THE NATIONAL SPORTS JOURNALISM CENTER

AT THE IU SCHOOL OF JOURNALISM AT IUPUI AND BLOOMINGTON

Home of the

Associated Press Sports Editors

INDIANA UNIVERSITY

The IU School of Journalism has been a leader in journalism education and research for more than 100 years. Over the past three years, enrollment has increased by more than **50 PERCENT** and is growing.

THE OBJECTIVE

To be the nation's pre-eminent center for the study of **SPORTS JOURNALISM**

WHAT WE WILL DO

WHAT WE WILL DO

The center will **PREPARE THE NEXT GENERATION OF PROFESSIONAL SPORTS JOURNALISTS**, recognizing that the media landscape is shifting rapidly.

WHAT WE WILL DO

The center will provide education and training on multiple platforms, including **CUTTING-EDGE DIGITAL MEDIA, TRADITIONAL BROADCASTING** and **PRINT.**

In the fall of 2010, the center expects to offer **A CONCENTRATION IN SPORTS JOURNALISM** with specific courses in interactive, broadcast, print and public relations.

IU School of Journalism student Josh Lewis interviews Jacque Jones, Cubs right fielder, while interning with ESPN Radio.

WHAT WE WILL DO

The School of Journalism is working to develop **INTERNSHIPS** for students with major sports news organizations, professional sports teams and others. ESPN, the Associated Press, MLB.com, the *Chicago Tribune*, the Indiana Pacers, the Indianapolis Motor Speedway and the Big Ten Network already have committed to taking IU interns.

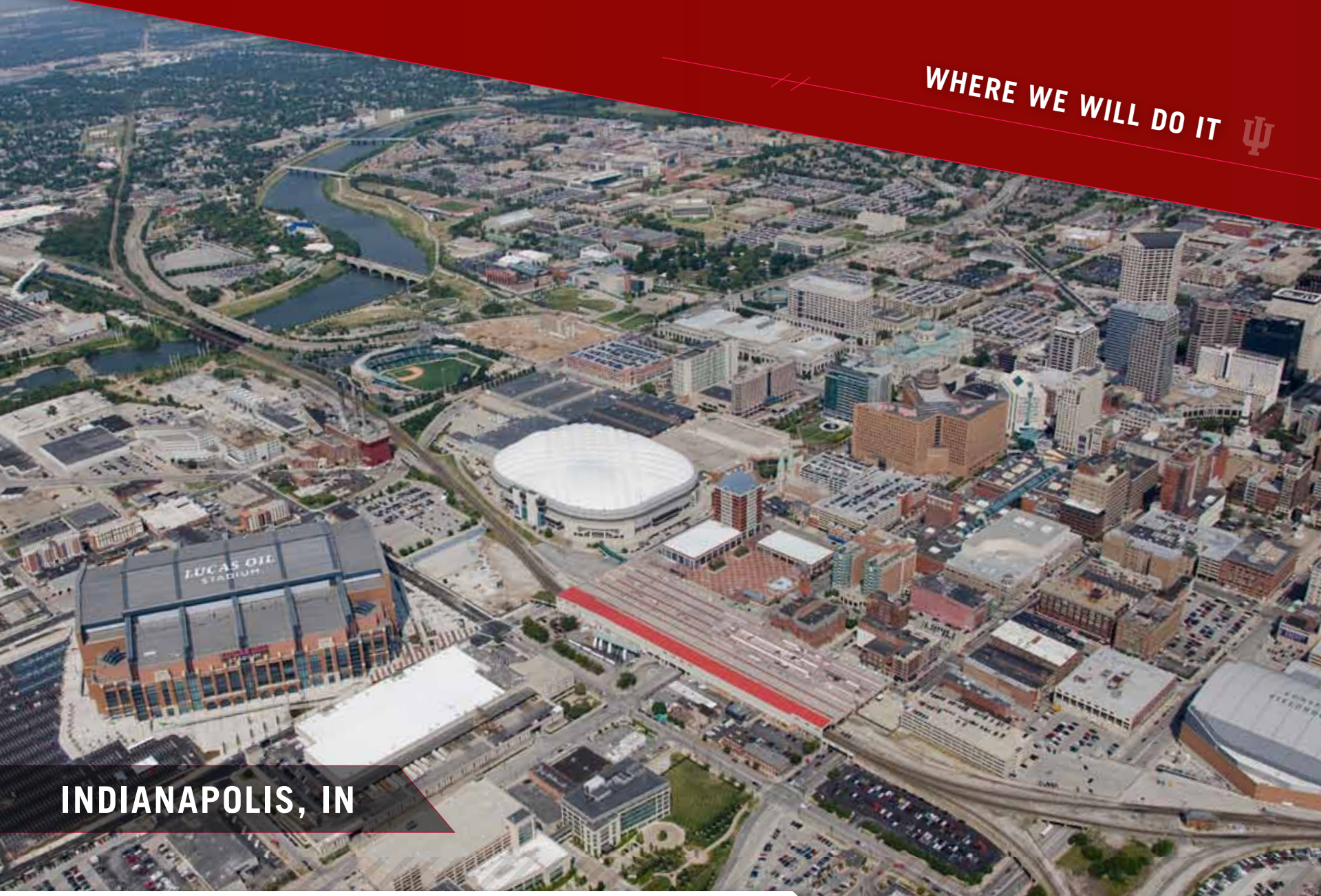
The center will provide a forum for discussion on the major issues facing sports and sports media through a **SPEAKER SERIES** and special events that include America's premier journalists. These events also are broadcast on the Big Ten Network.

From left: Tim Franklin, Steve Lavin, Sage Steele, Gene Wojciechowski and Bob Kravitz (March 11, 2009)

The center will undertake **RESEARCH** that illuminates **TRENDS** and **ISSUES** in the field of sports journalism.

The center will become a **NATIONAL RESOURCE** for the training and continuing education of **WORKING PROFESSIONAL** sports journalists. The center, in conjunction with Arizona State University's Reynolds Center and the AP Sports Editors, will host a day-long seminar March 10, 2010, on the economics of collegiate athletics.

WHERE WE'LL DO IT



INDIANAPOLIS, IN

WHERE WE WILL DO IT

THE INDIANA UNIVERSITY SCHOOL OF JOURNALISM AT IUPUI

In the Informatics and Communications Technology Complex

INDIANA UNIVERSITY
IUPUI

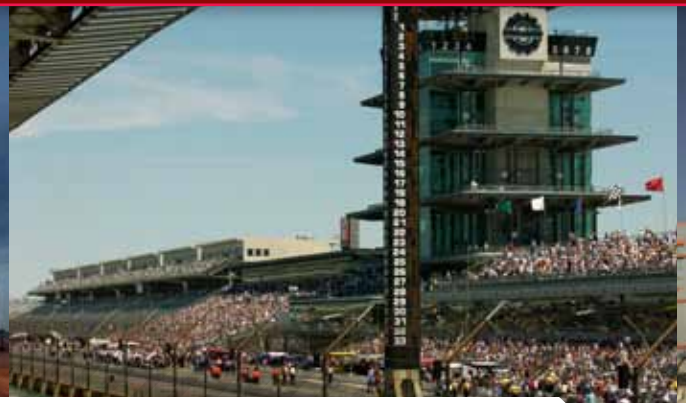
Why Indy?

The city is home to:

- NCAA
- NATIONAL INSTITUTE FOR FITNESS AND SPORT
- AMERICAN COLLEGE OF SPORTS MEDICINE
- NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS
- USA GYMNASTICS
- USA TRACK & FIELD
- U.S. DIVING
- BLACK COACHES ASSOCIATION
- INDY RACING LEAGUE
- INDIANAPOLIS COLTS (NFL)
- INDIANA PACERS (NBA)
- INDIANAPOLIS INDIANS (AAA BASEBALL TEAM)

Why Indy?

The city has been named the host of the 2012 **SUPER BOWL** and will be home to the **FINAL FOUR** for the seventh time in 2010. Indy bills itself as **THE AMATEUR SPORTS CAPITAL OF THE WORLD.** It's home to a new international airport and is conveniently located in the middle of the U.S., just a day's drive from half the U.S. population.



Why IU's Indy Campus?

The School of Journalism is housed in a relatively new building with **STATE-OF-THE-ART FACILITIES, TEACHING LABS** and **VIDEO-CONFERENCING CAPABILITIES. CLOSE PROXIMITY TO THE CITY'S SPORTS TEAMS, NATIONAL ORGANIZATIONS AND EVENTS** makes this location ideal. Sports journalism classes also will be made available to students on the Bloomington campus.

WHO WILL DO IT

The center will work to attract nationally known **PROFESSIONALS** and **ACADEMICS** in the field of sports journalism to provide **UNPARALLELED INSTRUCTION** for students.

The faculty already includes former Sports Illustrated senior writer and hall-of-famer **WILLIAM F. "BILLY" REED**, and **DR. PAMELA LAUCELLA**, who has co-authored a textbook on sports communication and been honored by the Association for Education in Journalism and Mass Communication.

The center will be directed by **TIM FRANKLIN**, an IU alumnus and award-winning journalist who has been the top editor of three metropolitan newspapers, including **THE BALTIMORE SUN**, **THE ORLANDO SENTINEL** and **THE INDIANAPOLIS STAR.**

Franklin was a reporter and senior editor at the **CHICAGO TRIBUNE** for 17 years and led that newspaper's national award-winning sports section for nearly three years. Under his direction, the Baltimore, Indianapolis and Orlando papers won numerous national journalism awards. He was a Pulitzer Prize jurist in 2006 and 2007.

ABC and ESPN analyst Steve Lavin takes part in a panel discussion at the National Sports Journalism Center.

The program will include prominent **GUEST SPEAKERS**, including professional and college coaches and athletes; high-profile journalists; and executives from public relations and marketing firms.

WHAT STUDENTS WILL LEARN

The curriculum will teach students the **FUNDAMENTALS** of sports journalism and its role in society across all media platforms, with a heavy emphasis on **NEW DIGITAL MEDIA**.

Proposed sports major courses

Introduction to Sports in Society

An Introduction to Sports Journalism: Controversy, Conflict & Characters

Sports Reporting

Sports Broadcasting

Issues in Sports Journalism

The Business of Sports

Sports Research

Multi-media Sports Journalism

Internet Sports Production

Broadcast Sports Production

Careers in Sports Journalism

Sports Internship

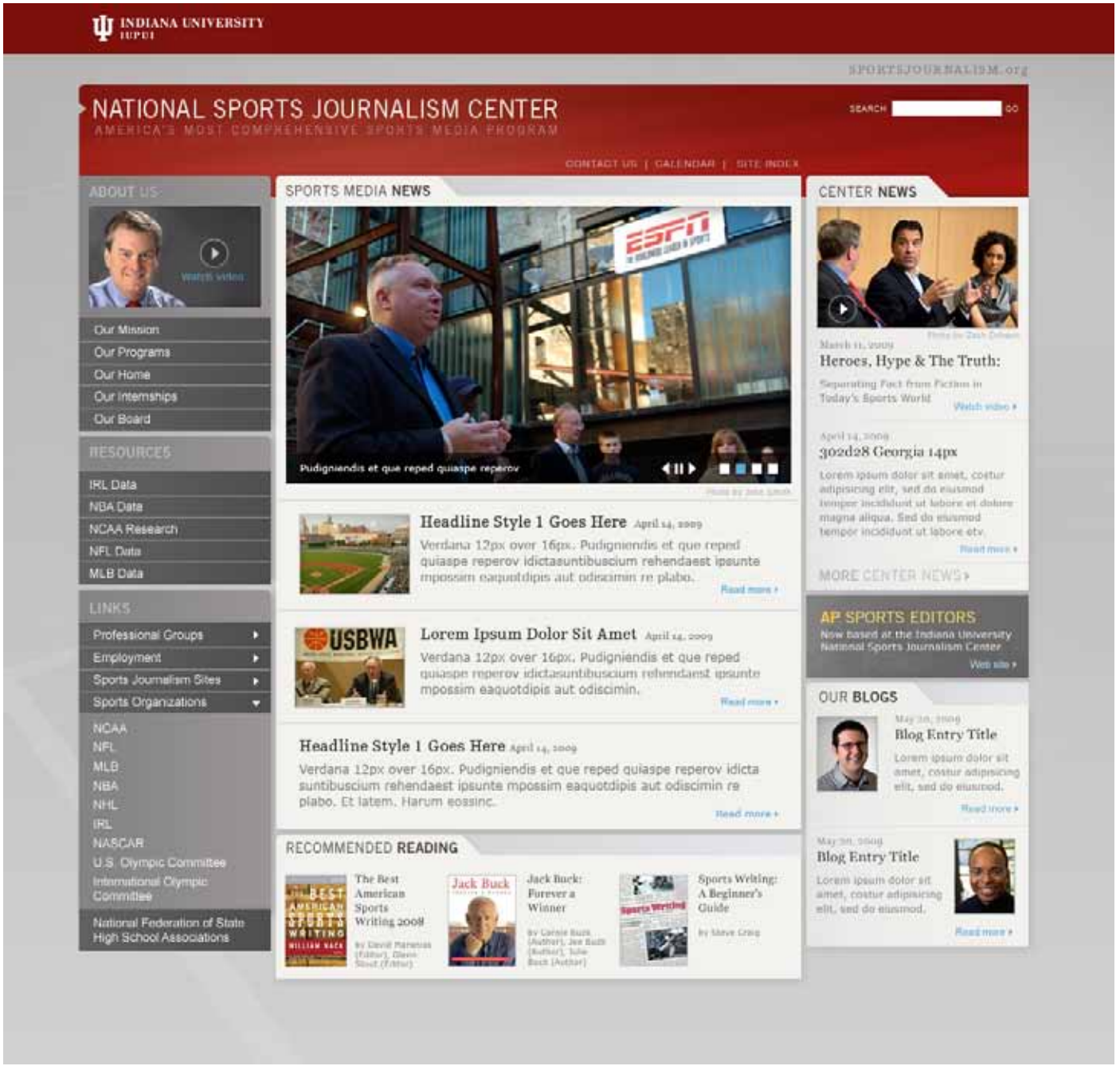
Sports Photojournalism

Sports Journalism History

BEYOND THE CLASSROOM

The center plans to host a **WEB SITE** that will be a **SOURCE FOR NEWS AND CONVERSATION** about the sports journalism industry, will provide **TOOLS FOR PROFESSIONAL SPORTS JOURNALISTS**, will **HIGHLIGHT OUTSTANDING WORK** and will include information on IU's program.

We've acquired the Web address **SPORTSJOURNALISM.ORG** and are currently working on the construction of the site. We plan to launch the site this **FALL**.



Web site prototype

The Sports Journalism Center is working to create a **SPECIAL SUMMER PROGRAM FOR MINORITY HIGH SCHOOL STUDENTS** who are interested in pursuing careers in sports journalism. At the same time, the center will work to secure funding for **COLLEGE SCHOLARSHIPS FOR THE BEST MINORITY STUDENTS** in this program.

BEYOND THE CLASSROOM

The center is the home of the Associated Press Sports Editors, the nation's largest professional sports journalism organization, which includes most of the country's top sports print and online executives.

APSE will hold its **2011 WINTER CONFERENCE** at the IU School of Journalism in Indianapolis, bringing 75 to 100 of the nation's top sports news executives to the campus. APSE has committed to meeting with students and faculty during the course its conference.

THE IMMEDIATE FUTURE

It's expected that full sports media concentration will be offered to undergraduate and graduate students in the fall semester of 2010. **FOUR SPORTS JOURNALISM COURSES** were offered this fall to undergraduates, and **THREE GRADUATE-LEVEL COURSES** are in the works for January 2010.

The **SPEAKER SERIES** launched in March, with a panel on the state of sports media that was broadcast more than a dozen times on the **BIG TEN NETWORK**.

THE IMMEDIATE FUTURE

The School of Journalism is reaching out to sports news organizations, journalists, executives, public relations professionals and alumni to form partnerships and listen to good ideas to help further shape the program.

The School of Journalism is meeting with foundations, companies and individuals to garner **SUPPORT** for the center beyond what the university can provide.

Who we've consulted

CLARK BELL, program director, McCormick Foundation

ART BERKE, chief operating officer, Yogi Berra Museum

JOE BUCK, lead sportscaster, Fox Sports

QUINN BUCKNER, vice president for communications and TV analyst, Indiana Pacers

ERIK CHRISTIANSON, director of public affairs, NCAA

BILL COLSON, former managing editor, *Sports Illustrated*

LEE ANN DALY, executive vice president, Thomson Reuters

VINCE DORIA, senior vice president/news, ESPN

LOU FERRARA, managing editor for sports, entertainment & multimedia, Associated Press

STEVE GUBACK, Hall of Fame basketball and football writer

RON GREEN, director of public relations, Indy Racing League

BOB HAMMEL, Hall of Fame sportswriter, *Herald-Times* (Bloomington)

TOM HIRONS, chief executive officer, Hirons & Co.

LYNN HOPPES, president, Associated Press Sports Editors

Who we've consulted (cont.)

GARRY D. HOWARD, sports editor, *Milwaukee Journal Sentinel*

KRISTIN HUCKSHORN, senior news editor, ESPN

STEVE JACOBSON, retired sports columnist and book author, *Newsday*

MIKE JAMES, national editor & intern director, *USA Today*

BOB JENKINS, voice of the Indy Racing League

GERRY KERN, editor, *Chicago Tribune*

JIM LEFKO, sports editor, *The Indianapolis Star*

JOHN MALKIN, vice president, Fox News

DINN MANN, senior vice president, executive editor, MLB.com

DAN MCGRATH, senior sportswriter, *Chicago Tribune*

CHAD MILLMAN, senior deputy editor, *ESPN The Magazine*

DENNIS RYERSON, editor and vice president, *The Indianapolis Star*

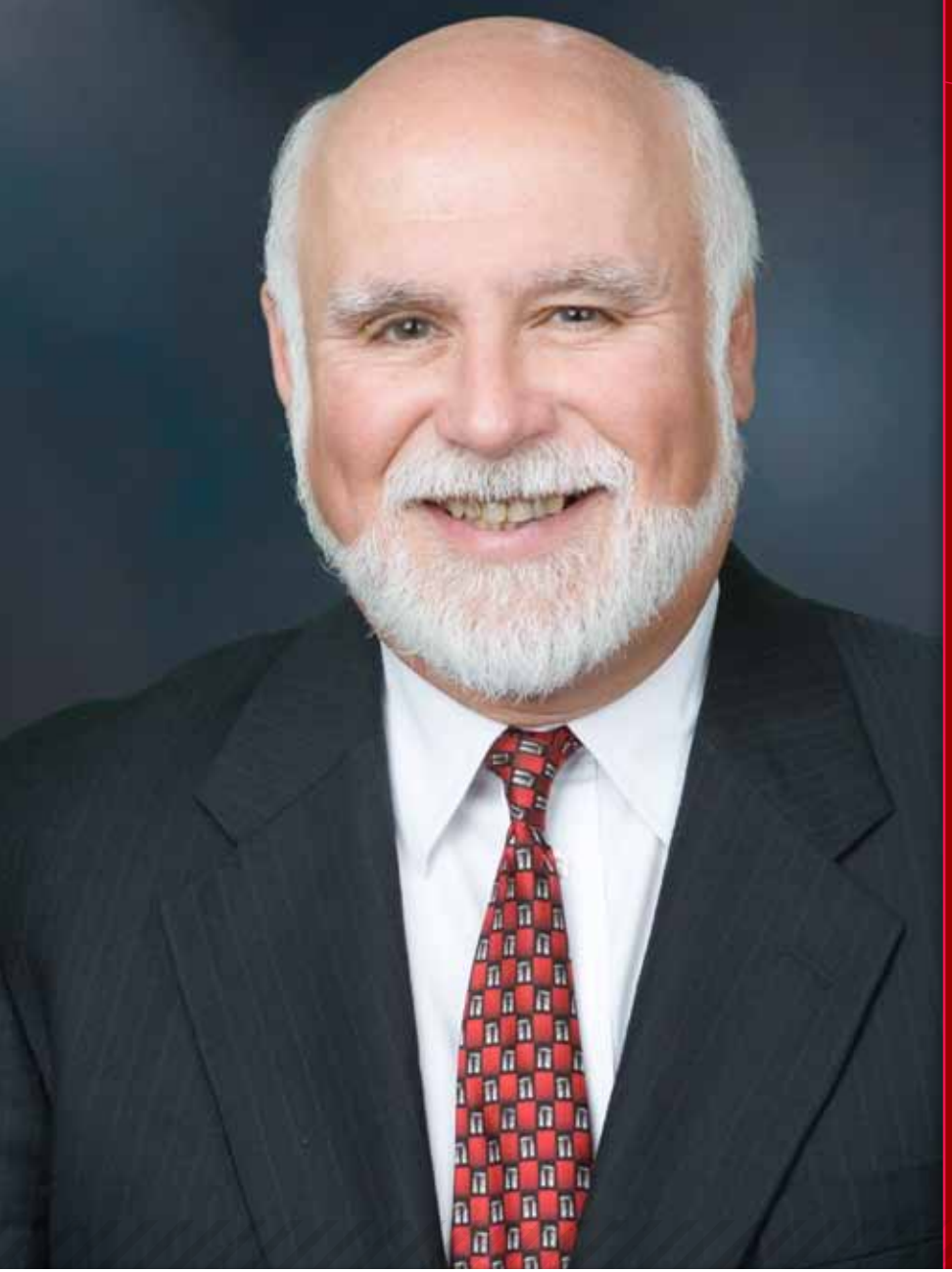
MARK SILVERMAN, president, Big Ten Network

ISIAH THOMAS, Hall of Fame player and former NBA coach

BOB WILLIAMS, managing director of public and media relations, NCAA

The center is forming a
NATIONAL ADVISORY BOARD
to help guide it.

JOE BUCK is the Emmy Award-winning lead play-by-play sports broadcaster for Fox. Joe, who attended IU, has been calling the World Series since 1996 and Super Bowls since 2005. He also will host his own sports talk show on HBO this spring.



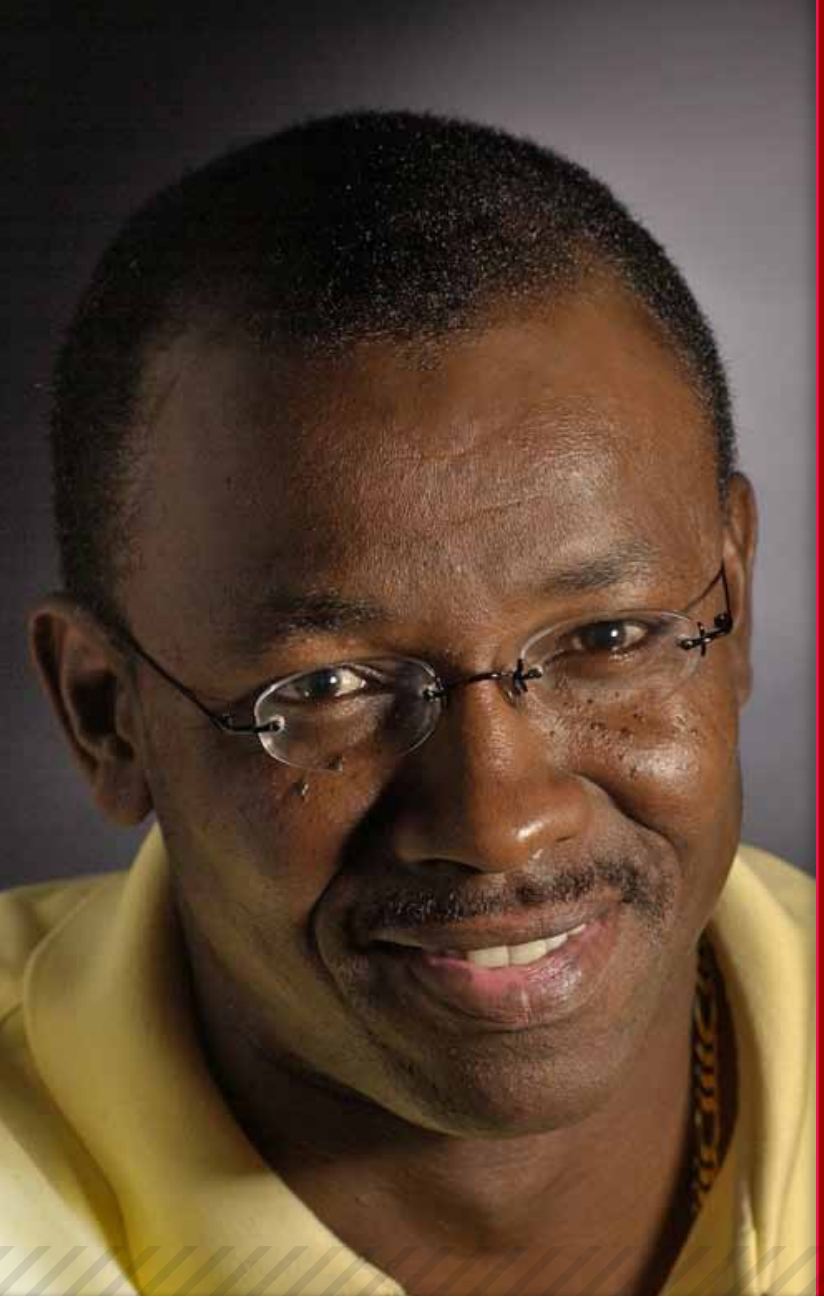
VINCE DORIA is the senior vice president in charge of news at ESPN. Vince, considered one of the most influential figures in sports media today, is the 2009 recipient of the prestigious Red Smith Award for lifetime achievement in sports journalism.

JACK DVORAK is an award-winning IU School of Journalism professor, author and former director of the High School Journalism Institute. He has been named a national Journalism Educator of the Year (2001), and was inducted into the National Scholastic Journalism Hall of Fame in 1997. He co-authored *Journalism Kids Do Better: What Research Tells Us About High School Journalism*.

LOU FERRARA is the managing editor in charge of sports, entertainment and multi-media at the Associated Press in New York. Lou has spearheaded efforts to transform the AP, the world's largest and oldest news organization, into a more digitally focused enterprise. Before joining AP in 2005, Lou oversaw TV and Web operations at the *Sarasota Herald-Tribune*. He also has worked for newspapers in North Carolina, Philadelphia, Baltimore and Saudi Arabia.

BOB HAMMEL is a hall of fame sportswriter and author. Bob was named Indiana sportswriter of the year 17 times. He's the past president of the U.S. Basketball Writers Assn. and the National Sportscasters and Sportswriters Assn. Member of the U.S. Basketball Writers Hall of Fame. He has authored or co-authored 11 books.

TOM HIRONS is the president and chief executive officer of Hirons & Co., the state's largest full-service advertising and public relations firm with offices in Indianapolis, Bloomington and Washington, D.C. Tom has been a visiting professor in the School of Journalism. He serves on numerous boards, including the Executive and Public Policy Committees of the Indiana State Chamber of Commerce.

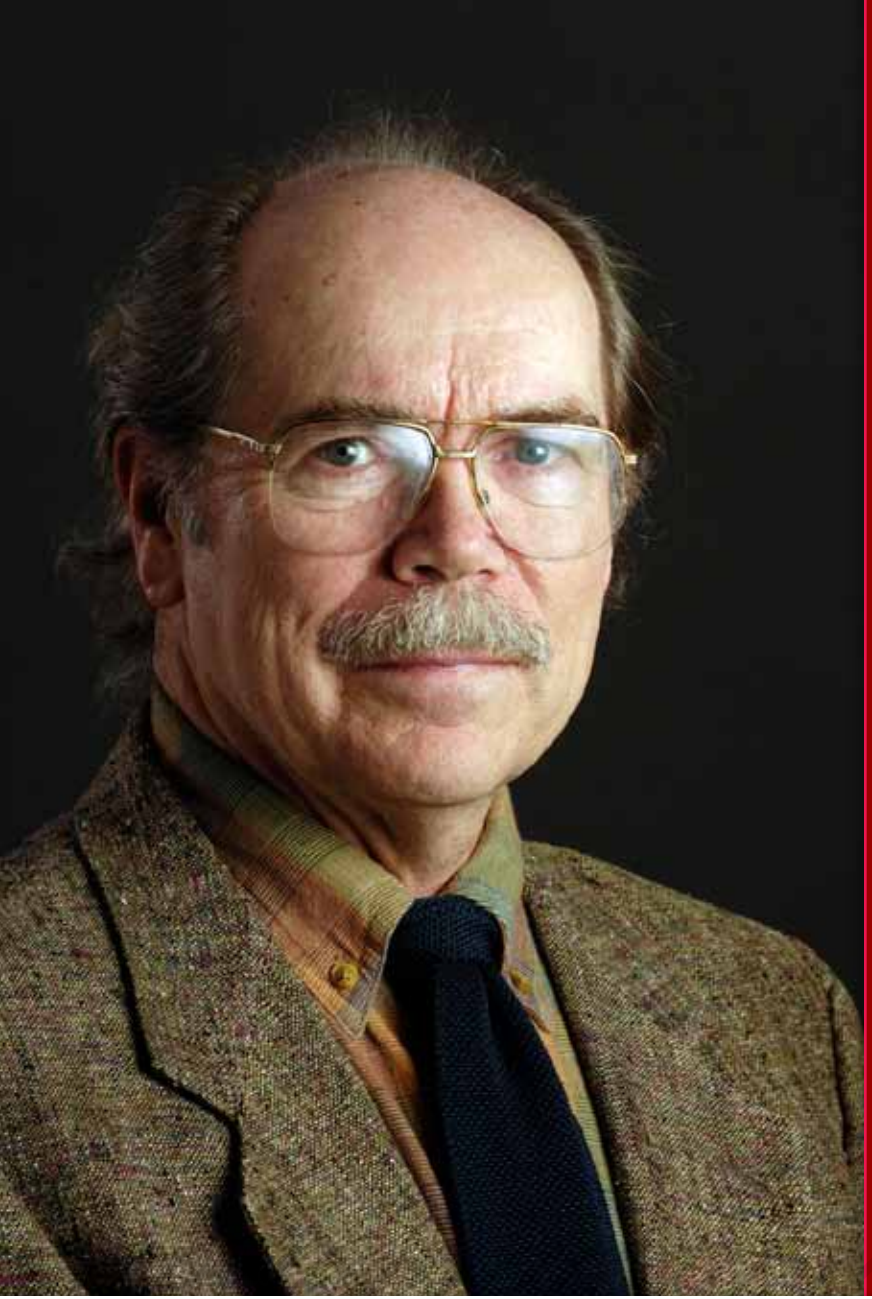


GARRY D. HOWARD is the incoming president of the Associated Press Sports Editors, the nation's largest professional sports journalism organization. Garry is the assistant managing editor in charge of sports at the *Milwaukee Journal Sentinel*, and he's host of a high school sports show on WTMJ-Channel 4. Before moving to Milwaukee in 1994, Garry was the deputy sports editor of the *Philadelphia Inquirer*.

Photo by Rick Arden, ESPN

KRISTIN HUCKSHORN is the senior news editor for content development at ESPN in New York. Before joining ESPN in 2007, Kristin was the deputy sports editor of *The New York Times*. She also has been a national and foreign correspondent. In 2006, Kristin won the Pioneer Award from the Association of Women in Sports Media.

BOB JENKINS is the lead television broadcaster for the Indy Racing League and an IU graduate. Bob has been broadcasting auto racing for 30 years, and has been honored by the International Motorsports Hall of Fame.



DAVE KINDRED, a long-time sports columnist and author, is a member of the National Sportscasters and Sportswriters Hall of Fame. Dave also is a recipient of the coveted Red Smith Award for lifetime achievement in sports journalism. He has been a sports columnist for *The Washington Post*, *Atlanta Journal-Constitution*, *Louisville Courier-Journal*, *Sporting News* and *The National Sports Daily*.

STUART LAYNE is the president of Seven 2 Sports Marketing outside Boston. Stuart formerly was the executive vice president of the Boston Celtics, vice president of the Seattle Mariners, and co-founder of WFAN Radio in New York, the nation's first all-sports talk station.

DINN MANN is the executive vice president for content for Major League Baseball Advanced Media. He oversees all content on MLB.com, mobile devices and partner Web sites. Before joining MLB in 2001, Dinn was a sports editor at five newspapers.

SAGE STEELE is an anchor for ESPN SportsCenter and an IU grad. She has been a television sports reporter and anchor for 14 years, including working for Comcast SportsNet before moving to ESPN.

BOB WILLIAMS is the managing director of public and media relations for the NCAA. Bob is a key adviser on NCAA policies, coordinates major communications efforts and is the chief national media contact for the 1,250-member governing body of collegiate athletics.

The School of Journalism is developing a **MARKETING PLAN TO ATTRACT THE BEST PROSPECTIVE SPORTS JOURNALISM STUDENTS IN AMERICA**, and to promote the center's work. These marketing efforts will span the nation and include e-mails, posters, brochures and ads in national and international publications.

LONG-TERM GOAL

The national sports journalism center aims to grow along with our nation's passion for sports, and **EVENTUALLY BE HOUSED IN ITS OWN NEW BUILDING** in Indianapolis.

OVERSEEING IT ALL

The School of Journalism is led by **BRAD HAMM**, who was appointed in 2005 after helping build the communications program at Elon University in North Carolina into one of the nation's fastest growing.