball coach, former Grizzly and NBA player, former CBA coach. Read Item 22, "Hoops Dream: The Lakota Nation Invitational honors the sports passion and culture of American Indians" by Kelli Anderson.

Oct 6	Football. From college play at different levels to the NFL. College coaches and media.	Guest: Bob Hauck, head UM football coach. Read: Item 10, “Through the Roof? (Arena Football) by Tim Layden; Item 11, “The Fifth Major: Dream On: (about former Grizzly Etu Molden) by Larry Smith; Item 12, “One for the Team (Pat Tillman) by Richard Lacayo; Item 13, “The Hero and the Unknown Soldier” by Rick Reilly.
Oct 13	Baseball. The game’s beauty and tradition. Announcers and their early and continuing contribution. The Pete Rose case.	Guest: Mick Holien, play-by-play voice, Montana football and men’s basketball. Read: Item 23 “The Game that Exists Outside of Time” by Gilbert Sorrentino; Item 24, “The Green Fields of the Mind” by Bart Giamatti; Item 25, “Six Serving-Men” by Red Barber; Item 26, “29,000 people and a Million Butterflies” by Vin Scully; Item 27, “Vin Scully” by Gary Kaufman; Item 28, “The Noise of Summer” by Phil Mushnick.
Oct 20		Guest: Jean Cornwall, UM associate athletic director (in charge of Title IX issues. Read Item 19, “Title IX/30 Years Later/Sexes still unequal in athletics /Title IX changed the playing field, but it’s not level.” <b>Midterm exam passed out.</b>
Oct 27	Race and ethnicity in sport: Jackie Robinson, etc.; Olympics and national pride; the spirit of sport.	Read: Item 20: “We Shall Overcome” from Baseball and the American Dream by Joseph Durso; Item 21, “A Life Well Lived” by Steve Rushin, Item 32, “Beyond the Gipper” by Richard Hoffer; Item 39, “Take Dead Aim” from <i>Harvey Penick’s Little Red Book</i> by Harvey Penick. <b>Midterm exam due in class. Book/movie analyses due in class.</b>
Nov 3	Sports photojournalism. Reporting sports on television.	Guests, Kurt Wilson, chief photographer, <i>Missoulian</i> ; and Brent O’Connor, director, GrizVision. Read Item 6, “Playing with Time” by Richard Woodward; Item 30, “Death March Madness” by John Walters; Item 33, “Van Earl Wrong;” Item 37, “Greatest Invention Ever” by Rick Reilly
Nov 10	Women in Sports	Guest: Shannon Cate-Schweyen, Lady Griz assistant coach, former Kodak All-American basketball player for Montana. Read Item 18, “Image Shift: Sex part of LPGA's five-point plan to add to appeal.”
Nov 17	Big Time College Sports. Sports administration at all levels. Sunday sports. A debate on the Pete Rose matter. Course summary.	Guest: Don Read, UM athletic director, former UM football coach and football analyst for Fox Sports. Read: Item 17, “Working with the Media” from <i>The Ultimate Guide to Sports Marketing</i> by Stedman Graham and others; Item 31 “Let Us <del>Pray</del> Play” (sports on Sundays), by Rick Reilly. Item 34, “Statement Released to the Press on the Pete Rose Matter” by Bart Giamatti; Item 35, “Pete Rose’s Confession” by Pete Rose with Rick Hill; Item 36, “Still Hazy after All These Years” by Tom Verducci.
Nov 24	Thanksgiving travel day - No class. Term papers due by <b>5 p.m. Monday, Nov. 29</b> at 730 Eddy.	
Dec 1	Oral reports - Evening 1	Speakers assigned depending on subject.
Dec 8	Oral reports - Evening 2	Speakers assigned depending on subject. <b>Final exam questions passed out.</b>
Dec 15	<b>Final exams due in class between 6:40 and 9:30</b> - No formal class meeting. Fill out course evaluation form when you bring your exams in.	