

THE RIVALRY CONTINUES 2019



# MMC 2740

## Introduction to Media and Sports

### FALL 2019 – 19838 (049E)

Instructor: Andrew Selepak, PhD  
Office hours: Tuesday Period 8, Thursday Period 8  
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Class: Tuesday Period 6 (12:50-1:40)  
Room: Weimer Hall 1076

#### **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, as well as owning your own sports business and working for a sports team. The course will include weekly speakers working in sports positions who will provide insight and advice on careers in sports and media.

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.

#### **Course Objectives:**

- (1) Develop an understanding of the various sports communications professions
- (2) Provide basic knowledge of the responsibilities and skills necessary for sports media 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 and career opportunities
- (6) Distinguish differences in professional and amateur sports
- (7) Obtain an awareness of the opportunities available in Weimer
- (8) Provide an environment to learn about women working in sports

**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:**

Sports Knowledge Quizzes	35%
Speaker and Reading Quizzes	30%
Question Time	5%
Final Essay	30%

**Sports Knowledge Quizzes:**

Short quizzes at the beginning of every class that 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

breaking news in sports. These quizzes involve a few questions and will also 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 readings in class, schedule permitting, and students will be tested on their understanding of the readings through quizzes.

**Question Time:**

A minimum of once during the semester, each student must submit a question for that week's guest speaker at least 24-hours before we hear from that week's speaker. Students should submit the question to the instructor through email. If a student's question is selected and asked of the guest speaker, the student will receive full credit on this assignment. If a student's question is not selected and asked, the student should continue to submit questions for guest speakers to receive full credit. Questions will not be selected randomly, but for quality of question as determined by the instructor.

**Final Essay:**

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

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.

Students are expected to outline their career goals, how they will achieve their goals, 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 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 and at least **TWO** speakers.

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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-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 <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code.

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.”

### **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.

### **Guest Speakers:**

Be respectful to ALL guests coming into class: Whether these professionals are in-person or speaking to us via Skype, it is important to give them your full attention and be on time to class. Do not show up late because it causes disruption to the class and shows a lack of respect for the guest speaker, who is taking time out of their busy schedule to share their expertise, insights, and thoughts with you. This also means not talking during class while we have a guest speaker. It is very disrespectful to the guest speaker to see or hear students talking while they are taking the time to speak to our class.

**If you become excessively disruptive during a guest speaker, you will receive a ZERO on your Sports Knowledge Quiz for that day.**

## **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 Knowledge 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 (either in the syllabus or an announcement in Canvas).

**You are expected to follow the speaker on Twitter before they speak to the class**

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

### **Week One: 8/20**

**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"](#)

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

[Feeling Stuck In Your Current Career? Here's The Push You Need.](#)

**Week Two: 8/27**  
**Sports and media opportunities in the College**

Guest Speaker: Eric Esterline, [@EricEsterline](#) Dennis Black [@DBlack\\_14](#), Bruce Floyd [@brucefloyd](#), & Scott Snyder [@tvSPORTproducer](#)

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: 9/3**  
**Sports and Social Media**

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

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: 9/10**  
**Working in Social Media and Sports**

Guest Speaker: Nikko Tan, [@TheNikkoTan](#)

Readings:

[Sports Jobs in Focus: Becoming a Sports Social Media Coordinator](#)  
[How to Create a Digital Content Strategy For Sports Teams](#)  
[Can Soft Skills, Like Charisma, Be Learned?](#)

**Week Five: 9/17**  
**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: 9/24**  
**Sports Entrepreneurship**

Guest Speaker: Neil Blackmon, [@nwblackmon](#)

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: 10/1**  
**Sports Production**

Guest Speaker: Elizabeth Beisel, [@ebeisel34](#)

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: 10/8**  
**Networking in Sports**

Guest Speaker: Angela Tegnalia, [@AngelaTegnalia](#)

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: 10/15**  
**Sports broadcasting**

Guest Speaker: Zac Blobner, [@ZacOnTheMic](#)

Readings:

[How to Become a Sports Broadcaster](#)  
[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 Ten: 10/22**  
**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 Eleven: 10/29**  
**The Business of Sports**

Guest Speaker: Courtney McKenna, [@cm\\_mckenna](#)

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 Twelve: 11/5**  
**Sports writing**

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

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 Thirteen: 11/12**  
**Working the sidelines at a game/match**

Guest Speaker: Zach Aldridge, [@wzaldridge](#)

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 Fourteen: 11/19**  
**Sports and Media Relations**

**FINAL ESSAY due at start of class**

Guest Speaker: Kaitlin Frehling, [@kfrehling](#)

Readings:

[Starting a Career in Sports Media Relations](#)  
[Sports Marketing Jobs: Do You Have What it Takes?](#)  
[Rebranding Yourself to Switch Into a Career in Sports](#)

**Week Fifteen: 11/26**

**NO CLASS – Thanksgiving**

**Week Sixteen: 12/3**

**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](#)