

# MMC 2740

## Introduction to Media and Sports

### FALL 2022 - 16287 (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 1064



#### 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. In addition, students will earn two certificates in sports networking to further their careers.

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 and on campus in sports
- (8) Provide an environment to learn about women working in sports
- (9) Develop and understanding of networking and professional development in sports

**Credit Hours:**

One Credit

**Course Prerequisites:**

None

**Course Readings:**

All readings and multimedia content will be available through the Work In Sports online courses. There is a cost of \$50 to complete the content on the Work in Sports website.

**Course Philosophy and Expectations**

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 should be completed as directed. Full participation in discussions, group projects, and small group activities are required.

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

At all times, it is expected that students will welcome and respond professionally to assessment feedback, that students will treat fellow students, instructors and assistants with respect, and that students will contribute to the success of the class to the best of their abilities.

Parts of this course are online and you must log into Canvas with your UF ID and password to access the materials and assignments. The course is organized into modules with due dates.

**Technical Assistance**

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you **MUST** report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

**IT Support**

For all Technical assistance questions please contact the UF Computing Help Desk:  
Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

**Please Note**

Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

**Expectations for Students****Announcements**

You are responsible for reading all announcements posted in Canvas each time you log in.

**Email**

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

**Video Conferencing**

You are responsible for watching all lectures and attending any live meetings. If you cannot attend a meeting, please advise your instructor at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate proper netiquette during any online interactions.

**In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring

services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

### **Course-Related Questions**

Please email your instructor concerning any course-related questions.

## **Instructor's Plan for Classroom Response Time and Feedback**

### **Email Policy**

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. If you have questions of a personal nature please email the instructor.

### **Assignment Feedback Policy**

The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

### **Course-Related Questions Policy**

Except weekends and holidays, the instructor will generally answer questions within 48 hours.

### **Video Conferencing**

The instructor will provide any information on required video meetings within Canvas.

### **Electronic Communication Policy**

In addition to the University's policy, please consider the following:

Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).

All electronic communication resources must be used for the course and in alignment with the CJC Online and University mission. See the [Acceptable Use Policy](#).

Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).

Prohibited online access without consent.

Prohibited disruption of services including introducing computer contaminants (viruses).

Prohibited [harassment](#) of any kind.

Please see UF's Information Technology [policies](#) for additional information.

### **Academic Integrity Policy**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."

The [Student Honor Code](#), Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

### **Netiquette**

Due to the casual style of communication commonly found in the online environment, students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

### **Online Attendance Policy**

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies and require appropriate documentation. For additional information, see the [attendance policies](#).

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Notification to Students of FERPA Rights**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>.

### **Online Meeting Etiquette**

Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

Be punctual and courteous.

Position your camera at eye level with good lighting.

Show respect and professionalism by dressing business casual or business professional.

Make sure your background is in a proper setting with minimal distractions.

Mute your microphone when you are not speaking.

### **Writing Style**

In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7<sup>th</sup> Edition style in their courses. The APA 7<sup>th</sup> Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing and references, etc. For additional information on notable changes, see [changes between APA 6<sup>th</sup> Edition and APA 7<sup>th</sup> Edition](#).

### **Academic Resources**

[One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.

[GatorRater](#) – Online faculty evaluations and results.

[UF Bookstore](#): Phone: 352-392-0194, Email: [ufbookstore@bsd.ufl.edu](mailto:ufbookstore@bsd.ufl.edu)

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[UF Library Services for Distance Students](#)

[Ask a Librarian](#) – chat with librarians online.

CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: [aprhone@uflib.ufl.edu](mailto:aprhone@uflib.ufl.edu).

[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.

[Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

[Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

[On-Line Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

[Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

## **Student Resources**

[Distant Student Resources](#): Phone: 352-392-1265

[U Matter, We Care](#): If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or Phone: 352-294-2273 so that a team member can reach out.

[Counseling and Wellness Center](#): [3190 Radio Road, Gainesville, FL 32611](#)  
[Phone: \(352\) 392-1575, Fax: \(352\) 273-4738](#)

[Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.

[University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

[Academic Planning](#): Academic advisors that can refer you to the wide array of resources that are available to UF students.

[Gator Connect](#): Online database of student organizations.

[Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

[Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: [vacounselor@ufl.edu](mailto:vacounselor@ufl.edu). Collegiate Veterans Success Center, Phone: 352- 294-7215, email: [charlotte.kemper@va.gov](mailto:charlotte.kemper@va.gov).

[Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

[Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

**Course Grading Components:**

Sports Knowledge Quizzes	20%
Speaker Quizzes	15%
Work In Sports Certificates	40%
Final Paper	25%

**Guest Speakers**

During the semester, guest speakers are scheduled to speak to our class LIVE during the assigned class time. Please review the Course Schedule for a list of weekly speakers.

If a guest speaker cannot appear live, the instructor will post to Canvas a recorded interview with them for you to watch.

**Sports Knowledge Quizzes:**

On weeks there are not Speaker Quizzes, we will have a short quiz 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. These quizzes will be multiple choice with multiple questions. 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 Quizzes:**

We will have THREE quizzes during the semester based on our discussions with class speakers. These 10-question quizzes will focus on the behind-the-scenes world of sports media and the advice given by quest speakers.

**Work In Sports Certificates:**

Students must complete TWO Work In Sports certificates (Gaining the RIGHT Experience for Your Sports Career AND Building and Maintaining Your Sports Industry Network). These courses will provide instruction on careers in sports as well as professional networking and career building. Upon completion of the course, you will be prompted to promote your achievement of receiving a certificate of completion. Share your new certificate of completion on your LinkedIn account. Take a screenshot of your certificate and submit the screenshot of your new certificate in Canvas for full credit by the assigned date of completion. More details will be included in Canvas on this assignment.

**Final Paper:**

Students will integrate the knowledge gained from the Work In Sports courses 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 use this information to develop a personal assessment of their potential to achieve a career in sports.

Students are expected to (1) outline their career goals, (2) how they will achieve their goals (including any internships or immersion experiences started during the semester or completed before the semester), and (3) 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 online courses as well as guest speakers to demonstrate thoughtful consideration of their future careers. Discuss content from **BOTH** Work in Sports Courses in your final paper and at least **THREE** speakers. You will need to include a reference to the content from each certificate – indicate which certificate the information came from and provide specific examples/quotes/information.

NOTE: If by the end of the semester you determine that you are no longer interested in a career in sports, the courses 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.

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)

### **Late Work Policy**

Students are expected to complete assignments by the day they are scheduled. Sports Knowledge Quizzes and Speaker Quizzes will be available during class. Failure to complete a quiz on the day assigned in class will result in a ZERO on that assignment unless the student has an excused

absence as listed above in the section on Online Attendance Policy on page 4. More information on the university's policies on late work can be found at:

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

Submitting the Final Paper, or one of the certificates, late for an unexcused absence will be subject to the following late penalties:

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hour but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

## Course Policies

### Incompletes

A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

### Flexibility

We believe the semester plan outlined in the calendar is realistic. Nonetheless, the instructor reserves the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace.

### Attendance

Requirements for class attendance, exams, assignments and other work in this course are consistent with university policies unless specifically stated within this syllabus. These university policies can be found in the online catalog at:

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

### 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

### **Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### **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/>.

### **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.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

## Course Calendar

The goal is that each week we will have a different guest speaker and former Gator speak to the class over Zoom to discuss their career in sports. We will also have a weekly Sports Knowledge Quiz. In the event a speaker has to cancel at the last minute, every attempt will be made to find a new speaker for that week with an updated announcement in Canvas.

Speakers will be announced in advance (either in the syllabus or an announcement in Canvas).

**You are expected to follow the speaker on Twitter to learn more about them before they speak to the class**

**Week Zero – 8/23 Recorded**  
**Introduction to the course and discussion of syllabus**

**Week One: 8/30**  
**The Sports Journalism Track & Sports Social Media**

Guest Speaker: Eric Esterline, [@EricEsterline](#) & Kevin Camps [@kevinc\\_sr](#)

**Week Two: 9/6**  
**Sports opportunities at UF**

Guest Speaker: Scott Snyder [@tvSPORTproducer](#), Sullivan Bortner [@SulBort](#), & Katy Johnson [@Katy\\_j9412](#)

**Week Three: 9/13**  
**Sports and Social Media**

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

**Week Four: 9/20**  
**Sports Writing**

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

**Week Five: 9/27  
Player Development**

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

**FIRST SPEAKERS QUIZ**

**Week Six: 10/4  
Sports Reporting and being an Olympian**

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

**Week Seven: 10/11  
Sports Radio**

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

**Work In Sports Certificate Due: Gaining the RIGHT Experience for Your Sports Career**

**Week Eight: 10/18  
Sports PR**

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

**Week Nine: 10/25  
Sports and Personal Branding**

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

**SECOND SPEAKERS QUIZ**

**Week Ten: 11/1  
Owning your own sports business**

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

**Week Eleven: 11/8  
Sports Reporter**

Guest Speaker: Kelly Eidge, [@thekellyprice](#)

**Work In Sports Certificate Due: Building and Maintaining Your Sports Industry Network**

**Week Twelve: 11/15  
Sports Media Industry**

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

**Week Thirteen: 11/22**

**NO CLASS - Thanksgiving**

**Week Fourteen: 11/29  
NIL Companies**

Guest Speaker: Zoe Haugen, [@ZoeHaugen](#)

**FINAL ESSAY DUE**

**Week Fifteen: 12/6  
Sports & Social Media**

Guest Speaker: Hannah Peery, [@HannahPeery](#)

**THIRD SPEAKERS QUIZ**