



**Ball State at the Games  
Rio de Janeiro 2016  
Media Coverage Report and Analysis**

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### ***Background to Ball State at the Games Rio 2016***

Ball State University sent more than 50 students to Rio de Janeiro from July 15 to August 18, 2016 to provide behind-the-scenes coverage of the 2016 Olympics. Ball State at the Games is a student-managed news operation that works in conjunction with several media organizations to provide original multimedia content about the Olympic culture, host country, athletes and spectators. Created by Ball State's Department of Journalism to report from the 2012 Olympic Games in London, the program then continued with Sochi in 2014. This time, more than 50 students traveled to South America before and during the Olympics. Stationed in the United States, eight public relations students also comprised the home team, and they handled media relations, edited content and maintained the website, [bsuatthegames.com](http://bsuatthegames.com). Another eight worked in Chicago, creating information graphics for the Chicago Tribune.

"BSU at the Games provides our students with an intercultural learning experience while also providing professional skills and development they would not receive in the classroom," said Ryan Sparrow, director of Ball State at the Games and a journalism instructor. "It's a once in a lifetime opportunity to be part of and share in the tradition of such a global event."

As part of the the immersive learning opportunity, students who traveled to Brazil had the opportunity to take courses focused on multimedia reporting on volleyball, documentary filmmaking, broadcast video creation, public relations, visual communication and Brazilian culture.

Additional program instructors included Colleen Steffen, journalism instructor and features team adviser; Adam Kuban, assistant professor and sports team adviser; Deborah Davis, assistant professor and public relations team adviser; Suzy Smith, associate professor and video team adviser; Jeff Holiday, telecommunications instructor; and Terry Heifetz, instructor of telecommunications instructor.

Ball State at the Games interacted on social media through Facebook, Twitter, Instagram and Snapchat ([bsuatthegames](http://bsuatthegames.com)). The project's website, [bsuatthegames.com](http://bsuatthegames.com), has original stories, blogs and photos.

*Information and quotes taken from the Ball State at the Games press release.*

### ***Ball State at the Games 2016 Media Analysis Report***

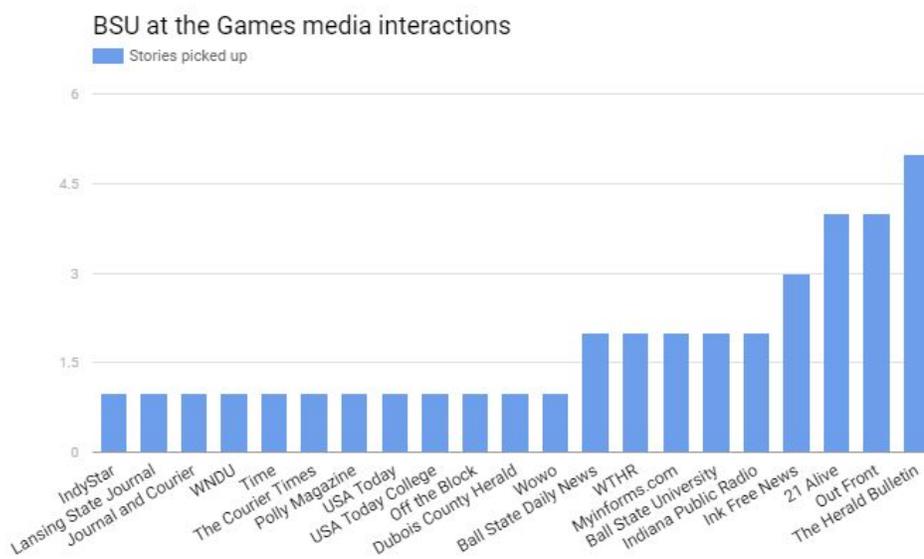
Ball State at the Games 2016 received a total of 33 media placements between the months leading up to the Olympics, the duration of the Olympics and the months following the Olympics.

| Date    | Media Placements |
|---------|------------------|
| June 22 | 1                |
| June 25 | 1                |
| July 11 | 1                |
| July 27 | 1                |
| July 28 | 2                |
| July 29 | 1                |
| Aug. 8  | 1                |
| Aug. 9  | 1                |
| Aug. 10 | 7                |
| Aug. 11 | 1                |
| Aug. 12 | 1                |
| Aug. 13 | 2                |
| Aug. 14 | 1                |
| Aug. 15 | 1                |
| Augt 16 | 4                |
| Aug. 17 | 1                |
| Aug. 18 | 3                |
| Aug. 19 | 1                |
| Aug. 24 | 1                |
| Aug. 26 | 1                |

*This chart shows how many stories were placed during these days during the program.*

This chart shows the frequency of posts per days from the time of the first media placement to the last media placement. One can tell from the chart that the highest traffic of media placements took place during the height of the Olympic Games, from Aug. 8 to Aug. 19. There are variety of reasons that contributed to the highest frequency of media placements during this time, such as the Olympics were the most relevant during the middle of the Olympics, and it was the height of the Olympic excitement. There were also the most frequent amount of stories being produced by the writers of Ball State at the Games at this time. 70 Percent of stories were

in Indiana media, 30% of stories were in media that were outside of Indiana, including national media.



*A graph that shows the media interactions and placements that occurred between each media during the 2016 Ball State at the Games program.*

The total 33 stories were shared among 21 media sources. The graph above shows the amount of stories each media that was involved picked up.

(More specifics about stories below on page seven under “Media Coverage Report”).

The media source that most frequently picked up stories was The Herald Bulletin, a source that showcased both stories about the students who traveled to Rio as well as distributed stories written by the students. The Herald Bulletin primarily serves Madison County, a county that neighbors Delaware County, where Ball State is located. With students most likely coming to Ball State and from Madison County, as well as Ball State being so close, it seems natural to see that the majority of stories came from this news source.

The graph shows both surprising and exciting data in the right hand of the graph. Media sources that only picked up one story from or about Ball State at the Games can be intriguing. For example, it may be interesting to some to see that the IndyStar, a major Indianapolis news source, only picked up one story. Indianapolis is a major city near Ball State and a large news source in Indiana, and only one thing was shared about BSUATG from them. Exciting placement that falls within the media sources that only picked up one media placement are TIME, USA Today and USA Today College, three national news sources also picked up one story each. Time ran one story, Hendrix Magley’s story “Lilly King’s Dad Can’t Believe His Messy Daughter Became an Olympic Star” which was a feature of an Indiana University swimmer Lilly King and her family. USA Today ran two stories, one on USA Today’s website,

“Student journalists hunt for Olympics stories in Rio” and another on USA Today College’s website, “College student volunteers help build first playground in impoverished Rio favela”. Both of the stories featured on USA Today were feature stories about what some of the Ball State at the Games students did while in Rio. Ball State received national attention through these three stories that featured the program itself and displayed a student’s work on a national level as well.

WTHR is a news station based in Indianapolis that placed media from Ball State at the Games both on their website and on television. The two stories that appeared on WTHR’s website were both written by Ball State at the Games students. Jake Fox wrote “Lifelong friends continue Olympics adventures in Rio” and Kaitlin Lange wrote “IU Swimming Stands out in Rio Olympics”. The video content that came from WTHR featured students who attended the trip as well as the video work that students created.

The Ball State Daily News, Ball State’s student run newspaper, placed two stories about and from Ball State at the Games, which showcased the project to the Ball State student population that the paper is catered towards. Hendrix Magley’s story “Ball State alumnus coaches 2 Olympic beach volleyball teams” was a feature story of an alumni of Ball State who coaches Olympic beach volleyball teams, and Madeline Grosh and her experience in Rio through the program was also featured in the Ball State Daily News under a story titled “Students share stories of summer travel”.

Ball State at the Games Rio 2016 immersive learning program met a minimum of three of the 18 by ‘18 Centennial Commitment initiatives the university currently had and it striving to meet. The Ball State at the Games program fulfills three initiatives, “Provide Extraordinary Student Life Experiences”, “Provide Innovative and Entrepreneurial Education” and “Enhance Post Graduation Career Preparation”.

### **What’s Next?**

These media relationships should be maintained until and after the next Ball State at the Games. Media contacts such as Time, Ball State University, IndyStar, Ball State Daily News and Indiana Public Radio are either local to Ball State University or are at a national level, and will therefore be relevant when it comes to media relationships for future Ball State at the Games and future Ball State University projects that can be pitched to media.

Other media relationships formed during this game may be more difficult to maintain in the future, and may be less important to maintain than the previously stated contacts. Many of the media contacts are local to students who participated in Ball State at the Games, and in future Ball State at the Games, there may not be students from that local area which means that the media contacts may not have an interest in covering students who are not from their area and are therefore may be irrelevant to them. Media relationships should still be maintained with these contacts to a degree though, especially if the contact picked up stories from our students

and will want content from a future Ball State at the Games, no matter what student writes it. Also, in the event that students involved in BSUATG do come from hometowns that are local to those smaller media contacts, then it will hopefully be easier to get more media about Ball State at the Games with those contacts.

### ***Media Coverage Report***

#### **Hoffman ready for Olympic trials**

Date of publication: June 22, 2016

Student writer: Jake Fox

[The Herald Bulletin](#)

Summary: Hunter Hoffman's talent and interest in swimming has kept him the pool for years, but he never thought that swimming in the Olympic trials was in his future. Hoffman, student at Indiana University, will compete in the U.S. Olympic Team Swimming Team Trials in Omaha, Neb. from June 26 to July 3. If things work out for Hoffman and his swimming career, he'll most likely choose Olympic swimming over medical school.

#### **Carmel's Claire Adams prepares for Olympic Trials**

Date of publication: June 25, 2016

Student writer: Kara Berg

[IndyStar](#)

Summary: Humble Claire Adams finds herself no different from any of her teammates on Carmel High School's swim team. The only difference between her and them is that she'll be competing in the Olympic Trials in Omaha, Neb., from June 26 to July 3. Adams and her coach have confidence in Adams' training, talent and experience and hope that it will be enough to make it to the 2016 Olympic Games in Rio de Janeiro.

#### **Holt grad heading to Rio Olympics**

Date of publication: July 11, 2016

Writer: RJ Wolcott (Lansing State Journal)

[Lansing State Journal](#)

Summary: Mallory Weil thought that a future in sports medicine was her calling, but after a tough battle with a biology course in high school, Weil transitioned her dreams to sports journalism. In August, Weil will be in Rio de Janeiro covering the 2016 Olympic Games with fellow journalism students from Ball State University. There, she'll be putting her skills to the test next to other journalists at the games this summer. While this is Weil's first journey with Ball State at the Games, this is the third Olympic games that Ball State at the Games has covered.

#### **Lafayette native takes on Rio Olympics**

Date of publication: July 27, 2016

Writer: Meghan Holden (Journal and Courier)

[Journal and Courier](#)

Summary: Suzanne Scheetz, 2016 graduate of Ball State University, is headed to Rio de Janeiro for the Ball State at the Games program where students will cover the 2016 Olympic games. Scheetz's role in the project is to push out stories to local media that the student journalists write, and she'll write content for the Ball State at the Games website and their social media accounts.

### **Student journalists immerse themselves in Brazil's culture**

Date of publication: July 28, 2016

Writer: Marc Ransford (Ball State University)

[Ball State University](#)

Summary: Students in Rio de Janeiro, who are covering the 2016 Olympic Games through BSU at the Games, are exploring the culture of the home of the Olympic games this summer. These students are part of the first wave of students who are going to Rio this summer to cover the games, and they'll focus on covering the culture of Rio. The second wave will focus on covering the games themselves.

### **Student follows father's advice about hard work, dedication to become reporter at the Olympics**

Date of publication: July 28, 2016

Writer: Marc Ransford (Ball State University)

[Ball State University](#)

Summary: With a silver medal cyclist for a Dad, Colin Grylls and his family have always had a special connection to the Olympics. With the chance to cover the Olympics through Ball State at the Games, Grylls knew he couldn't pass up this opportunity. Grylls will use the experience he gains from covering the Games and his father's wisdom in future journalistic endeavors.

### **Local students travel to Rio for Olympic games to cover events**

Date of publication: July 29, 2016

Writer: Jen Danczak (21 Alive)

[21 Alive](#)

Summary: Three Ball State University students from Fort Wayne, Mallory Weil, Hendrix Magley and Allison Coffin, are headed to Rio de Janeiro to cover the 2016 Olympic Games through Ball State's Immersive Learning Program, Ball State at the Games. These students will put their journalistic skills to the test by reporting on the games all while fulfilling their dreams of being a part of Ball State at the Games, reporting on sports and traveling abroad.

### **Brazilians keep energy levels high at Olympic events**

Date of publication: August 8, 2016

Student writer: Kara Berg

[21 Alive](#)

Summary: Brazilians are showcasing their pride in their athletes and country at the 2016 Olympic games hosted by the Brazilians in Rio de Janeiro, Brazil. Their energy is present at

Olympic events through their cheering crowds, and the Brazilians are very excited to showcase their culture and home to the world.

### **Boudia battles depression with his faith**

Date of publication: August 9, 2016

Student writer: Kara Berg

[Indiana Public Radio](#)

Summary: David Boudia, three-time Olympic diver, uses his faith in God to overcome his depression and persevere in his passion for Olympic diving.

### **Fans of all types cheer on USA Gymnastics at team finals**

Date of publication: August 10, 2016

Student writer: Casey Smith

[Indiana Public Radio](#), [Out Front](#)

Summary: Stakes were high at the USA Gymnastics team all-around finals competition, where the United States took home gold. Fans of Team USA were brought to tears to be in the presence of the Final Five's gold medal win, while fans of Russia were saddened to see their hard working team fall short of gold. and

### **Lifelong friends continue Olympics adventures in Rio**

Date of publication: August 10, 2016

Student writer: Jake Fox

[WTHR](#)

Summary: The Olympic Games have been a part of Stephen Arlington and Tom O'Connor's life for as long as they can remember. The duo have been neighbors since they were young, and both of their families have placed an emphasis on the importance and excitement of the games. The two have now been to two consecutive Olympic Games to watch, and they hope to continue their streak of attending the Olympic Games together.

### **US men's beach volleyball and indoor team looking for Olympic victories**

Date of publication: August 10, 2016

Student writer: Robby General

[21 Alive](#), [Out Front](#)

Summary: This story covers the US Men's volleyball team and their progress in the Olympics, and it focuses especially on one particular player, Casey Patterson.

### **Tamika Catchings ready to take on fourth, final Olympics**

Date of publication: August 10, 2016

Student writer: Jake Fox

[The Herald Bulletin](#)

Summary: Tamika Catchings, WNBA basketball player, is headed to her fourth Olympics on team USA's Basketball Team. This story tells her journey to the Olympics and with the Indiana Fever basketball team.

**Sam Dorman doesn't let injuries keep him from Olympic dream**

Date of publication: August 10, 2016

Student writer: Kara Berg

[The Herald Bulletin](#)

Summary: Sam Dorman, Olympic diver for Team USA, almost had his Olympic dreams crushed by his herniated disk, but his perseverance is what gets him through and will get him to the Olympics.

**Stone continues in rowing legacy**

Date of publication: August 10, 2016

Student writer: Kara Berg

[The Herald Bulletin](#)

Summary: Gevvie Stone comes from a family of rowers, and her mother and father have both been her coach in her pursuit of the Olympics.

**Team USA bring rugby's 'fastest man' to Rio**

Date of publication: August 10, 2016

Student writer: Kara Berg

[The Herald Bulletin](#)

Summary: Carlin Isles was originally on the road to the Olympics for running, but instead he took a leap and pursued Olympic rugby, and now is known as the fastest rugby player in the world. This story is a biography type of Carlin Isles journey to the Olympic rugby team for USA.

**Beautifying Brazil One Tile at a Time**

Date of publication: August 11, 2016

Student writer: Victoria Ison

[Out Front](#), [Polly Magazine](#)

Summary: A feature story of Escadaria Selarón, which is tiled stairs in the neighborhood of Lapa in Rio. It gives the history and tradition of the stairs.

**OLYMPICS: View From Sugarloaf Never Ceases to Astound**

Date of publication: August 12, 2016

Student writer: Victoria Ison

[Myinforms.com](#)

Summary: Sugarloaf Mountain, a landmark in Rio, holds the Christ the Redeemer statue and a view of the Atlantic Ocean. This story is a feature of this important and beautiful landmark in Rio.

**IU Swimming Stands out in Rio Olympics**

Date of publication: August 13, 2016

Student writer: Kaitlin Lange

[WTHR](#)

Summary: Indiana University made a comeback to the Olympics in 2016 with bringing three swimmers from the school and winning gold medals. This hasn't happened for Indiana University in years. A total of seven swimmers came from Indiana University, with three on Team USA.

**OLYMPICS: Olympics Torch Viewing Differences**

Date of publication: August 13, 2016

Student writer: Reilly Small

[Myinforms.com](#), [Ink Free News](#)

Summary: An opinion article that explains the differences of the Torch Viewing in Sao Paulo and Rio de Janeiro.

**US Men's volleyball one win away from advancing to quarterfinals**

Date of publication: August 14, 2016

Student writer: Robby General

[WNDU](#)

Summary: This story provides coverage and insight into the US Men's volleyball team record, stats, progress and journey of the 2016 Olympic Games.

**OLYMPICS: Paralympian Began In Indiana**

Date of Publication: August 15, 2016

Student writer: Madeline Grosh

[Ink Free News](#)

Summary: Elizabeth Smith, a paralympian competitively swimming in the Rio Paralympics in 2016, has big dreams of getting on the podium at the paralympics, and her lack of an arm doesn't hold her back. This story is a biography style that explains Smith's accomplishments in swimming and her goals for the paralympics.

**Lilly King's Dad Can't Believe His Messy Daughter Became an Olympic Star**

Date of Publication: August 16, 2016

Student writer: Hendrix Magley

[Time](#)

Summary: To Lilly King's Dad, she's just a normal college student. To the rest of the world, Lilly King is a household name thanks to her Olympic gold medal in Rio. Her Dad can barely believe it. The story continues in a biography form from the perspective and thoughts of her father, Mark King.

**Fiji wins first-ever Olympic medal in rugby**

Date of publication: August 16, 2016

Student writer: Colin Grylls

[21 Alive](#)

Summary: A story covering how Fiji went against the odds and won their first ever gold medal for the country.

### **Rio man uses sand sculptures to create better life for his kids**

Date of publication: August 16, 2016

Student writer: Kara Berg

[The Courier Times](#)

Summary: A feature story of Rogeam Rodrigues and his work with his extravagant sand castles on the beaches in Rio and how the sand castles help him and his family.

### **Indiana teacher aims to visit every Summer Olympic host city**

Date of Publication: August 16, 2016

Student writer: Robby General

[Wowo](#)

Summary: Kelly Day, a teacher in Indiana, attended her first Olympic Games this summer in Rio, and simultaneously checked Rio off of her Summer Olympic host city traveling checklist.

### **OLYMPICS: Ball State Alum Coaches Two Olympic Beach Volleyball Teams**

Date of publication: August 17, 2016

Student writer: Hendrix Magley

[Ink Free News](#)

Summary: A feature story of Paul Baxter, an alumni of Ball State and Ball State's men's volleyball team, who now coaches Olympic beach volleyball teams.

### **Student journalists hunt for Olympics stories in Rio**

Date of publication: August 18, 2016

Writer: Anjali Bhat

[USA Today](#)

Summary: A feature story of the Ball State at the Games program and other college programs that go to the Olympics as Ball State does.

### **Former Ball State player relishes coaching U.S. teams at Olympics**

Date of publication: August 18, 2016

Student writer: Hendrix Magley

[Off the Block](#)

Summary: A feature story of Paul Baxter, an alumni of Ball State and Ball State's men's volleyball team, who now coaches Olympic beach volleyball teams.

### **Rio's queer safe haven opens doors to Olympic visitors**

Date of Publication: August 18, 2016

Student writer: Laura Arwood

[Out Front](#)

Summary: A feature story on struggles that LGBT face in Rio and during the Olympics, and the resources they have during this time, for example, Pride House Rio, which is a place where the LGBT community can have support and open communication during the Olympic Games.

### **College student volunteers help build first playground in impoverished Rio favela**

Date of publication: August 19, 2016

Student writer: Casey Smith

[USA Today College](#)

Summary: College students came to Rio to be in the Olympic spirit and sports, but they also came to help Rio, such as building a playground in a Rio favela.

### **Ball State alumnus coaches 2 Olympic beach volleyball teams**

Date of publication: August 24, 2016

Student writer: Hendrix Magley

[Ball State Daily News](#)

Summary: A feature story of Paul Baxter, an alumni of Ball State and Ball State's men's volleyball team, who now coaches Olympic beach volleyball teams.

### **Students share stories of summer travel**

Date of publication: August 26, 2016

Student writer: Stephanie Amador

[Ball State Daily News](#)

Summary: A story featuring Madeline Grosh, one of the Ball State at the Games students and her experiences in Rio this summer.