



JOU4930 College Sports Reporting
Spring 2024 [3 credits]

INSTRUCTOR: Kristi Dosh, J.D.

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[PLEASE USE CANVAS MESSAGING AS PRIMARY FORM OF CONTACT]

BIOGRAPHY: Kristi Dosh is a former practicing attorney who is now a sports business writer, speaker and consultant. She is currently a contributor for Forbes and is the founder of BusinessofCollegeSports.com and the *Business of College Sports* podcast.

She has written on the business of college sports for more than a decade for outlets such as ESPN, The Washington Post, and Sports Business Journal. Kristi is also a consultant for athletic departments, universities and NIL collectives on matters ranging from strategic planning to conference realignment and navigating the new NIL landscape.

Kristi previously hosted the limited-run *Game Face* podcast for Linktree, which focused on NIL strategies for student athletes, and she recently launched a similar podcast called *The Players' Platform* with Duke track and field athlete Emily Cole.

Kristi is the author of business of college football book, *Saturday Millionaires: How Winning Football Builds Winning Colleges*. She holds a B.A. from Oglethorpe University and a J.D. from the University of Florida.

PURPOSE OF COURSE: JOU4930 is designed to offer instruction and knowledge in all aspects of reporting related to college sports. With its unique governing structure and rules, reporting on college sports can be very different from other sectors in the sports industry. Having such a familiarity will allow students a baseline of knowledge that will allow them to more accurately report on matters related to college athletics.

COURSE OBJECTIVES & GOALS:

- (1) To understand the unique governing structure of college sports, including the NCAA, NAIA and NJCAA.
- (2) To develop a sense of the history of legal and governance challenges for the NCAA and member institutions.
- (3) To obtain a keen understanding of the biggest issues facing college sports today, including governance, player safety and amateurism.

- (4) To understand the unique financial structure of college athletic departments, including how to review the data and ask the appropriate questions to report data accurately.
- (5) To develop one's own awareness of the governance, legal and financial challenges of college athletics with an eye toward identifying and critiquing issues in a way that is fair and balanced.

COURSE COMMUNICATIONS: General questions for the course should first be posted to the general discussion board. If your questions are not sufficiently answered, then please email the instructor through the email tool for the course management system.

COURSE ELIGIBILITY/PREREQUISITES: None.

COURSE READING: NO TEXTBOOK IS REQUIRED FOR THIS COURSE. READING MATERIALS FOR CLASS WILL BE POSTED IN EACH MODULE.

COURSE MODULES:

Module #1 – The Governance of College Athletics (NCAA, NAIA and NJCAA, including a breakdown of NCAA's divisional model)

Module #2 – NCAA Championship Model, NCAA Basketball Tournament and College Football Playoff (governance, finances, etc.)

Module #3 – The Finances of College Athletics (NCAA finances, institutional differences across divisions, differing organizational structures, booster clubs/foundations, how to read NCAA financial reports, etc.)

Module #4 – Television and Multimedia Rights (history, legal issues, current landscape)
Intellectual Property and Licensing (history, legal issues and current landscape)

Module #5 – Intellectual Property and Licensing (history, legal issues and current landscape)

Module #6 - Recruiting and Transferring Processes and Rules (including the role of recruiting sites)

Module #7 – Name, Image and Likeness and the Future of Athlete Compensation and Benefits (history, legal issues, current landscape)

Module #8 – Compliance and Infractions

Module #9 – Title IX (history, legal issues, current landscape)

Module #10 – Key Legal Issues for the NCAA (concussions, television, compensation, etc.)

Module #11 – Careers in Sports Media (focus on opportunities related to college sports, including traditional media, SID roles podcasting, fan sites and in-house content creation)

In this course, we will cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.

COURSE POLICIES:

PARTICIPATION POLICY: Because this is an entirely online course, you are not expected to make an appearance anywhere at any time. However, you most certainly **ARE** expected to participate in the discussions and complete your quizzes and exam at the designated times.

DISCUSSION BOARD & QUIZ POLICY: All discussion boards and quizzes are open-resource; however, please avoid using random sites such as Wikipedia. **Your #1 resource should be the class lectures and readings.** Late submissions on any discussion board or quiz will result in point deductions for each day past the due date listed in the syllabus.

LATE OR MISSED WORK: Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose 10 points for each day it is late. Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify the instructor before the deadline is missed, not after the fact.

MAKE-UP POLICY FOR QUIZZES AND THE FINAL EXAM: An unexcused, missed exam will result in a zero on the exam (this includes contacting the instructor after the exam if you are ill). If you are sick or have an emergency that prevents you from taking the exam at the scheduled time, it is your responsibility to contact the instructor as soon as possible. **Documentation of the illness or emergency will be required.** If you need to schedule a make-up exam, please email the course instructor giving a detailed explanation and attaching any documentation that verifies your

reasoning. A make-up exam will be given at the sole and absolute discretion of the instructor. Scheduling a make-up exam is the responsibility of the student and should be done—if at all possible—before the scheduled exam time. If you have a serious emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and they will contact your instructor so that you do not have to provide documentation of the emergency/death in order to get a make-up exam. A make-up exam is NOT permitted for the following reasons (among others): family vacation, sporting event travel, attending weddings (unless you are IN the wedding), having exams in other classes on the same day. Requirements for class attendance and make-up exams, assignments, and other work are consistent with the university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

UF POLICIES:

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 exam. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

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://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

NETIQUETTE - COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please consider the following pointers for emailing your course instructor and/or interacting with fellow students in the discussion boards:

- Send your email to the address preferred by your instructor. For this course, your instructor prefers to be contacted with the email tool in the course management system.
- Keep your message as clear and concise as possible. Reading a three-page dissertation on the importance of your family vacation is not fun for anyone except your mother.
- All uppercase letters indicates shouting...PLEASE AVOID THIS UNLESS YOU ARE EXTREMELY HAPPY!

- Refrain from profanity in your message, even if it is meant to be humorous.
- Refrain from using texting abbreviations such as OMG or BTW.
- Close your emails respectfully and politely.

Please review the Netiquette Guide for Online Courses at:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP:

For issues with technical difficulties, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://request.it.ufl.edu/>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from Helpdesk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a makeup.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES:

The following table outlines the five (5) components of the course on which you will be evaluated.

Evaluation Components	% of Total Grade
Discussion Posts	20%
Quizzes	30%
Assignments	30%
Final Exam	20%

Exam – The final exam will consist of fifty (50) questions and will be cumulative, meaning it will test on ALL MODULES. Question formats *may* include: fill in the blank, multiple choice, multiple response, and true/false. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Exam questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The exam will need to be completed between the time period of April 22, 2024 – May 1, 2024. Once accessed you will be given 60 minutes to complete the exam.

Discussion Posts – There will be a discussion post activity after each module. The goal for those discussion board posts is to start thinking more critically about the material. These discussion posts will require you to interact with a small group of your classmates—which will allow you to give and receive feedback.

Quizzes – You will have a total of five (5) quizzes, each consisting of twenty (20) questions. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Quiz questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The quizzes will need to be completed within the allotted week period provided. Once accessed, you will be given 30 minutes to complete each quiz.

Assignments – There will be five (5) assignments throughout the course, each worth 100 points. The goal for these assignments is to get hands-on experience with the topics covered in the modules and apply what you’ve learned to real-life scenarios.

GRADING SCALE: Any discrepancies with grades should be pointed out to the instructor before the last day of class. See the UF undergraduate catalog web page for information regarding current UF grading policies: www.registrar.ufl.edu/catalog/policies/regulationgrades.

The following table describes the grade scale and GPA impact of each letter grade. Minus grades are not assigned for this course.

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	93.00-100%	4.0
A-	90.00-92.99%	3.67
B+	87.00-89.99%	3.33
B	80.00-86.99%	3.0
C+	77.00-79.99%	2.33
C	70.00-76.99%	2.0
D+	67.00-69.99%	1.33
D	60.00-66.99%	1.0
E	0-59.99%	0

COURSE SCHEDULE:

It is **HIGHLY** recommended that you adhere to the following schedule as closely as possible. You will need to complete all activities for a given week by 11:59 pm the Sunday of each week. For example, all activities for Module 1 are due at 11:59pm on January 21st. The course is set up so that you must move through each module sequentially. You will not be able to access Module 2 lectures (etc.) prior to completing Module 1. It is **HIGHLY** recommended that you approach each module in the following order:

- Watch and take plenty of notes on the lecture videos
- Complete the required reading pages
- Complete discussion posts, quizzes or assignments due for the module

STUDY TIPS FOR CLASS:

- Watch the lecture **BEFORE** you read the materials.

- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exam.
- Engage your classmates. This material is meant to be discussed...and you can't do that well with just yourself. Post questions to the discussion board. Exchange contact information and have a phone conversation. Post cool videos you find regarding related material to the discussion boards.
- If there is something in the reading that was NOT in lecture, you are not expected to know it.
- **CALENDAR ALL DUE DATES AND SET REMINDERS.** Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar with appropriate reminds. You are all busy and you might understandably forget to submit a discussion post or take a quiz on time. This happens every semester and unfortunately, your grade will suffer unnecessarily. **PLEASE TAKE THIS BIT OF ADVICE SERIOUSLY.**

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus, change examination and assignment dates, and modify the course content. Modifications will be announced on Canvas. Students are responsible for those changes.

Module	Corresponding Period	Assignment/Quiz	Date Due
1	January 8 – January 21		
	The Governance of College Athletics	Complete all module readings & lectures	01/21/2024
		Post to discussion board (Introduction)	01/21/2024
		Complete Assignment #1	01/21/2024
2	January 21 – January 28		
	The NCAA Championship Model, NCAA Basketball Tournament and College Football Playoff	Complete all module readings & lectures	01/28/2024
		Post to discussion board	01/28/2024
		Complete Quiz #1 (Modules 1 & 2)	01/28/2024
3	January 29 – February 11		

	The Finances of College Athletics	Complete all module readings & lectures	02/11/2024
		Post to discussion board	02/11/2024
		Complete Assignment #2	02/11/2024
4	February 12 – February 18		
	Television and Multimedia Rights	Complete all module readings & lectures	02/18/2024
		Post to discussion board	02/18/2024
		Complete Quiz #2 (Modules 3 & 4)	02/18/2024
5	February 19 – February 25		
	Intellectual Property and Licensing	Complete all module readings & lectures	02/25/2024
		Post to discussion board	02/25/2024
		Complete Assignment #3	02/25/2024
6	February 26 – March 3		
	Recruiting Processes and Rules	Complete all module readings & lectures	03/03/2024
		Post to discussion board	03/03/2024
		Complete Quiz #3 (Modules 5 & 6)	03/03/2024
7	March 4 – March 17		
	Compliance and Infractions	Complete all module readings & lectures	03/17/2024
		Post to discussion board	03/17/2024
	Spring Break March 9-16	Complete Assignment #4	03/17/2024
8	March 18 – March 24		
	Title IX	Complete all module readings & lectures	03/24/2024
		Post to discussion board	03/24/2024
		Complete Quiz #4 (Modules 7 & 8)	03/24/2024
9	March 25 – April 7		
	Name, Image and Likeness and the Future of Athlete Compensation and Benefits	Complete all module readings & lectures	04/07/2024

		Post to discussion board	04/07/2024
		Complete Assignment #5	04/07/2024
10	April 8 – April 14		
	Key Legal Issues for the NCAA	Complete all module readings & lectures	04/14/2024
		Post to discussion board	04/14/2024
		Complete Quiz #5 (Modules 9 & 10)	04/14/2024
11	April 15 – April 21		
	Careers in Sports Media	Complete all module readings & lectures	04/21/2024
		Post to discussion board	04/21/2024
		Complete Assignment #6	04/21/2024
Final Exam	April 22 – May 1		
		Complete Final Exam	05/01/2024

Standard UF Policy Information and Links

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.). 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/> (Links to an external site.).

University Honesty 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. 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.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-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 appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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.

Student Privacy

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> ([Links to an external site.](#))

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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> ([Links to an external site.](#)), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> ([Links to an external site.](#)).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> ([Links to an external site.](#)).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> ([Links to an external site.](#)).

Library Support, <http://cms.uflib.ufl.edu/ask> ([Links to an external site.](#)). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> ([Links to an external site.](#)).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> ([Links to an external site.](#)).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf ([Links to an external site.](#)).



On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> ([Links to an external site.](#)).