

J500 Spring Training with the Rockies 2019

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Course Goals

- Students will develop and expand their journalistic skills in areas of possible future employment.
- Students will learn to critically evaluate and compare their work with that of seasoned professionals.
- Students will demonstrate the ability to market and promote their work through social media.
- News students will demonstrate the ability to report, write and produce in-depth player profile stories with full audio-visual support for the web
- Strat Comm students will demonstrate the ability to market websites and stories to traditional and new media outlets.
- Strat Comm students will generate financial support for the project through sales of sponsorships.
- Students will demonstrate the highest level of professionalism when they meet, conduct interviews and promote the project during spring training in Arizona.

Activities and Assignments

For News Students

- Critique two Royals Spring Training stories
- Produce 60 second video diary of a KU baseball player
- Produce one KU baseball player profile with full audio-video support
- Produce three Rockies minor league player profiles with full audio-video support
- Assist in executing Strat Comm strategies

For Strat Comm Students

- Critique two Royals Spring Training stories
- Update Royals website and develop Rockies website
- Research and compile Market Profiles for existing 2018 Royals minor league website and for pending Rockies website
- Develop Media Proposals for 2018 Royals stories and pending Rockies stories
- Create Sponsorship Proposals for both websites
- Develop and execute a social media strategy for the entire semester incl.

Arizona Grading Criteria

100-93% A, 92 -90% A-: Outstanding. This grade is for work of clearly professional caliber (publishable or broadcast-ready). The writing is clear and well organized and only minor editing is required. The reporting is complete and leaves no significant questions unanswered. The live work is well-prepared and rehearsed. The work is turned in by or

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before deadline, needing no changes to submit to clients, managers or editors. These papers, stories, broadcasts and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and nearly flawless writing or execution..

89%-87 B+, 86-83% B, 82-80% B-: Good. This grade is for work that could be raised to professional standards without radical editing. Writing is grammatically correct but may lack the sparkle and fine organization of "A" work. The reporting answers the main questions but may miss the proper emphasis or the best sources. Work is in by deadline with little or no prompting and needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. Live production is solid with no major problems especially ones caused by lack of preparation. "B" work doesn't necessarily have anything wrong with it, but it could be better, often with a stronger topic or subject, a more artistic presentation, better information, more preparation or improved writing.

79-77% C+, 76-73% C, 72-70% C-: Adequate. Work needs significant revision in at least one major area. Does not measure up to professional quality but could be salvaged with considerable rewriting or a makeover.. Writing has rough spots, and grammar and style errors are present in significant amounts. Reporting may be incomplete, or timid, or factually flawed. Production work is sloppy, lack precision. Work is incomplete by deadline and needs major revisions before submitting to a client, manager or editor. These stories, broadcasts or presentations have weak ideas, concepts or presentation problems. They draw attention because they don't do the job. "C" work may demonstrate a basic understanding of your craft but doesn't address the need for more precision.

69-67% D+, 66-63% D, 62-60% D-: Unacceptable performance. Work clearly unacceptable even in a classroom setting. The writing is confused and ungrammatical. The reporting is flawed and may contain major factual errors and/or omissions or may show little concept of basic news judgment. Production work is non-broadcast quality. Work is late; deadline missed.

59% and below F: Failing Work not completed in a professional, timely way. Totally blows off the assignment. Such performance is usually caused by personal or time management problems that extend beyond a lack of skills or understanding of the research, writing, or production process.

Assumptions

- ❑ All projects start with the assumption the work is "good" which earns a grade of "B." (See "good" definition above).
- ❑ You do a project with no errors, that earns a "B."
- ❑ Clever and strong leads, exceptional storytelling, effective use of traditional English devices such as alliteration/metaphors/parallel construction/exceptional reporting, artistic and innovative production will help boost stories to the "A" category.

School of Journalism Standards

Ethics and academic misconduct:

As **reporters**, you are expected to adhere to the Society of Professional Journalists Code of Ethics. For example, you should

- Inform interview sources that you are a University of Kansas media reporter;

- Avoid using your family or friends as sources, and avoid writing about issues or entities with which you have a personal connection and thus a conflict of interest;
- Never include the work of others in your story without proper attribution and credit for their contributions;
- Never fabricate or fictionalize facts, sources or quotes;
- Always clearly attribute source of information presented in your stories.

Ethics violations will lead to a failing grade in the course. If you have questions, please seek advice from the instructor.

As students in the School of Journalism, you are subject to the school's zero tolerance policy for plagiarism and other academic dishonesty. Sanctions can range from a failing grade in this course to expulsion from the School.

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather and Special Needs

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact me privately in regard to this course.

Revised 8/3/06

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

August 11, 2016