



## **RAISE THE SCORE IN SPORTS JOURNALISM**

**A GAME PLAN TO ADVANCE STUDENTS AT CONCORDIA'S  
DEPARTMENT OF JOURNALISM**

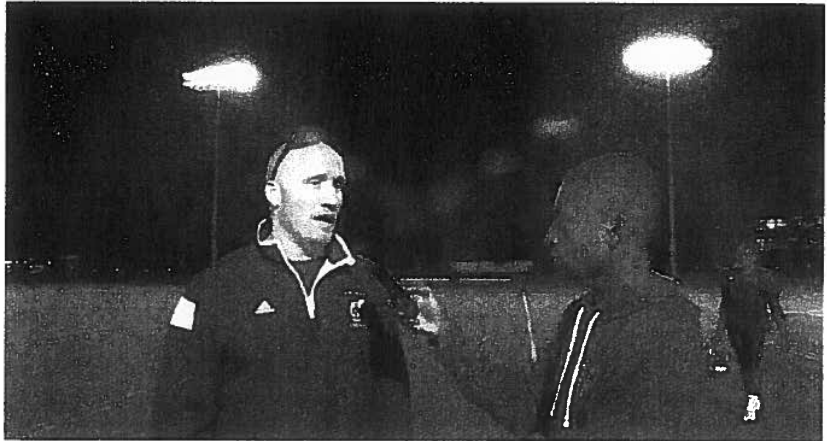
Document prepared for Sportsnet

## DRIVING BIG THINKING IN SPORTS JOURNALISM

As a committed supporter of sports journalism in Canada, Sportsnet ensures that tomorrow's reporters, writers and commentators are ahead of their game. We applaud your leadership in preparing the next generation of talent.

Widely regarded as one of the finest journalism schools in Canada, Concordia's Department of Journalism strives to set the pace in education. For 40 years, we have trained journalists across the country and the world whose stories inform audiences in the hundreds of thousands every day. We continue to attract students who are passionate, hard-working and eager to broaden their skills.

While many newsrooms across the country are shrinking, sports journalism represents a growing arena. Sports journalism today is increasingly in-depth and in demand. To continue to live up to a longstanding reputation for excellence in education, our Department of Journalism aims to enhance its focus on sports journalism and digital media training.



Julian McKenzie (right), a student in the Department of Journalism and winner of Sportsnet U Recruited, interviews Stingers football assistant head coach Patrick Donovan.

## FORMING FORWARD-THINKING JOURNALISTS AND SCHOLARS

At Concordia, we train future journalists and scholars through a three-year undergraduate program, two one-year graduate diploma programs, including a new and exciting Visual Journalism program, and a two-year MA in Journalism Studies.

The undergraduate and graduate diploma programs focus on all aspects of digital journalism, combining skills development with courses in journalism history, media law and ethics, and critical approaches. Students work in "live" news situations, covering events on deadline. Complementing these workshops are lecture-based courses that focus on journalism's social, economic, political and ideological impacts.

Students enjoy small workshop courses that provide access to instructors — all of whom are former journalists. We offer state-of-the-art media technology, including digital and broadcast labs and studio facilities. Our department is located in Montreal, a centre for French and English media and one of the most diverse and vibrant cities in North America.

"One of the most important things I learned at Concordia was that every word you write matters."

— Christopher Curtis, student, Department of Journalism; sports reporter, *Montreal Gazette*; nominee, National Newspaper Award for Long Feature

## GAME PLAN FOR SUCCESS

We present to you an opportunity to partner with us to equip young minds with the digital tools and training needed to succeed in an evolving industry. Through the support of Sportsnet, we can prepare Concordia students to be among the country's top sports journalists. The following plan outlines our principal areas of improvement that, if supported by Sportsnet, would launch big thinking in sports journalism and bolster multimedia production at Concordia.

Through a multi-pronged approach, we can strategically enhance education in our department through advancements in:

- Curriculum
- Student support
- Digital equipment acquisitions

Funds will be dispersed over five years to ensure the strongest return on investment and long-term impact on students.



"I always tell my students that journalism is not a sprint, it's a marathon, filled with highs and lows. You have to be in it for the long haul."

— Geoff Baker, BA 91, sports reporter, *Seattle Times*

## ADVANCED SPORTS JOURNALISM: FOSTERING MULTIMEDIA SKILLS

The jewel in our undergraduate curriculum is a broadcast course called Advanced Radio News. The course's uniqueness rests on its approach of recreating a real-world radio newsroom in which each student works two three-hour shifts, producing two 15-minute radio newscasts per week.

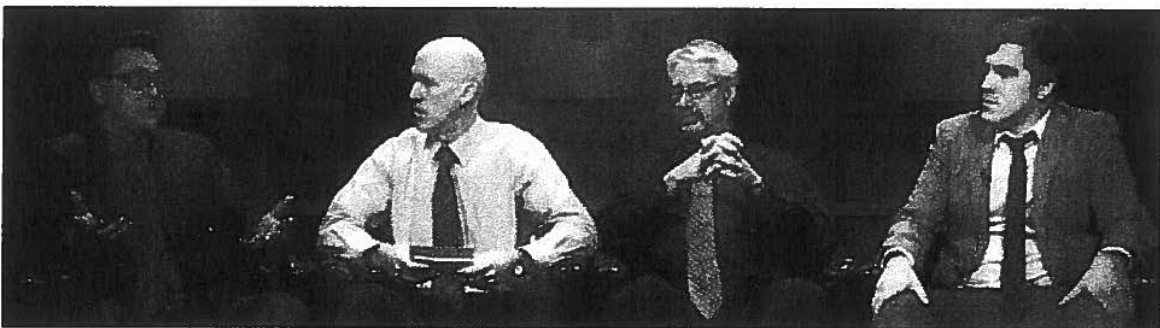
For some time now, we have endeavoured to expand the range of skills acquired in this course beyond news writing and reporting. With the support of Sportsnet, we will strengthen our broadcast instruction by introducing Advanced Sports Journalism — a new course that will challenge students to produce and live-stream a one-hour weekly sports program.

The weekly program, with subsequent podcasts, will provide investigative, longer-form journalism and interviews with amateur athletes and coaches. A Concordia website will host the program and will feature video, photo, audio and written content. Students from all journalism programs will be eligible to contribute reports.

In addition to gaining the essentials of game coverage, including hosting, play-by-play and analysis, students will be encouraged to highlight compelling personal and organizational stories that offer fresh insight into all levels of athletics. They will work across platforms to explore the financial, ethical, health and legal issues increasingly at the heart of both professional and amateur sports in the 21st century.

From live blogging and tweeting to investigative video or audio documentaries, this weekly one-hour podcast will afford students the real-world experience that is the hallmark of our newsroom course. By concentrating on amateur, community-based sports that aren't covered by traditional media outlets in Montreal, Sportsnet and Concordia will fill a niche in sports coverage while building partnerships with community organizations.

To initiate the **Advanced Sports Journalism** course for a three-year pilot project, a total of \$75,000 is required. These funds will cover an instructor, teaching assistant and web costs for one semester per year for three years.



Concordia alum Arpon Basu of NHL.com (far left), GrDip 00, and Christopher Curtis (far right), sports reporter and Concordia Journalism student, with Montreal Gazette sports editor Stu Cowan and columnist Jack Todd

## **A GAME-WINNING ASSIST: SPORTSNET JOURNALISM SCHOLARSHIPS AND AWARDS**

Support for students relieves financial burdens that impede them from reaching their potential. Too often, students take on busy full- or part-time work at the expense of their studies. A scholarship or financial award allows them the freedom to focus on what matters most: professional and academic development.

Additionally, scholarships and awards afford students the time to take advantage of the complete university learning experience, including opportunities to participate in student media.

Concordia University Television ([cutvmontreal.com](http://cutvmontreal.com)), the CJLO ([cjlo.com](http://cjlo.com)) radio station and student-run newspapers, such as *The Link* and *The Concordian*, allow students the chance to improve their production skills in photo, print and online journalism.

By allocating a total fund of \$375,000, we can create six undergraduate program scholarships at \$3,000; seven diploma program scholarships at \$4,000; two MA program scholarships of \$6,000; and two awards of \$8,500 for top students. These scholarships and awards would be offered annually for five years to provide an effective recruitment tool in attracting top students.

## **EQUIP TOMORROW'S SPORTS JOURNALISTS WITH A COMPETITIVE EDGE: PROVIDE THE LATEST DIGITAL TOOLS OF THE TRADE**

Advancements in sports journalism over the past decade have been largely driven by technology. For Concordia students to become leaders in the field, it is essential that we provide them with access to the latest in digital equipment used by professionals in studio or in the field.

Visually stunning images are critical to telling powerful sports stories. Camera kits for sports photography that include telephoto lenses will transform the experience of our students. Whether covering a Concordia Stingers football game or an external sporting event in the community, our young reporters will be equipped to produce content that rivals professional quality work.

A Tricaster — an all-in-one portable device that merges multiple feeds from cameras, telephone lines, social media and more into one signal — will allow students to undertake a professional live broadcast at an event that can be streamed online. A drone camera for aerial shots will elevate student broadcasts to the next level.

A Dejero, designed to allow reporters and guests to participate in a live remote broadcast that can be transmitted live to a studio in HD-quality, is another item that will be a game changer for our students. With the Concordia Stingers' home base situated just across the street from the Department of Journalism, students are only a stone's throw from our football stadium, gym and NHL-standard Ed Meagher Arena. These venues will offer countless opportunities for students to put their new tools to the test.

Integrating the above-mentioned equipment will take time. With a fund of \$200,000\*, the Department of Journalism aims to acquire key items over five years. Offering advanced equipment to students also means proper training and maintenance, which our technical support staff and faculty are ready to undertake.

*\*Upon request, a detailed list of priority items and their costs will be provided.*

## A LOYAL SUPPORTER OF CONCORDIA STUDENTS

Through past scholarships and mentorships in journalism and communication studies, Sportsnet has affirmed a strong will to further our students. Your vote of confidence has had a direct impact on increasing success and launching careers. We ask you to consider a renewed commitment to our students — a major investment that will bolster sports journalism and digital training at Concordia.

Total funding required to enhance education in sports journalism is \$650,000. The following table illustrates the breakdown.

Advanced Sports Journalism	Three semesters over three years	\$75,000
The Sportsnet Journalism Scholarships and Awards	Six undergraduate scholarships at \$3,000* Seven diploma scholarships at \$4,000* Two MA scholarship at \$6,000* Two Journalism Awards at \$8,500* * Annually for five years	\$375,000
Equipment Fund	\$40,000/year over five years	\$200,000
	<b>Total</b>	<b>\$650,000</b>

To be successful, today's young sports journalists need to be as driven and competitive as the athletes they report on. In this regard, they need optimum conditions and resources to refine their abilities. With a game-changing gift from Sportsnet, we can:

- Establish sports journalism as a component in a comprehensive journalism education;
- Support multimedia and digital training, development and production;
- Instill in students a more nuanced appreciation for sports journalism and its cultural relevance;
- Offer real-world learning experiences that will form tomorrow's recruits in sports journalism;
- Improve technical tools so that students may communicate the passion of sports with greater impact and to a wider audience;
- Grow the range and diversity of stories in athletics that our students tell.

Your investment in Concordia can enhance the quality and scope of future sports reporting in Canada. Telling our country's stories of athletic pursuit informs, inspires and unites people. Our students are up to the task. We hope you will consider supporting them and partnering with us to make a long-lasting impact on the future of the field.

"Sports journalism has always been a great passion of mine. Growing up around hockey and playing it myself has shaped me into the person I am today; strong, competitive and hard working. I would jump at the chance to have an Advanced Sports Journalism class. It would allow me to further enhance my skills as a journalist, focusing on what I love most: sports."

— Alexandra Robertson, student, Department of Journalism

## WHY CONCORDIA?

### **Our unique environment for learning and research.**

Concordia's academic goals are grounded in an ethos of dynamism and social responsibility. This remarkable environment was created in 1974, after merging two proud Montreal traditions — the classic liberal arts education offered by Loyola College and the practical educational opportunities offered to wide audiences by Sir George Williams University.

Today, Concordia is an open and engaged university that encourages its 46,000 students to become active, critical and concerned citizens.

**Our commitment to society.** Concordia is leading the way to a new kind of university, one that makes higher education accessible. The university shares its ideas through free and open access to scientific findings and seeks ways to make social and economic justice more prevalent. We offer some 500 undergraduate and graduate programs, diplomas and certificates, while maintaining formal ties with more than 100 institutions in 33 countries.

**Our strong academic leadership.** Concordia is proud of its impressive roster of senior faculty, many established leaders in their respective academic fields, across the Faculty of Fine Arts, Faculty of Arts and Science, Faculty of Engineering and Computer Science, John Molson School of Business and School of Graduate Studies.

**Our contributions and discoveries.** Every year Concordia faculty and students are recognized for their accomplishments. Whether they are Rhodes Scholars, recipients of Governor General's and Prix du Québec awards or members of the Royal Society of Canada, Concordians are among the celebrated academics in our country. Our contributions and our discoveries change lives.

**Our partnership in Quebec.** Concordia's value to the Quebec economy is estimated at \$1.3 billion annually. And this doesn't account for the contributions of our 193,000 alumni, 95,000 of whom reside in the university's home province.

