

SPORTS MEDIA AND SOCIETY



UF UNIVERSITY of
FLORIDA

Spring 2026
Instructor: Glenn Geffner

MMC 3703 SPORTS MEDIA AND SOCIETY
UNIVERSITY OF FLORIDA
Spring 2026

Meets:	Online, Asynchronous
Course Website:	https://elearning.ufl.edu
Instructor:	Glenn Geffner
E-Mail:	glenn.geffner@ufl.edu
Cell Phone:	(954) 614-8811
Office Hours:	2-4 p.m., Fridays via Zoom (other times available by appointment)

COURSE DESCRIPTION/OBJECTIVE

This course explores the evolution of sports media and its relationship to athletes and the public from the 1800s to the present. We will examine how sports and sports media have shaped--and been shaped by--broader developments in American society, including issues of race, class, gender and technology. The course traces the rise of sports coverage in newspapers, the golden age of radio, the power of television, the explosion of cable TV and sports talk radio and the transformative impact of social media and streaming. Students will gain an understanding of how various media outlets and pioneering writers and broadcasters have influenced not just how sports are consumed, but how athletes are perceived and how fans engage with the games, the players and each other.

COURSE FORMAT

Entirely online and asynchronous, the course is divided into seven two-week modules, each covering a historical era in chronological order. Each module will be accessible via Canvas at 12 a.m. on the Monday of the beginning of its two-week window. At any time before 11:59 p.m. on the Sunday that marks the module's closing (except for Module 7, which closes on a Wednesday due to the abbreviated final week of classes), students will be required to watch a brief video introducing the module, complete assigned readings, view assigned videos, submit a written assignment, complete a quiz based upon module materials and participate in an online class discussion forum.

ASSESSMENTS

Each module will be worth a total of 100 points, with students being graded on the quality, depth and originality of their written assignments (60 points) and the quality, depth and originality of their participation in the online class discussion (20 points) as well as the end-of-module quiz (20 points). The final exam will be worth 300 points.

COURSE MODULES AND SCHEDULE

MODULE 1 (January 12-25)	1800s: The Birth of Sports Journalism
Opens: 12 a.m., Monday, January 12	Closes: 11:59 p.m., Sunday, January 25
MODULE 2 (January 26-February 8)	1900-1920s: The Golden Age of Print and the Rise of Radio
Opens: 12 a.m., Monday, January 26	Closes: 11:59 p.m., Sunday, February 8
MODULE 3 (February 9-22)	1930s-1950s: Radio Dominates, TV Emerges
Opens: 12 a.m., Monday, February 9	Closes: 11:59 p.m., Sunday, February 22
MODULE 4 (February 23-March 8)	1960s-1970s: TV Takes Over
Opens: 12 a.m., Monday, February 23	Closes: 11:59 p.m., Sunday, March 8
MODULE 5 (March 9-29)	1980s-1990s: The Arrival of Cable TV and 24-Hour Sports
Opens: 12 a.m., Monday, March 9	Closes: 11:59 p.m., Sunday, March 29
MODULE 6 (March 30-April 12)	2000s: The Internet Upends Traditional Media Models
Opens: 12 a.m., Monday, March 30	Closes: 11:59 p.m., Sunday, April 12
MODULE 7 (April 13-22)	2010s-Present: The Dawn of Social Media and Streaming
Opens: 12 a.m., Monday, April 13	Closes: 11:59 p.m., Wednesday, April 22

ABOUT THE INSTRUCTOR

Glenn Geffner spent more than three decades in Baseball, including 26 seasons in the major leagues, as a senior-level communications executive and broadcaster with the San Diego Padres, the Boston Red Sox and the Miami Marlins. With the Padres (1996-2002), he served as Director of Public Relations before transitioning into the broadcast booth. With the Red Sox (2003-07), he served as Vice President of Communications before making the full-time move to the radio booth and was part of Boston's World Series championship clubs in 2004 and 2007. In 2008, he returned to his native South Florida and spent 15 seasons as radio voice of the Miami Marlins (2008-22). A graduate of Northwestern University's Medill School of Journalism, Glenn has taught Sports Broadcasting at Florida Atlantic University in Boca Raton, FL since 2021 and has taught at the University of Florida since the fall of 2025. Learn more about Glenn at www.GlennGeffner.com.

SUMMARY OF ASSIGNMENTS

Detailed explanations of each assignment will be posted in Canvas when each module opens, but below are general descriptions of what will be required for each assignment this semester:

EACH ASSIGNMENT RELATED TO A MODULE MUST BE COMPLETED AND SUBMITTED VIA CANVAS BY 11:59 P.M. ON THE STATED DATE ON WHICH THE MODULE CLOSSES.

- 1) **VIDEOS:** Each module will begin with a brief introductory video in which the instructor will discuss the era being covered and detail the reading, writing and online discussion assignments associated with the module. Modules may also include additional videos that pertain to specific topics being covered.
- 2) **READING ASSIGNMENTS:** Each module will include required readings that will be posted or linked within the module in Canvas. There will be an overview packet for each module as well as other pertinent articles, columns, essays or biographies of influential people and more.

It will be necessary to complete the assigned reading and to watch the assigned videos to answer most of the questions on the end-of-module quiz.

- 3) **WRITTEN ASSIGNMENTS:** For each module, students will write a minimum of 500 words (unless otherwise specified) on an assigned topic. Each written assignment is worth up to 60 points. **Students will be graded on the content they submit with the expectation that it will include specific details from course materials as well as some of their own independent research via external sources and that essays will include not just facts but also some degree of analysis and perspective. While students are not required to footnote or attribute line-by-line, at the end of their assignment, they ***MUST*** specifically list any outside sources used in writing their essays (books, websites, articles, etc.) in order to receive full credit.**

Artificial Intelligence is not to be used on written assignments, and all assignments submitted will be run through at least one AI detection app. Any assignment judged to have been written with the assistance of AI will receive an automatic ZERO.

Written assignments must be submitted via Canvas by 11:59 p.m. on the night the module closes.

- 4) **ONLINE DISCUSSION:** For each module, there will be 3 online discussion requirements. Each student will:
 - a) Post a thoughtful and original reply to the question posed in the discussion forum by the instructor **AND...**
 - b) Post a separate thoughtful and original comment or question in **bold** pertinent to the module that might inspire conversation among classmates **AND...**
 - c) Reply thoughtfully and with originality to at least one comment or question posted by another classmate. You may respond to more than one, but there is no extra credit for doing so.

The three online discussion elements in each module combined are worth up to 20 points, based upon not just submission but also quality, originality and depth of thought.

All three discussion posts must be completed by 11:59 p.m. on the night the module closes.

- 5) **QUIZ:** Each module will conclude with a timed 10-question multiple-choice quiz that will be administered via Canvas. The quiz will be based upon the materials covered in the readings and videos associated with that particular module.

Each quiz must be completed by 11:59 p.m. on the night the module closes.

- 6) **FINAL EXAM:** An end-of-semester written final exam will be assigned upon the conclusion of Module 7. Students will be asked to thoughtfully and originally answer a series of questions related to the course. The final exam will be worth up to 300 points.

UNIVERSITY OF FLORIDA ACADEMIC POLICIES AND RESOURCES

The university's Academic Policies and Resources are available via the link below.

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

GRADING

Your grade in this course will be cumulative, based upon your performance on a variety of assignments on each module throughout the semester as well as on the final exam.

ASSIGNMENT	MAX. POINT VALUE
<u>Module 1 Written Assignment (1800s)</u>	60 points
<u>Module 1 Online Discussion (1800s)</u>	20 points
<u>Module 1 Quiz (1800s)</u>	20 points
<u>Module 2 Written Assignment (1900s-1920s)</u>	60 points
<u>Module 2 Online Discussion (1900s-1920s)</u>	20 points
<u>Module 2 Quiz (1900s-1920s)</u>	20 points
<u>Module 3 Written Assignment (1930s-1950s)</u>	60 points
<u>Module 3 Online Discussion (1930s-1950s)</u>	20 points
<u>Module 3 Quiz (1930s-1950s)</u>	20 points
<u>Module 4 Written Assignment (1960s-1970s)</u>	60 points
<u>Module 4 Online Discussion (1960s-1970s)</u>	20 points
<u>Module 4 Quiz (1960s-1970s)</u>	20 points
<u>Module 5 Written Assignment (1980s-1990s)</u>	60 points
<u>Module 5 Online Discussion (1980s-1990s)</u>	20 points
<u>Module 5 Quiz (1980s-1990s)</u>	20 points
<u>Module 6 Written Assignment (2000s)</u>	60 points
<u>Module 6 Online Discussion (2000s)</u>	20 points
<u>Module 6 Quiz (2000s)</u>	20 points
<u>Module 7 Written Assignment (2010-present)</u>	60 points
<u>Module 7 Online Discussion (2010-present)</u>	20 points
<u>Module 7 Quiz (2010-present)</u>	20 points
<u>Final Exam</u>	300 points
	1,000 points

FINAL GRADING SCALE

A	=	925 points – 1,000 points
A-	=	900 points - 924 points
B+	=	875 points - 899 points
B	=	825 points - 874 points
B-	=	800 points - 824 points
C+	=	775 points - 799 points
C	=	725 points – 774 points
C-	=	700 points – 724 points
D+	=	675 points – 699 points
D	=	625 points - 674 points
D-	=	600 points - 624 points
F	=	Fewer than 600 points

LATE WORK: Any work turned in after a module closes without advance permission from the instructor will only be eligible to receive half credit. For example, an assignment worth up to 60 points will be eligible to receive a maximum of 30 points. A grade that would have been a 54, for example, becomes a 27.

AI POLICY: Artificial Intelligence is not to be used on written assignments in this course under any circumstance. All assignments submitted will be run through at least one AI detection app and, potentially, more. If necessary, the instructor will use information gathered from detection apps and his own judgment to determine whether there is a strong likelihood AI was used in completing the assignment. After a thorough analysis, any assignment judged to have been written with the assistance of AI will receive an automatic ZERO. If, at some point in the semester, the judgment is made that a student used AI improperly, the instructor reserves the right to re-examine work completed earlier in the course.

TECHNICAL ISSUES WITH CANVAS: If, at any time during the semester, you have trouble accessing any of the required documents or links via Canvas, please notify the instructor IMMEDIATELY via email at glenn.geffner@ufl.edu so he can rectify the situation. Technical difficulties that likely could easily have been taken care of ahead of time by reaching out to the instructor are not a valid reason to not submit an assignment on time.