



## MMC 2740

# Introduction to Media and Sports

### Spring 2018 – 0126

Instructor: Andrew Selepak, PhD  
Office hours: Tuesday Period 8, Thursday Period 8  
Office: Weimer Hall 3053  
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Class: Tuesday Period 6 (12:50-1:40)  
Room: Florida Gym 0245

#### **Course Description:**

This one-credit course is designed to provide introductory study and analyses of sports professions with respect to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and sports communications, values and ethics, data, and emerging media. The course will include weekly speakers working in sports media positions who will provide insight and advice on careers in sports and media.

Sports related industries account for over \$200 billion in spending in the United States alone, with an upward trajectory, and there is an increasing need for highly trained and educated professionals in sports media and communications and for a better understanding in society of the relationship between sports and the various media. This course will provide a critical basis for creating this understanding as well as introductory knowledge relevant to the various sports media professions. The course, with emphasis on sports journalism and communications, is required for all students to complete the College's undergraduate specialization in Sports and Media.

#### **Course Objectives:**

- (1) Develop an understanding and ability to distinguish between the various sports communications professions
- (2) Provide basic knowledge of the responsibilities and skills necessary for sports journalists and sports communications professionals
- (3) Understand basic issues related to ethical practices in sports media professions
- (4) Establish introductory knowledge of the business of sports and media
- (5) Establish understanding of a wide variety of sports and sports events with respect to media coverage

- (6) Distinguish differences in professional and amateur sports with respect to media coverage
- (7) Obtain an awareness of the opportunities available in Weimer

**Credit Hours:**

One Credit

**Course Prerequisites:**

None

**Course Readings:**

All readings will be available online in the course schedule and in Canvas.

**Attendance Policy:**

Attendance in the class is required and critically important. Excused absences include approved UF attendance exceptions or documented illness. For excused absences, provide documentation to your instructor for the reason you missed class within 24-hours of the time of the missed class. In all instances of excused absences the instructor and student will work out a plan for completing missed course material.

For any missed work due to an excused absence, you will have until the following week of the missed class to submit your work or complete any missed Speaker and Reading Quizzes. Failure to make-up work or quizzes missed by the next class for excused absences will result in a zero for the assignment.

You will not be able to make-up Sports Events Quizzes with an excused absence, but your grade will be entered as a blank and it will neither help nor hurt your grade.

You will not be permitted to makeup assignments or quizzes missed due to an unexcused absence.

Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**Course Grading Components:**

Attendance Quizzes	40%
Speaker and Reading Quizzes	30%
Final Essay	30%

**Attendance Quizzes:**

Short quizzes at the beginning of every class. These quizzes will focus on current sports issues and events. In order to be able to work in sports, it is essential that you keep up with events in the sports world including scores, retirements, controversies, trending topics, sports network changes, and the breaking news in sports. These quizzes will only involve a few questions and will be a means to track attendance.

It is important that students pay attention to the sports world through traditional media as well as digital media to be up-to-date.

**Speaker and Reading Quizzes:**

Five quizzes will be given during the semester. These 10-question quizzes will focus on content from readings and information provided by guest speakers. These quizzes will focus on the behind-the-scenes world of sports media with a special focus on careers in sports media.

EXTRA CREDIT: Check out the Work in Sports [podcast](#) with Brian Clapp. Submit a question to his podcast. If he reads your question on-air, you will receive 23-bonus points on a Speaker and Reading Quiz.

**Readings:**

Weekly readings will be posted in Canvas and in the syllabus. It is the student's responsibility to keep up with all readings. We will discuss each week's reading in class, schedule permitting, and students will be tested on their understanding of the readings through quizzes.

**Final Essay:**

Students will integrate the knowledge gained from readings and guest speakers during the semester to write a FOUR to SIX page final *Career Perspective Paper* that outlines their career aspirations in sports media.

Students in this course will spend the semester learning about various sports media industries and will be able to use this information to develop a personal assessment of their potential to achieve a career in sports media.

Students are expected to outline their career goal, how they will achieve this goal, and the pitfalls and roadblocks they may encounter along the way.

Students should think of this paper as a knowledge-based essay of how they will achieve their ultimate goal of working sports media and what they need to do to achieve this goal.

Students **must** include references to the readings during the semester as well as guest speakers to demonstrate thoughtful consideration of their future careers. Discuss at least **THREE** readings in your final paper.

NOTE: If by the end of the semester you determine that you are no longer interested in a career in sports, the readings and speakers will still provide suggestions and recommendations you can use in a different field. Use this knowledge and apply it to your paper.

The paper should be double-spaced, with 1 inch margins, No Spacing, in Times New Roman, with a 12 point font that answers all the questions above.

References to any course readings or outside material should be cited using [APA](#) (American Psychological Association) formatting. For in-text citations of any readings include (author name(s), year, page number). Provide a full list of references in a separate page.

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

### **Grading Scale**

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

### **University Policy on Accommodating Students with Disabilities:**

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

### **U Matter, We Care:**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

### **Course Evaluation:**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

### **Class Demeanor:**

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

## University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."  
For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a

student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

## Course Calendar

The goal is that each week we will have a different guest speaker and former Gator speak to the class either in-person or over Skype to discuss their career in sports media. We will also have a weekly Sports Event Quiz. In the event a speaker has to cancel at the last minute, we will spend the class time discussing the week's readings.

Speakers will be announced in advance **and you are expected to follow the speaker on Twitter before they speak to the class**, speaker permitting, so you can learn more about the individual before they speak to the class. Speakers will be announced in Canvas prior to speaking to the class so check Canvas regularly for more information. Students are also strongly encouraged to be prepared to ask the speakers questions pertaining to their careers or your career aspirations.

\*\*\* NOTE: schedule permitting, the goal is for readings to match the specialty of each week's guest speaker

### Week One: 1/9

**Introduction to the course, discussion of syllabus, and brief discussion of careers in sports and media**

Readings:

[You: "I've Got a Job, But What I Want is a Sports Career"](#)

[Where are the Sports Jobs? New Data May Surprise You](#)

[How to Convince Your Parents You Are Serious About a Career in Sports Career Events](#)

### Week Two: 1/16

**Sports and media opportunities in the College**

Guest Speaker: Eric Esterline, [@EricEsterline](#) & Dennis Black [@DBlack\\_14](#)

Readings:

[The Future of Sports is Now a College Major](#)

[How to Build Your Professional Network in the Sports Industry](#)

[Soft Skills for Sports Jobs](#)

**Week Three: 1/23**  
**Sports and Social Media**

Guest Speaker: Missy Perez, [@missycperez](#)

Readings:

[How to Promote a Sporting Event with Facebook](#)

[Five Social Media Tips to Implement During Sporting Events](#)

[How the Skateboarding Industry Set the Bar for Content Creation](#)

**Week Four: 1/30**  
**Working in Social Media and Sports**

Guest Speaker: Kyle Benzion, [@LantaBenzion](#)

Readings:

[Sports Jobs in Focus: Becoming a Sports Social Media Coordinator](#)

[How to Create a Digital Content Strategy For Sports Teams](#)

[Sports Jobs in Focus: Becoming a Sports Social Media Coordinator](#)

**Week Five: 2/6**  
**Sports Management Careers**

Guest Speaker: Annelie Schmittel, [@ItsMeAnnelie](#)

Readings:

[Top 9 Sports Management Jobs for Non-Athletes](#)

[Five Reasons You Should Become an Athletic Director](#)

[Pursuing a Career as a Sports Agent](#)



**Week Six: 2/13**  
**Sports Photography & Entrepreneurship**

Guest Speaker: Steve Johnson, [@SteveBoundless](#)

Readings:

[Working Your Way Up to Become a Successful Sports Photographer](#)  
[Why You Need a Walk-On Attitude For Your Sports Career](#)  
[Maybe Thinking Big Isn't Right For Your Sports Career](#)

**Week Seven: 2/20**  
**Sports Production**

Guest Speaker: Chris Kirschner, [@ChrisKirschner](#)

Readings:

[A Deep Look into Pursuing a Career in Sports Filming](#)  
[Entry Level Sports Jobs with Real Growth Potential](#)  
[A Day in the Life: Producing Live Sports](#)

**Week Eight: 2/27**  
**Networking in Sports**

Guest Speaker: Reva Labbe, [@sorevawaslike](#)

Readings:

[The Most Successful People in Sports Do This Very Well](#)  
[The Trick\(s\) to Networking on Social Media](#)  
[Skyrocket Your Interview Success by Caring About Your Appearance](#)

**Week Nine: 3/6**

**NO CLASS – SPRING BREAK**

**Week Ten: 3/13**  
**Sports broadcasting**

Guest Speaker: Jason Spain, [@JasonPSpain](#)

Readings:

[How to Become a Sports Broadcaster](#)

[How To Become a Sportscaster: Insight from Gina Miller](#)

[Sports Jobs Q&A: The Best Way to Start an On-Camera Career](#)

[Five Tips you Need to Follow if you Want a Play-by-Play Job](#)

[The Hard Reality of Working in Sports Radio](#)

**Week Eleven: 3/20**  
**Your own sports business**

Guest Speaker: Adam Bornstein, [@BornFitness](#)

Readings:

[Dreaming of a Sports Career? Better Master These Skills](#)

[Turning Your Passion for Fitness into a Venture](#)

[How to Succeed in Sports Business Without Really Graduating](#)

[Five Useful Tips for Starting a Sports Business](#)

**Week Twelve: 3/27**  
**The Business of Sports**

Guest Speaker: Richard Johnson, [@RJ Writes](#)

Readings:

[53% of Jobs in the Sports Industry Require This Skill](#)

[Learning Sports Business is the Angle you Need to Take – Here's Why](#)

[What Can A Masters in Athletic Administration Do For You?](#)

**Week Thirteen: 4/3**  
**Sports writing**

Guest Speaker: Corey Long, [@CoreyLong](#) & Neil Blackmon, [@nwblackmon](#)

Readings:

[How I Went From Being Inexperienced to a Full-Time Sportswriter in 3 Years](#)

[How to Build a Career as a Successful Sports Journalist](#)

[Four Ways Aspiring Sports Journalists Can Build Their Resumes](#)

**Week Fourteen: 4/10**  
**Working the sidelines at a game/match**

Guest Speaker: Tori Petry, [@sportstori](#)

Readings:

[Working the Sidelines: How to Make Athletics into a Career](#)  
[Developing Coaches With Leadership in Mind](#)  
[What type of sports career is for you?](#)

**Week Fifteen: 4/17**  
**Sports and Media Relations**

**FINAL ESSAY due at start of class**

Guest Speaker: Taryn Bray, [@tarynbray](#)

Readings:

[Starting a Career in Sports Media Relations](#)  
[Sports PR: Top Sports Public Relations Firms](#)  
[Sports Marketing Jobs: Do You Have What it Takes?](#)

**Week Sixteen: 4/24**  
**Looking for a job in sports**

Guest Speaker: Brian Clapp, [@WorkInSports](#)

Readings:

[Job Hunting in the Digital Age](#)  
[How to Write a Sports Industry Resume That Stands Out](#)  
[How to Get Jobs in Sports When Internships and Networking Aren't Working](#)  
[Job Interview Tips for Sports Careers: Three Things You Should Expect](#)