



**JOUR 481: The Athlete, Sports Media and Popular Culture**  
**4 Units**

**Spring 2022 – Mondays – 2-5:20 p.m.**

**Section:** 21376R

**Location:** ANN L116 & Online

**Instructors:** Jeff Fellenzer, Joe Saltzman

**Office:** ANN 310K (Fellenzer), Zoom, email, phone

**Office Hours:** By appointment

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### **Course Description**

Sports in America is not only big business, it also has deep cultural significance and relevance to our citizens, conveying many of the ideals concerning the public's perception of competition, hard work and adversity. It touches on profound social issues of race, class and gender. For example, the integration of Black athletes into major sports such as baseball, basketball, football and track and field preceded integration of people of color into all other aspects of society. Studying race, class and gender in sports offers an important historical perspective on the acceptance of integration in our culture. The athletes who integrated sports showed how integration could be beneficial to a skeptical world beyond sports. They made integration acceptable and doable and gave us a precedent that would be followed again and again – in the workplace, in the social order, at home and in public places.

How are athletes and sports media portrayed in film and on television, and what effect do those portrayals have on our perception of athletes and the sports media?

The image of the athlete in film and on the TV screen has changed dramatically in the last century. With rare exceptions, films and TV shows from earlier eras typically glorified athletes, presenting them as larger-than-life images. Today, there is a much greater emphasis on authenticity and telling the real story. The public demands nothing less, given the access we have to information on so many levels.

Athletes, along with the men and women who cover them in the news media, are important. Why? We live in an era where sports is a \$400-billion-plus industry, where athletes have become mini-corporations and brand names. The most-watched program in TV history is the Super Bowl. The highest-rated program on TV is NBC's "Sunday Night Football." Almost all of the rest of the top-rated TV shows each fall are National Football League games. Sports is flourishing in America, and the images and stories about athletes in film and on television reflect this. The athlete is one of the few heroes left intact in American culture.

In this class, you will learn about race and sports, gender and sports, and reality vs. myth. We will look at the image of the athlete and the sports media by focusing on specific themes and reflections.

We will see how films and TV programs glorify athletes . . . then relish chronicling their downfall. We'll see images of athletes overcoming adversity, heroic images, memorable tearjerkers and realistic images, devoid of any mythology that have become part of our culture. We'll look at films and TV programs that focus on female athletes and people of color, as well as films that touch on critical issues of both physical and mental health.

Students will learn how to analyze these images and get a better sense of why so many Americans love sports and their athletes so much, and how the sports media creates an environment in which athletes are both loved and admired ... or hated and scorned. Scholars have often contended that you can judge a society by who it selects as its heroes and villains, and looking at the images of athletes and sports media is one prism that will help students get a better grasp of *who* and *what* we are as a people and a nation, and what this means for our future.

### **Student Learning Outcomes**

By analyzing all of the varied images of the athlete and sports media in popular culture, we will have a better understanding of America's complex relationship with sports – the people in it and the people who cover it. Students will see up close and personal how athletes have set key examples when it comes to exploring America's conception of competition, hard work, adversity, race, class and gender. The recent history of the integration of people of color and LGBTQ+ into the mainstream of competitive sports has had a profound effect on this country's perception of who and what we are ... and who and what we should be. By using the prism of athletes in popular culture to look at society as a whole, we will better understand the historical and present-day context of key social, racial and gender issues in American society.

Since sports is such an integral and powerful part of the American culture, analyzing athletes and the sports media will give us insight into who our heroes and villains are, and why they have such a strong hold on the American psyche.

### **Description and Assessment of Assignments**

There will be an individual research paper focusing on analysis of the athletes and sports media in one specific film or television program, to be selected by the student from an assigned list included in the syllabus. You may select a film or TV program not on the list with approval. You will be graded on how well you integrate everything discussed in class with your specific film or television program.

There will also be an in-class midterm and in-class final examination.

### **Course Notes and Policies**

Students will view videos on a special server as homework.  
Both professors are available by email or phone.

### **Required Readings, hardware/software, laptops and supplementary materials**

You will need your laptop or other connected device because a technician will join our first class to help format your computer so you can access the USC Annenberg server anywhere in the world to view the assigned videos.

## Grading

### a. Breakdown of Grade

Assignment	Points	% of Grade
Participation	50	05%
Paper	250	25%
Midterm Examination	300	30%
Final Examination	400	40%
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>

### b. Grading Scale

The grading scale is approved by USC Annenberg faculty

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

### c. Grading Standards

**"A"** – The paper and examinations that do 90% of what is expected. The writing is clear and lucid, all your conclusions and opinions are carefully referenced, and the paper/examination shows a keen understanding of the subject and critical thinking.

**"B"** – An examination and paper that does 80% of what is expected. The writing is serviceable, the majority of your conclusions and opinions are referenced, and the paper/examination shows a good understanding of class content.

**"C"** – An examination and paper that does 70% of what is expected. The writing is passable, but few of your conclusions and opinions are referenced. The paper/examination shows an adequate understanding of class content.

**"D"** – An examination and paper that does 60% of what is expected. The writing is barely passable. The paper is filled with unreferenced conclusions and opinions. The paper/examination shows a minimal and unacceptable understanding of class content.

**"F"** – An examination and paper fails to meet the major criteria of the assignment, is late, has numerous errors, no references and little understanding of class content or both. The following are some other circumstances that would warrant a grade of "F" and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information
- Plagiarizing a script/article, part of a script/article or information from any source
- Missing a deadline

## Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be marked down.

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## Grading Timeline

Papers and examination will be returned in a timely manner.

## Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be marked down.

## Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

## Add/Drop Dates for Session 001 (15 weeks: 1/10/2022 – 4/29/2022; Final Exam Period: 5/4-11/2022)

Link: <https://classes.usc.edu/term-20221/calendar/>

Last day to add: Friday, January 28, 2022

Last day to drop without a mark of "W" and receive a refund: Friday, January 28, 2022

Last day to change enrollment option to Pass/No Pass or Audit: Friday, January 28, 2022 [All major and minor courses must be taken for a letter grade.]

**Last day to add/drop a Monday-only class without a mark of “W” and receive a refund or change to Audit:**

Tuesday, February 1

**Last day to withdraw without a “W” on transcript or change pass/no pass to letter grade:** Friday, February 25, 2022 [Mark of “W” will still appear on student record and STARS report and tuition charges still apply.]

\*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

**Last day to drop with a mark of "W":** Friday, April 1, 2022

### Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
<b>Week 1</b> <b>Date: 1/10</b>	<b>Orientation.</b>  <b>Introduction to the class.</b>  <b>Activate technology to view videos at home.</b>  <b>Discuss: Image of the athlete in films and television.</b>  <b>View semester summary montage.</b>	<b>Race and Sports I:</b>  <b>View:</b> <b>“Race” (2016) and “Olympic Pride, American Prejudice” (2016)</b>  <b>“The Jackie Robinson Story” (1950) and “42” (2013)</b>	<b>Assignment:</b>  <b>Choose one film or TV program for research paper.</b>
<b>Week 2</b> <b>Date: 1/17</b>	<b>NO CLASS</b>	<b>NO CLASS</b>	<b>[Martin Luther King’s Birthday: Monday, January 17]</b>
<b>Week 3</b> <b>Date: 1/24</b>	<b>Race and Sports I</b>  <b>“Race” (2016) and “Olympic Pride, American Prejudice” (2016)</b>  <b>“The Jackie Robinson Story” (1950) and “42” (2013)</b>	<b>Race and Sports II:</b>  <b>View:</b> <b>“Black on Black” (1968)</b>  <b>“O.J. : Made in America” (2016)</b>  <b>“Brian’s Song” (1971)</b>  <b>“Jim Thorpe--All-American” (1951)</b>	

<p><b>Week 4</b> Date: 1/31</p>	<p><b>Race and Sports II:</b></p> <p>“Black on Black” (1968)</p> <p>“O.J. : Made in America” (2016)</p> <p>“Brian’s Song” (1971)</p> <p>“Jim Thorpe--All-American” (1951)</p>	<p><b>Gender and Sports I</b></p> <p>View:</p> <p>“Venus and Serena” (2012)</p> <p>“Battle of the Sexes” (2017)</p> <p>“Babe: The Babe Didrikson Story” (1975)</p>	
<p><b>Week 5</b> Date: 2/7</p>	<p><b>Gender and Sports I</b></p> <p>“Venus and Serena” (2012)</p> <p>“Battle of the Sexes” (2017)</p> <p>“Babe: The Babe Didrikson Story” (1975)</p>	<p><b>Gender and Sports II</b></p> <p>View:</p> <p>“A League of Their Own” (1992)</p> <p>“I, Tonya” (2017)</p> <p>“Bend It Like Beckham” (2002)</p>	
<p><b>Week 6</b> Date: 2/14</p>	<p><b>Gender and Sports II</b></p> <p>“A League of Their Own” (1992)</p> <p>“I, Tonya” (2017)</p> <p>“Bend It Like Beckham” (2002)</p>	<p>Prepare for Midterm</p>	
<p><b>Week 7</b> Date: 2/21</p>	<p><b>NO CLASS</b></p>	<p><b>NO CLASS</b></p>	<p>[President’s Day: Monday, February 21]</p>
<p><b>Week 8</b> Date: 2/28</p>	<p><b>MIDTERM</b></p>	<p><b>The Truth and Sports</b></p> <p>View:</p> <p>“Concussion” (2015)</p> <p>“Eight Men Out” (1988)</p>	

<p><b>Week 9</b> Date: 3/7</p>	<p><b>The Truth and Sports</b></p> <p>“Concussion” (2015)</p> <p>“Eight Men Out” (1988)</p>	<p><b>The Reporter and Sports</b></p> <p>View:</p> <p>“The Pride of the Yankees” (1942)</p> <p>“The Natural” (1984)</p> <p>“Fever Pitch” (1985)</p> <p>“Woman of the Year” (1942)</p> <p>“Ted Lasso” (2020)</p>	
<p><b>Spring Break</b> Date: 3/14</p>	<p><b>NO CLASS</b></p>	<p><b>NO CLASS</b></p>	<p><b>NO CLASS</b></p>
<p><b>Week 10</b> Date: 3/21</p>	<p><b>The Reporter and Sports</b></p> <p>“The Pride of the Yankees” (1942)</p> <p>“The Natural” (1984)</p> <p>“Fever Pitch” (1985)</p> <p>“Woman of the Year”(1942)</p> <p>“Ted Lasso” (2020)</p>	<p><b>Inspiration in Sports</b></p> <p>View:</p> <p>“Hoosiers” (1986)</p> <p>“Miracle” (2007)</p> <p>“Field of Dreams” (1989)</p>	
<p><b>Week 11</b> Dates 3/28</p>	<p><b>Inspiration in Sports</b></p> <p>“Hoosiers” (1986)</p> <p>“Miracle” (2007)</p> <p>“Field of Dreams” (1989)</p>	<p><b>Boxing’s Love Affair with Film</b></p> <p>View:</p> <p>“Rocky” (1976) and “Creed” (2015)</p> <p>“Raging Bull” (1980)</p>	

<b>Week 12</b> Date: 4/4	<b>Boxing's Love</b> <b>Affair with Film</b>  "Rocky" (1976) and "Creed" (2015)  "Raging Bull" (1980)	<b>Ron Shelton and Sports</b>  View:  "Cobb" (1994)  "Bull Durham" (1988)  "White Men Can't Jump" (1992)	
<b>Week 13</b> Date: 4/11	<b>Ron Shelton and</b> <b>Sports</b>  "Cobb" (1994)  "Bull Durham" (1988)  "White Men Can't Jump" (1992)	<b>Satire in Sports:</b>  View:  "Space Jam" (1996)  "Space Jam: A New Legacy" (2021)  "Major League" (1989)	<b>PAPER DUE</b>  Send it electronically to both professors: <a href="mailto:saltzman@usc.edu">saltzman@usc.edu</a> <a href="mailto:fellenze@usc.edu">fellenze@usc.edu</a>
<b>Week 14</b> Date: 4/18	<b>Satire in Sports:</b>  "Space Jam" (1996)  "Space Jam: A New Legacy" (2021)  "Major League" (1989)	<b>Final Review</b>	
<b>Week 15</b> Dates: 4/25	<b>Prepare for Final</b> <b>Exam</b>	<b>Prepare for Final Exam</b>	
<b>FINAL EXAM</b> Date: MONDAY, MAY 9, 2-4 p.m.	<b>FI IN-CLASS TEST</b> <b>BEGINS AT 2 p.m.</b> <b>MONDAY, MAY 9</b>		

**THE PAPER**  
**Film-TV Program Assignment:**  
**Paper Due: April 11**

The paper assignment is a review of a film or TV program of your own choosing that must be approved by the instructors. Below is a list of more than 270 films and TV programs already approved. Each student must pick a different film or TV program. Approval will be given on a first-come, first-served basis.

The review must include the following:

- \*A summary of the image of the athlete as depicted in the film or TV program
- \*A summary of the sports media as depicted in the film or TV program
- \*Pros and cons of the image of the athlete as depicted in the film or TV program
- \*Pros and cons of the image of the sports media as depicted in the film or TV program
- \*How this film or TV program fits into the other films and TV programs discussed in class



\*It is important to emphasize the diversity of the athletes and the journalists involved – are they a part of the white-male-controlled sports and news environment? If the character is female, a person of color or an LGBTQ+ journalist, how do they fit into the sports and news environment and what special problems do they encounter? If they are white males, how do they respond to non-white male athletes or journalists? What are their attitudes toward females, people of color and the LGBTQ+ community they encounter? How does the lack of diversity affect the journalists' news judgment and coverage of the story?

**Length: Not less than five pages, no more than 10 pages. Double-spaced. At the top of the page, write your name, Journalism 481 and page number (create a header for that information).**

Please feel free to email us if you have any questions about the assignment.

### **List of Approved Films and Television Miniseries, Series and Documentaries**

'51 Dons (2014)

26 Years: The Dewey Bozella Story (2012)

61\* (2001)

9.79" (2012)

A Triumph of the Heart: The Ricky Bell Story (1991)

Against the Tide (2013)

Air Bud (1997)

Ali (2001)

Alibi Ike (1935)

All the Right Moves (1983)

Anchorman: The Legend of Ron Burgundy (2004)

Angels in the Outfield (1951)

Angels in the Outfield (1994)

Any Given Sunday (1999)

Are We Don't Yet? (2007)

Assault in the Ring (2008)

At All Costs (2016)

Bad Boys (2014)

Balls of Fury (2007)

Baseball (TV Documentary Series, Ken Burns – 1994)

Believeland (2016)

Bend It Like Beckham (2002)

Benji (2012)

Bernie and Ernie (2013)

Big Wednesday (1978)

Big Shot (2013)

Black Sunday (1977)

Blades of Glory (2007)

Bleed for This (2016)

Bloodsport (1988)

Blue Crush (2002)

Bobby Deerfield (1977)

**Bobby Jones: Stroke of Genius (2004)**  
**Body and Soul (1981)**  
**Borg vs. McEnroe (2017)**  
**Branded (2013)**  
**Breaking Away (1979)**  
**Breaking the Surface: The Greg Louganis Story (1997)**  
**Brian and the Box (2014)**  
**Bring It On (2000)**  
**Broke (2012)**  
**Cars (2006)**  
**Cars 2 (2011)**  
**Cars 3 (2017)**  
**Carter High (2015)**  
**Catching Hell (2010)**  
**Catholics vs. Convicts (2015)**  
**Champions (1984)**  
**Champion (1949)**  
**Chariots of Fire (1981)**  
**Charismatic (2011)**  
**Chasing Tyson (2014)**  
**Cinderella Man (2005)**  
**City Dump: The Story of the 1951 CCNY Basketball Scandal (1998)**  
**Cliffhanger (1993)**  
**Coach Carter (2005)**  
**Consolation Marriage (1931)**  
**Cool Runnings (1993)**  
**Crazy Legs (1953)**  
**D2: The Mighty Ducks (1994)**  
**D3: The Mighty Ducks (1995)**  
**Damn Yankees (1958)**  
**Dawn! (1979)**  
**Days of Thunder (1990)**  
**Death on the Diamond (1934)**  
**Dempsey (1983)**  
**Designing Woman (1957)**  
**Do You Believe in Miracles (2001)**  
**Doc and Darryl (2016)**  
**Dodgeball A True Underdog Story (2004)**  
**Don't Look Back: The Story of Leroy "Satchel" Paige (1981)**  
**Down in the Valley (2015)**  
**Downhill Racer (1969)**  
**Draft Day (2014)**  
**Driven (2001)**  
**Eddie the Eagle (2016)**  
**Elway to Marino (2013)**

Endurance (1999)  
Everybody Loves Raymond (TV Series – 1996)  
Facing Ali (2009)  
Fear Strikes Out (1957)  
Fernando Nation (2010)

Fever Pitch (2005)  
Field of Dreams (1989)  
For the Love of the Game (1999)  
Forgotten Miracle (2009)  
Four Days in October (2010)  
Four Falls of Buffalo (2015)  
Foxcatcher (2014)  
Free Spirits (2013)  
Friday Night Lights (2004)  
Friday Night Lights (TV Series – 2006-2011)  
Funny Farm (1988)  
Gallipoli (1981)  
Game of Change (2008)  
Gentleman Jim (1942)  
Gentleman Joe Palooka (1946)  
Ghosts of Old Miss (2012)  
Gibsonburg (2013)  
Girlfight (2000)  
Gleason (2016)  
Glory Road (2005)  
Go, Man, Go! (1954)  
Golden Gloves (1940)  
Good Sports (TV Series – 1991)  
Goon (2011)  
Grand Prix (1966)  
Greater (2016)  
Guru of Go (2010)  
Hands of Stone (2016)  
Happy Gilmore (1996)  
Happy Valley (2014)  
Hawaiian: Legend of Eddie Aikau (2013)  
Heart Like a Wheel (1983)  
Heaven Can Wait (1978)  
Her Life as Man (1984)  
Hershel (2011)  
High School Musical 2006)  
Hildago (2004)  
Hitler's Pawn – The Margaret Lambert Story (2004)  
Hot News (1953)

Hurricane Season (2009)  
Hustle (2004)  
I Am Ali (2014)  
I Hate Christian Laettner (2015)  
Ice Castles (1978)  
Into the Wind (2010)  
Into Thin Air: Death on Everest (1997)  
Invictus (2009)  
Invincible (2006)  
Iron Man (1951)  
Iron Will (1994)  
It Happened in Flatbush (1942)  
It's Good to Be Alive: The Roy Campanella Story (1974)  
Jerry Maguire (1994)

Joe Louis: American Hero...Betrayed (2008)  
Joe Palooka, Champ (1946)  
Joe Palooka in Humphrey Takes a Chance (1950)  
Joe Palooka in the Big Fight (1949)  
Joe Palooka in the Counterpunch (1949)  
Joe Palooka in the Knockout (1947)  
Jordan Rides the Bus (2010)  
June 17<sup>th</sup>, 1994 (2010)  
Just for Kicks (2003)  
K2 (1991)  
Kansas City Bombers (1972)  
Kicking & Screaming (2005)  
Kid Galahad (1937)  
Killer McCoy (1947)  
King of the Gamblers (1947)  
King of the World (2000)  
Kingdom (TV Series 2014-)  
Kingpin (1996)  
King's Ransom (2009)  
Knockout (1941)  
Kobe Doin' Work (2009)  
Knut Rockne All American (1940)  
Le Mans (1971)  
Leaf (2008)  
League of Denial (2013)  
Leather Pushers (1940)  
Legend: The Ben Hogan Story (2016)  
Let Them Wear Towels (2013)  
Little Big Men (2010)  
Little Fauss and Big Halsy (1970)  
Little Giants (1994)

**Lou Grant: Sports (1978)**  
**Love Monkey (TV Series – 2006)**  
**Manny (2014)**  
**Marion Jones: Press Pause (2010)**  
**Matilda (1978)**  
**Matlock: The Fighter (TV Episode – 1990)**  
**Maurice Richard (2005)**  
**Maurie (1973)**  
**Max Schmeling (2010)**  
**McFarland, USA (2015)**  
**Michael Jordan: An American Hero (1998)**  
**Mighty Ducks (1996-1997 TV Series)**  
**Million Dollar Baby (2004)**  
**Miracle (2004)**  
**Miracle on Ice (1981)**  
**Mohammad Ali's Greatest Fight (2013)**  
**Monday Night Mayhem (2002)**  
**Moneyball (2011)**  
**More than a Game (2009)**  
**Mr. Baseball (1992)**  
**Mr. Hockey: The Gordie Howe Story (2013)**  
**Muhammad and Larry (2009)**  
**Munich (2005)**  
**My All American (2015)**  
**My Boys (TV Series – 2006)**  
**Mystery, Alaska (1999)**  
**Nacho Libre (2006)**  
**No Mas (2013)**  
**North Dallas Forty (1979)**  
**Nowitzki: The Perfect Shot (2014)**  
**Of Miracles and Men (2015)**  
**On Any Sunday (1971)**  
**Once Brothers (2010)**  
**One & Done (2016)**  
**One and Not Done (2016)**  
**One Day in September (1999)**  
**One Heart (2017)**  
**One in a Million: The Ron LeFlore Story (1978)**  
**One Night in Vegas (2010)**  
**One on One (1977)**  
**One Tree Hill (TV Series – 2009)**  
**Pacquiao: The Movie (2006)**  
**Palooka (1934)**

**Paper Lion (1968)**  
**Pat XO (2013)**  
**Paterno (2018)**  
**Pele: Birth of a Legend (2016)**  
**Personal Best (1982)**  
**Phantom Punch (2009)**  
**Phi Slama Jama (2016)**  
**Pitch (TV Series, 2016)**  
**Playing for the Mob (2014)**  
**Pony Excess (2011)**  
**Prefontaine (1997)**  
**Pumping Iron (1977)**  
**Queen of Katwe (2016)**  
**Rand University (2014)**  
**Real Steel (2011)**  
**Rebound: The Legend of Earl "The Goat" Manigault (1996)**  
**Red Dirt Rising (2011)**  
**Remember the Titans (2000)**  
**Renee (2011)**  
**Requiem for a Heavyweight (1962)**  
**Requiem for the Big East (2014)**  
**Resurrecting the Champ (2007)**  
**Riding Giants (2004)**  
**Right Cross (1950)**  
**Rise and Walk: The Dennis Byrd Story (1994)**  
**Roar of the Crowd (1953)**  
**Rocky Balboa (2006)**  
**Rocky II (1979)**  
**Rocky III (1982)**  
**Rocky IV (1985)**  
**Rocky Marciano (1999)**  
**Rocky V (1990)**  
**Roll Tide/War Eagle (2011)**  
**Rookie of the Year (1955)**  
**Rudy (1993)**  
**Run for Your Life (2008)**  
**Run Ricky Run (2010)**  
**Runner (2013)**  
**Running Brave (1983)**  
**Saturday's Hero (1951)**  
**Saturday's Heroes (1937)**  
**Schooled: The Price of College Sports (2013)**  
**Seabiscuit (2003)**

Searching for Bobby Fischer (1993)  
Season of a Lifetime (2012)  
Semi-Pro (2008)  
Semi-Tough (1977)  
Shattered Glory: The Tonya Harding and Nancy Kerrigan Story (1994)  
She's the Man (2006)  
Silly Little Game (2010)  
Slap Shot (1977)  
Slap Shot 2: Breaking the Ice (2002)  
Slaying the Badger (2014)  
Sole Man (2015)  
Somebody Up There Likes Me (1956)  
Something for Joey (1977)  
Soul Surfer (2011)  
Southpaw (2015)  
Speed Racer (2008)  
Speedway (1968)  
Sports Night (TV Series – 1998)  
Stealing Home (1988)  
Sugar (2008)  
Survive and Advance (2013)  
Swoopes (2013)  
Tall Story (1960)  
Talladega Nights: The Ballad of Ricky Bobby (2006)  
The '85 Bears (2015)  
The 16<sup>th</sup> Man (2010)  
The 5<sup>th</sup> Quarter (2011)  
The Announcement (2012)  
The Armstrong Lie (2013)  
The Basketball Fix (1951)  
The Benchwarmers (2006)  
The Bingo Long Traveling All-Stars & Motor Kings (1976)  
The Birth of Big Air (2010)  
The Bleeder (2016)  
The Blind Side (2009)  
The Book of Manning (2013)  
The Bronx is Burning (TV Series – 2007)  
The Color of Money (1986)  
The Crowd Roars (1938)  
The Curse of the Bambino (2003)  
The Diplomat (2013)  
The Eagle Huntress (2016)  
The Endless Summer (1966)  
The Endless Summer II (1994)  
The Express: The Ernie Davis Story (2008)  
The Fab Five (2010)

**The Fighter (2010)**  
**Follow the Sun (1851)**  
**The Game (TV Series – 2006)**  
**The Game of Their Lives (aka Miracle Match) (2005)**  
**The Gospel According to Mac (2015)**  
**The Great White Hope (1970)**  
**The Harder They Fall (1956)**  
**The House of Steinbrenner (2010)**  
**The Hurricane (1999)**  
**The Hustler (1961)**  
**The Jericho Mile (1979)**  
**The Joe Louis Story (1953)**  
**The Joe Palooka Story (TV Series – 1954)**  
**The Kick (2014)**  
**The Kid From Brooklyn (1946)**  
**The Kid From Left Field (1953)**  
**The Kid From Left Field (1979)**  
**The Legend of Bagger Vance (2000)**  
**The Loneliness of the Long Distance Runner (1962)**  
**The Long Run (2000)**  
**The Lords of Dogtown (2006)**  
**The Lovebug (1968)**  
**The Man From Left Field (1993)**  
**The Marinovich Project (2011)**  
**The Mighty Ducks (1992)**  
**The Mighty Macs (2009)**  
**Muhammed Ali: A Ken Burns documentary (2021)**

**The Odd Couple (1968)**  
**The One and Only (1978)**  
**The Other Side of the Mountain (1975)**  
**The Other side of the Mountain, Part II (1978)**  
**The Personality Kid (1934)**  
**The Pink Panther (2006)**  
**The Pistol: The Birth of a Legend (1991)**  
**The Price of Gold (2013)**  
**The Pride of St. Louis (1952)**

**The Program (2015)**  
**The Real Rocky (2011)**  
**The Replacements (2000)**  
**The Rookie (2002)**  
**The Scout (1994)**  
**The Slap Maxwell Story (TV Series – 1987)**  
**The Sport Parade (1932)**  
**The Stratton Story (1949)**  
**The Trials of Mohammad Ali (2013)**  
**The U Part 2 (2014)**



**The Waterboy (1996)**  
**The Winning Team (1952)**  
**The World's Greatest Athlete (1973)**  
**There's No Place Like Home (2012)**  
**This Is What They Want (2013)**  
**This Magic Moment (2016)**  
**To Please a Lady (1950)**  
**Top Spin (2014)**  
**Touchback (2012)**  
**Trainwreck (2015)**  
**Trojan War (2015)**  
**Trouble With the Curve (2012)**  
**Tuesdays with Morrie (1999)**  
**Tyson (1995)**  
**Undefeated (2011)**  
**Unforgivable Blackness: The Rise and Fall of Jack Johnson (2005)**  
**Unguarded (2011)**  
**Unmatched (2010)**  
**Varsity Blues (1999)**

**Venus Vs (2013)**  
**Victor (2008)**  
**Vision Quest (1986)**  
**We Are Marshall (2006)**  
**Weekend of a Champion (1971)**

**When the Game Stands Tall (2014)**  
**When the Garden was Eden (2014)**  
**Whip It (2009)**  
**White, Blue and White (2014)**  
**Win, Win (2011)**  
**Wind (1992)**  
**Winning (1969)**  
**Winning Time: Reggie Miller vs. the New York Knicks (2010)**  
**Without Bias (2010)**  
**Without Limits (1998)**

**Woman-Wise (1937)**  
**Woodlawn (2015)**  
**You Don't Know Bo (2012)**  
**Youngstown Boys (2013)**

## **Internships**

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

## **Statement on Academic Conduct and Support Systems**

### **a. Academic Conduct**

#### *Plagiarism*

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

#### *USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism’s policy on academic integrity and repeated in the syllabus for every course in the school:

“Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an ‘F’ on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators.”

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

### **b. Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Student Accessibility Services - (213) 740-0776*

[osas.usc.edu/](http://osas.usc.edu/)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscsa.usc.edu](http://uscsa.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

## **About Your Instructor**

**Jeff Fellenzer** has more than three decades of experience in sports media, sports management, higher education and as an entrepreneur. He is an Associate Professor of Professional Practice at USC's Annenberg School for Communication and Journalism, teaching "Sports, Business, Media," "Sports and Media Technology," "Introduction to Sports Media" and a sports film class: "The Athlete, Sports Media and Popular Culture." His podcast, "The Front Row," has so far included conversations with Basketball Hall of Famer Bill Walton, New York Jets and former USC

quarterback Sam Darnold, Tampa Bay Buccaneers defensive tackle Ndamukong Suh, and the late, legendary sports broadcaster Dick Enberg.

Fellenzer's signature "Sports, Business, Media" class, which he began teaching in 1999, was chosen in a student survey in 2012 as the No. 4 most popular class at USC. Among guests that Fellenzer has interviewed in his classes: John Wooden, Jerry West, Louie Zamperini, Pete Carroll, Bill Walton, Al Michaels, Scott Boras, Leigh Steinberg, Casey Wasserman, Jim Nantz, Daryl Morey, Fred Claire, Kevin Love, Joe Buck, Keyshawn Johnson, Jeanie Buss, Jim Lampley, Sam Cunningham, Mike Bohn, Doug Glanville, Ned Colletti and George Raveling. His "Weekly Wooden" segments are a tribute to the life lessons of his late friend, the Hall of Fame basketball coach and teacher who was a three-time class guest. He also teaches a Sports Beat class in the USC Annenberg journalism master's program, and serves as faculty advisor for the school newspaper and director of the journalism program at Chadwick School in Palos Verdes.

In 2014, Fellenzer was recognized as one of USC's "most inspirational professors." He was selected Advisor of the Year for 2017-18 by the Marshall School of Business for his work with the USC Sports Business Assn. In both 2018 and 2019, he served as an Executive Coach for the NFL Speakers Bureau program held at USC Annenberg, working with current and former NFL players to improve their public speaking skills and brand messaging. Since 2015, he has been a featured speaker/moderator and led sessions on networking, resume building and interviewing at the Sports Business Classroom program in Las Vegas, held in conjunction with the NBA Summer League.

One of only 43 Heisman Trophy voters in California and 925 around the country, Fellenzer was a featured interviewee on ESPN's 30 for 30 "Trojan War" documentary in 2015, and is a frequent guest on sports podcasts, including Yogi Roth's #LifeWithoutLimits and Fred Claire's "Life in the Front Office." He works closely advising students and young professionals on preparing for careers in sports, serving as a moderator/host for panels, forums and webinars.

Holder of undergraduate and graduate degrees from USC Annenberg, Fellenzer developed and hosted his own hourlong sports TV interview show, "One on One," for Charter Communications in Long Beach. Fellenzer worked for almost eight years as a writer-editor at the Los Angeles Times, where he developed and wrote a column on recruiting that covered high school and college football and basketball, and as a writer-editor for NFL Properties in Los Angeles. Still a strong supporter of high school sports, he can be found on various sidelines throughout Southern California every week during the football season.

Fellenzer left the Times to become founder/president of the Pete Newell Challenge, a college basketball doubleheader held in the Bay Area from 1997-2006, and to launch Innovative Sports Management. The event still holds the record for the largest crowd to ever attend a college basketball game in California. On Dec. 21, 2000, a sellout crowd of 19,804 at Oracle Arena watched No. 3 Stanford defeat No. 1-ranked and eventual NCAA Champion Duke, 84-83.

Fellenzer is past president of the Board of Directors for the Long Beach Education Foundation, which he has served since 2002, supporting schools in the Long Beach Unified School District. He is founder/director of the Spirit of Sue, which honors his late mother and educator, Sue Fellenzer, by offering financial assistance to arts-related projects in the district. He has been a longtime volunteer for the Special Olympics Southern California Summer Games, and also serves as a judge for both the Allan Malamud Scholarship for sports journalism at USC, and the Jim Murray Foundation's national Murray Scholars program.

An avid runner and patron of the arts, Fellenzer is a member of the Screen Actors Guild, having appeared in two sports films--"Cobb" and "Blue Chips," where his best work ended up on the cutting-room floor. He officiated his second wedding in fall 2015, and is relieved to report that both couples are still together.

**Joe Saltzman**, professor of journalism and communication at USC Annenberg, is in his 53<sup>rd</sup> year of consecutive teaching at USC Annenberg and has been a prolific print and electronic journalist for 60 years. He created the broadcasting sequence for the School of Journalism at the University of Southern California in 1974. He is a

tenured professor at USC and the winner of several teaching awards, including the Scripps-Howard National Journalism and Mass Communications Professor of the Year and the USC Associates Teaching Excellence Award. He is currently the Director of the Image of the Journalist in Popular Culture (IJPC), a project of the Norman Lear Center, USC Annenberg, and a former associate dean of the USC Annenberg School for Communication and Journalism.

Before coming to USC, Saltzman was a senior writer-producer at the CBS-owned and operated stations, a producer-writer of ground-breaking documentaries and news specials. His programs have won more than 50 awards including the Alfred I. duPont-Columbia University Award in Broadcast Journalism (broadcasting's equivalent of the Pulitzer Prize), two Edward R. Murrow Awards for reporting, five Emmys and four Golden Mike awards. He was a senior medical documentary and news producer, head of an investigative unit in the beginning years of Entertainment Tonight, and has worked in all aspects of multimedia including newspapers, magazines, television, radio, and the Internet.

He was among the first broadcast documentarians to produce, write, and report on important social issues, including *Black on Black*, a ninety-minute program with no written narration on what it is like to be black in urban American 1967, acknowledged to be the first program of its kind on television; *The Junior High School (Part One, "Heaven Hell or Purgatory" and Part Two, From 'A' to Zoo")*, a two-hour program on education in America in 1971 considered by critics to be one of the best documentaries on education; *Rape*, a 30-minute 1972 program on the crime, the first documentary on the subject on television, which resulted in changes in California law and is considered the highest rated documentary in Los Angeles TV history, and *Why Me?* acknowledged to be the first documentary on television on the subject, a one-hour program on breast cancer in 1974 that resulted in thousands of lives being saved and advocated changes in the treatment of breast cancer in America; *The Unhappy Hunting Ground*, a **90-minute documentary** on the urbanization of Native Americans, one of the few documentaries ever made on the subject and acknowledged to be the first on television, and *The Very Personal Death of Elizabeth Holt-Hartford*, a 30-minute program on what is like to get old in America, [Mp4 files of the Saltzman documentaries are now available](#). Click the individual program to watch it on YouTube.

Saltzman, who founded the Image of the Journalist in Popular Culture project and is considered the top expert in the field, supervises the [ijpc.org](http://ijpc.org) Web Site, the IJPC Database and the peer-reviewed IJPC Journal, all considered the primary worldwide resources on the subject. He is the author of "Frank Capra and the Image of Journalist in America," and, with Professor Matt Ehrlich of the University of Illinois, "Heroes and Scoundrels: The Image of the Journalist in Popular Culture," the only book written covering all aspects of popular culture including film, television, novels, comics and video games. He has written numerous academic and popular articles on the IJPC and has been featured in videos, interviews and other resources on this subject.