

# (SJ) SPORTS JOURNALISM

## Courses

### **SJ 114. Intro to News Reporting. 3 Hours.**

This course introduces the student to how news and sports news is gathered and presented in a variety of media, including print, web, radio and television. Major emphasis is on developing solid news values, reporting skills and writing skills. Ethical issues related to the practice of journalism are also discussed. The course is writing intensive. Students will be introduced to and given extensive practice in reporting and writing for each media platform.

### **SJ 115. Radio News Writing and Reporting. 3 Hours.**

This course gives students intensive experience in gathering, writing, and producing news for radio, including capturing, editing and incorporating audio sound bites. Regular reporting assignments allow students to refine their skills in writing effective, concise radio news stories. By the end of the course, students will be able to report, write and produce a radio newscast, observing typical time constraints. Prerequisite(s): SJ 114.

### **SJ 127. Intro to Sports Journalism. 3 Hours.**

This is the NESCOM gateway course to sports journalism. Alongside coursework designed to develop basic reporting and writing skills, this course introduces students to the practice of sports journalism. Students will learn the history of sports journalism and deepen sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, interviewing techniques and sports information. The course includes intensive critique in the work of current sports media landscape.

### **SJ 217. TV News Writing & Reporting. 3 Hours.**

The knowledge and skills gained in SJ 114 and SJ 115 are applied in this course as students engage in hands-on television news gathering and reporting. Students will learn to report, shoot, write and edit television news and sports stories, using digital cameras and editing software, and the Associated Press Electronic News Production System (ENPS). Emphasis is on reporting, writing, production, and performance (including package narration, standups, and live shots). Outstanding stories may be submitted to NESCom's weekly/bi-weekly, student-produced, TV newscast—NESCom Connection. Prerequisite(s): SJ 115 and VF 100.

### **SJ 218. Intro to Podcasting. 3 Hours.**

This course introduces students to podcasting, the technical skills to produce an audio broadcast, and the ability to distribute, market and monetize a podcast to a specific audience on the Internet. Students will learn how to critique a podcast explaining genres, format, structures, content and target audiences. The course culminates with a final project and a plan to launch and market their first ten podcasts in a chosen genre, format and structure. Failure to complete the final project will result in an incomplete for the class.

### **SJ 223. Reporting and Writing for Print. 3 Hours.**

This course offers in-depth practice in developing effective written communication, especially for newspapers and magazines. Course topics emphasize news judgment, objectivity and style. Students weave the practical and conceptual elements of journalism together by writing news stories and features that pertain to current events of significant public interest. Assignments for this course are done both in the classroom and in the greater Bangor community. Prerequisite(s): EH 105.

### **SJ 227. Sports Journalism II. 3 Hours.**

This course is a continuation of SJ 127. Students expand their sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, and sports information courses. The course includes intensive critique of the work of current professional sportscasters. Students may be assigned to assist with preparation for and broadcast of Husson University sporting events. Proper methods of court-side and in-studio interviewing will be taught. Prerequisite(s): SJ 227.

### **SJ 234. Professional Blogging. 3 Hours.**

### **SJ 235. Web Reporting. 3 Hours.**

This is primarily a writing course in which students learn to generate content for the web. Assignments require students to produce well-researched materials that include photos, videos or other visuals. Student will learn other fundamental skills for online journalists, including audience engagement strategies, understanding web analytics and visualizing data. Articles written in this class will be published online and distributed to the NESCom and/or Husson community. Prerequisite(s): SJ 114.

### **SJ 255. Sports Play-by-Play. 3 Hours.**

This course pulls together the knowledge and skills students have acquired in basic sports journalism courses SJ 127 and SJ 227, to focus specifically on the sports play-by-play and color commentary skills for live broadcasting. Students will learn how to prepare for a game broadcast and then learn how to broadcast on-air various mediums including TV, Streaming and Radio. Prerequisite(s): SJ 127 and SJ 227.

### **SJ 324. Professional Blogging. 3 Hours.**

Course Description: This course gives students a chance to hone their skills in digital writing and blogging. Students will learn about SEO, strategic planning, user experience and writing for an online audience. In addition to developing blogging skills, students will think critically and strategically about the business of blogging. Prerequisite(s): EH 105.

### **SJ 328. Sports Information. 3 Hours.**

Sports Information is an advanced sports journalism course that introduces students to the sports information function and provides extensive practice in sports information work. Topics covered include: writing a sports news release, creating game notes and stats, the function of media passes, scheduling and conducting news conferences, and handling crisis situations. Students get up close and personal to sports information work at the high school, college, and professional levels. Prerequisite(s): SJ 227.

### **SJ 330. Sports Journalism Internship. 3-9 Hours.**

This experiential course is a supervised work experience with participating employers for Sports Journalism students. It provides for the application of classroom learning in a professional work environment. Each student will find, will choose, or will be provided with an internship site. The site chosen will be based upon; (1) an interview conducted by the management of the internship site, (2) the acceptance by the internship coordinator, and (3) the student's preference of location based on availability. The internship coordinator will have the final decision on all internship placements. The coordinator's decision will be based on his/her interaction with the student during previous coursework and his/her understanding of the requirements of the student and the internship site. Every consideration will be given to the student's personal preferences with regard to location and type of internship site.

**SJ 360. Reporting and Producing TV News. 3 Hours.**

In this course, students apply the reporting skills they've developed in SJ 115 and SJ 217 to report and produce news for television. Students may work cooperatively with students in VF 339 and classes to report, write, and produce television news packages and ultimately produce an entire newscast, including sports, features, and interviews. Major emphasis is on reporting skills, writing, package and newscast production, and performance. The cooperative dimension of the course helps students understand the critical importance of communicating with colleagues, photographers/editors, directors, and studio crew in creating and presenting television news. Prerequisite(s): SJ 217.

**SJ 437. Producing and Hosting A Sports Show. 3 Hours.**

This course pulls together all of the knowledge and skills students have developed in lower level courses and allows them to produce and host a weekly 15 to 30 minute sports show, featuring local, regional and national sports teams and action. Students produce sports shows for radio and television, and possibly for the Web. This is essentially a capstone experience for students in sports journalism, giving them a chance to hone their reporting, writing and performance skills to create a show that looks and sound good on their audition reel. Prerequisite(s): SJ 227 and SJ 360.

**SJ 499. Topic/. 3 Hours.**

This course listing is intended to provide the opportunity for faculty to offer advanced courses of interest in Sports Journalism students that would not normally be part of the University curriculum.