

**MMC 3703**  
**Sports Media and Society**  
**#SportsMediaUF**



**PROFESSOR**

Ted Spiker @ProfSpiker  
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**VIRTUAL OFFICE HOURS**

Mondays 3 to 4 p.m.  
Tuesdays 10:45 to 11:45 a.m.  
Zoom waiting rooms enabled  
*Other times by appointment*

Meeting ID: 954 4341 4284  
Meeting ID: 960 4060 3509

**TA**

Stephen Walker @swalker\_7 [stephenwalker@ufl.edu](mailto:stephenwalker@ufl.edu)

**WELCOME**

This semester will be different than any other semester of #SportsMediaUF, as we take the course 100% online because of Covid-19, but I am determined to make the semester an engaging and meaningful one. I hope you are too.

## OVERVIEW

In this survey course, we will cover the relationships between the sports industry, athletes, media, and audience. We will discuss the evolution of sports media from the early sportswriters to the day when athletes control their own messages via social media. We will cover the various mediums—newspapers, magazines, books, radio, TV, online, forums, blogs, and social media—in terms of their history, function, impact, and ethical implications. This course is about developing literacy and critical thinking skills about the sports industry and its relationship with the media.

## COURSE FORMAT: SEMI-SYNCHRONOUS

Most of the class will be asynchronous—meaning that you will do readings, watch videos, etc... on your own time and at your own pace. However, we are reserving the class times of T (period 3) and R (periods 3–4), so that you have the opportunity to interact with guests and have discussion about current events. The weekly schedule will be announced on Canvas; times will change from week-to-week (based on availability of speakers; however, I will try to avoid the 9:35 a.m. slot as much as possible). You are only required to attend 12 of these sessions throughout the semester (but you are welcome to attend more if you like). Each session will only be about 30 minutes.

The course content will be delivered in 7 main modules (not including an introduction one). Each module will include:

- Reading(s)
- Multiple PPT slides (to read, not listen to a lecture with them)
- Overview and recap video from me about major points for each module
- Other media, like videos or social media links
- Assessment on the material in the module

## ASSESSMENTS

The assessments are open book/notes, but they will require critical thinking. If you are not familiar with the material, you will not be able to flip through material and find it in the time allotted for the assessments. **The assessment will be given during the scheduled class time on Thursdays, so do not schedule other commitments against our class periods on assessment dates.**

## READINGS

Readings will be provided via link within each module.

## GRADING

You will be graded on a 1,000–point scale:

A:	925–1,000	C:	725–774
A-:	900–924	C-:	700–724
B+:	875–899	D+:	675–699
B:	825–874	D:	625–674
B-:	800–824	D-:	600–624
C+:	775–799	E:	0–599

## COURSE MODULES AND DATES

Module 0: Course Introduction  
Opens Aug. 31

Module 1: Sports Media Basics  
Opens Sept. 7  
Assessment Sept. 17

Module 2: Case Studies of Conflict  
Opens Sept. 21  
Assessment Oct. 1

Module 3: A Brief History (and Look into the Future) of Sports Media  
Opens Oct. 5  
Assessment Oct. 15

Module 4: Race, Gender, and Speech in Sports Media  
Opens Oct. 19  
Assessment Oct. 29

Module 5: Social Media in Sports  
Opens Nov. 2  
Assessment Nov. 12

Module 6: Olympics and International Sports Media  
Opens Nov. 16  
Assessment Nov. 24

Module 7: Covid-19 and Sports Media in Times of Crisis  
Opens Nov. 30  
Assessment Dec. 8

## ASSIGNMENT BREAKDOWN

720 points: 7 module assessments (120 points each); drop lowest score

120 points: Attend 12 "live online" discussions or guest-speaker appearances (10 points each)

100 points: Reply to 5 discussion posts (20 points each)

30 points: Intro post

30 points: Final post

Details of each assignment in Canvas.

## TWEETS OF THE WEEK

You will have the opportunity to earn extra credit through Tweets of the Week, using the hashtag #SportsMediaUF. I will also experiment with other engagement on social media, including giving assessment hints and other extra-credit opportunities.

## ZOOM POLICY

Our live sessions may be audio visually recorded. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## INCLUSION, DIVERSITY, AND EQUITY STATEMENT

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion and culture. Your suggestions are encouraged and appreciated. We will be discussing topics within the course and in current-events discussions that will look at many of these issues. I will attempt to foster an environment in which each class member is able to hear and respect each other. It is critical that each class member show respect for all worldviews expressed in class. It is expected that some of the material in this course may evoke strong emotions — please be respectful of others' emotions and be mindful of your own. Please let me know if something said or done in the classroom, by either myself or other students, is particularly troubling or causes discomfort or offense.

## CLASSROOM NEEDS

Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

## HONOR CODE

Violations of the UF Honor Code will result in a failing grade and reported to the Honor Court. See the Department of Journalism web site, as well as UF guidelines, for specific outline of Honor Code violations.

## ABOUT THE INSTRUCTOR

Professor Ted Spiker is the chair of the UF department of journalism and has overseen the department's magazine courses since he arrived at UF in 2001. He was recognized as the University of Florida Teacher of the Year for 2016-17, and he was the Summer 2019 UF commencement speaker. A graduate of the Columbia University Graduate School of Journalism and a former articles editor at *Men's Health*, Spiker has had work published in *The Washington Post*, *TIME.com*, *Esquire.com*, *Outside*, *O the Oprah Magazine*, *Fortune*, *Men's Health*, *Women's Health*, *Runner's World*, *Reader's Digest*, *Best Life*, and many others. He is also the author of one book and the co-author of 25+ books. He has moderated public interviews of Erin Andrews, Abby Wambach, Alex Rodriguez, Terry Crews, Josh Peck, Pitbull, and many others.

## ABOUT THE CO-HOST

Bridget Sloan is an Olympian, World Champion, National Champion and now a working adult. She graduated from UF in 2016 with 9 National Titles and 31 All American honors, but more importantly, a degree in telecommunications, which led her to her dream job of being an analyst for ESPN.

## ABOUT THE TA

Steven Walker is junior at UF majoring in journalism on the sports media track. He covered the Gators men's basketball team last season for WRUF, and is now the national election reporter for The Alligator. His bylines have appeared in the Miami Herald, Associated Press, Gainesville Sun and others.