



SYLLABUS: COMM 3414

Sports Media Relations

Fall 2023

T/R 3:55-5:15 p.m., Derby Hall Rm 0080

Instructor

Instructor: Professor Timothy Miller
Email: miller.8354@osu.edu

Office Hours:

Virtual

Tuesday/Thursday 2:20 p.m.-3:40 p.m. ET (Grab a timeslot here:
<https://outlook.office365.com/owa/calendar/ProfTimothyMillerVirtualOfficeHoursAU23@buckeyemail.osu.edu/bookings/>)

Additional windows by appointment: virtually on Zoom
(email to set-up)

Course overview

This course will serve as an introduction to sports media relations, exploring theories and developing skills needed to pursue a career in the field. This will include developing skills as a media relations professional, the person who facilitates and manages the communication needs of a varied constituency. This course will also guide students in developing understanding of social scientific concepts around relationships that exist in the sports media landscape, including coaches, media, student-athletes, fans, athletics department staff.

In this course, you will learn the history and goals of sports media relations, as well as how to serve in that role for a collegiate, amateur or professional team or organization. Sports media relations combines sports journalism with strategic communication to serve the needs of both athletic organizations and the media at large. This class will foster a workshop environment in which students can build appreciation and skill sets for this particular craft.

Skill Development

Students will also leave this class with projects that exhibit skill development, including in-house publicity feature story development and writing, social and multimedia projects and a media kit with original content and designed using industry desktop publishing tools.

- Media training
- Game notes
- Working with media (print, online, radio, television)
- Social media
- Player/coach/team features (written/video)
- How to manage statistics/scoring systems
- Research/record books/archiving
- Game coverage
- Photography and videography
- Award nomination/promotion
- Writing (AP style)
- InDesign/Photoshop

Catalog course description

This hands-on, active-learning course will teach the theory and practice of sports media relations, developing strategic communication skills including writing, social media and multimedia, which will prepare students for sports media careers at the collegiate or professional sports levels.

Expected learning outcomes

By the end of this course, students should successfully be able to:

1. Understand the development of the sports media relations field and its theoretical purpose.
2. Recognize and engage in media relations skills to managing the needs of various constituents, including coaches, media, athletes, fans and athletics department staff.
3. Create and distribute media relations materials across platforms and channels such as mass media, public relations/publicity, advertising, digital and social media, direct marketing, and support media employed for strategic communication and promotion.
4. Understanding of the social and ethical dimensions of sports media relations.

Course materials

Required books:

Available in the bookstore

Esherick, C., Caskey, P., & Schulz, B. (2020). *Media Relations in sport (5th edition)*. Fitness Information Tech. ISBN: 9781940067360.

Press, A. (2022). *Associated Press Stylebook 2022-2024 And briefing on media law*. New York, N.Y.: BASIC Books. ISBN: 9781541601659.

Please also sign up for a FREE [Canva](https://www.canva.com) account.

Teaching Philosophy

My background and experience have provided me with wonderful opportunities to share insights in your introduction to sports media relations. In order to succeed in sports media relations, students – and later, professionals – must hold themselves accountable to engage in and drive their own education. I am here to guide and support but it also means students must take a greater responsibility for an engagement in what happens in their classes. The course has been structured so that we follow what is known as the “inverted learning” model, which means you read and watch short videos at home BEFORE the first class of the week.

Our class time is then dedicated to engaging with the material through a variety of “active learning” activities and assessments to determine and build your comprehension. With this active class model, students establish the foundation as part of that home pre-work, and then we build the structure of learning together, allowing us to see and correct weaknesses in the foundation and the structure.

The workload is the same—meaning for a three-credit class for every hour of work you do in class you will spend three hours working at home. The main difference is your class time will not be spent being lectured to; you will be engaged in actively learning the material through discussion, exercises, activities and assignments.

Some of the topics will feature discussions led by myself with reflections from my personal experience while other special guest visitors will shed light on material from real-world and valuable experience. I am a believer in asking you to spend time with what I call “thought provokers” and we’ll use weekly questions to kick off conversation to reinforce the material and prompt meaningful “on the hot seat” thinking, done in a learning environment.

All in all, it is my aspiration that you’ll feel comfortable in our space to ask questions, no matter your previous background in communications or sports. As such, as you listen to your peers or those leading discussion, I ask you to embrace the motto as Apple TV’s Ted Lasso would say, “be curious, not judgmental.” You will all, as individuals, eventually develop your own style wherever your communications career takes you and I believe you can always learn from others – even if you file it away in your brain for later as something you might want to approach differently should a similar situation arise professionally. I am hopeful that you’ll learn and consider opportunities within sports media relations. It’s a rewarding profession in which truly no two days are the same!

Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen:

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- This course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.
 - [Carmen accessibility](#)

Zoom

- The webinar tool Zoom will be used to host online office hours by appointment.
- Help guides on the use of Zoom can be found at <https://support.zoom.us/hc/en-us/categories/200101697-Getting-Started>

Baseline technical skills necessary for courses

Basic computer and web-browsing skills
Navigating Carmen

Necessary equipment

Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection.

Necessary software

OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.

Computer: Friend or Foe?

This course, like communications as a whole, relies heavily on access to computers, specific software, and the Internet. At some point during the semester you will likely have a problem with technology. Your laptop will crash; your iPad battery will die; a recording you make will disappear; you will accidentally delete a file; the wireless will go down at a crucial time.

These, however, are inevitabilities of life, not emergencies. Technology problems are not excuses for unfinished or late work. Bad things may happen, but you can protect yourself by doing the following:

- Plan ahead: A deadline is the last minute to turn in material. You can start--and finish--early, particularly if challenging resources are required, or you know it will be time consuming to finish this project.
- Save work early and often: Think how much work you do in 10 minutes. An option to give yourself extra peace of mind: set-up or enable auto save.
- Make regular backups of files in a different location: Between Box, Google Drive, Dropbox and iCloud, you have ample places to store and back up your materials. Use them.

Dress Code

This class is a quasi-professional environment that will involve you meeting with people from all walks of life. Dressing the part will be key to your professionalism. To that end, please wear clothing that would allow you to feel comfortable meeting any guest. That means, for our class purposes, no pajamas, slippers, crop tops, sweat pants or excessively ripped clothes. When we attend or cover specific events, I will recommend business casual attire.

Grading and faculty response

Grades

Assignment or category	Points and Percent
Class participation and professionalism	50/5%
Syllabus quiz (1 @ 10 points) and discussions (6 @ 40 points each)	250/25%
In-Class Activities (2 @ 50 points each)	100/10%
MODULE ASSESMENT 1: Team Analysis and Presentation	100/10%
MODULE ASSESSMENT 2: Press Release	50/5%
MODULE ASSESMENT 3: Creating Game Notes	50/5%
MODULE ASSESSMENT 4: Gamer and Mini Feature	100/10%
MODULE ASSESMENT 5: Designing Graphics	100/10%
SEMESTER ASSESSMENT: Final Game Notes Package	200/20%
Total	1000 /100%

See course schedule for due date.

These points tallied together will give you your final grade of the following (100-93=A; 92-90=A-; 89-88 B+; 87-82=B; 81-80=B-; 79-78=C+; 77-72=C; 71-70=C-; 69-60=D; 59 and below=E). I am not able to negotiate grades, either during or after the semester.

Assignment submissions

All assignments are due at the beginning of the class on the date listed on the syllabus. In journalism, stories that miss the deadline often do not make it to publication, and yours will not be graded. Assignments will be submitted to Canvas and grades will be provided there. (I'll make sure you know how!)

Assignment guide

Class Participation and Professionalism

These points are assigned at the discretion of the professor, based on your attendance and level of engagement participating in class activities. Please consider this class like work experience opportunity. Professionalism means being in attendance at our session, or contacting your professor BEFORE class about an absence and making sure to catch up on missed materials. In this class, we ask you to dress in a way that would be respectful to meet anyone at the university or in sports, from Gene Smith to the Blue Jackets social media team. Coming on time and not leaving early are additional signs of professionalism, as is working constructively with others in class.

Your participation in class and activities is paramount for your success throughout college. To that end we encourage your participation through the points that come with attending and taking part in class, and acting as professionally as possible with all of the activities we have planned. Your engagement in the “Thought Provokers” will also be reflected in these points.

Syllabus and Reading Reflection Questions (“Thought Provokers”)

In the first week you will become acquainted with the syllabus, including our course policies. The syllabus quiz will measure what you have learned and ensure you have gained the necessary knowledge to complete the course.

Throughout the semester, you will find a question prompt(s) on the material required to have reviewed before class. These questions will be submitted via Carmen and are meant to prompt thinking of how you might handle certain situations. We will weave these questions into in-class discussions as well, so students are encouraged to review their submissions to prepare for engaging with the professor and peers on their understanding and application of key concepts.

In-Class Activities

This semester you will have activities intended to build your skills and develop a greater level of familiarity and engagement with feature writing techniques. These will be completed in class and will involve group work and individual activities, as well as working with athletic communication professionals to build skills, understand and apply the social and ethical dimensions of strategic communication to skill development, and demonstrate analytical and writing skills commonly employed in strategic communication industries. These activities will include practicing skills we learn through our class materials and lectures.

Assignments are:

1. Analyzing what makes good game notes (50 points)
2. Taking part in a Crisis Communication simulation (50 points)

Module Assessments

Throughout the course of the semester, you will have projects to create media that would be part of sports communication and media relations for the team you have identified as your focus for the semester. An overview of the assignments is below. More information on specifics of each assessment will be available in Carmen by module.

MODULE ASSESSMENT 1: Team Analysis and Presentation

The first assignment is to analyze your team to see its identify and how you can best serve that through media relations.

Objectives

- To research an analyze a team on which you will focus your media relations activities this semester.
- Determine its audience, media and engagement needs.
- Create a presentation that identifies the opportunities and challenges of your media plan for the semester.

MODULE ASSESSMENT 2: Press release

This assignment is to draft and execute a press release to send out to the media.

Objectives:

- Identify a unique angle to team/event/sport.
- Write a single-page press release using the style we have seen in examples, which will hopefully entice coverage by the media.

MODULE ASSESSMENT 3: Creating Games Notes

For this assignment, you will create game notes for an upcoming athletic event related to your team. Games notes will also be part of your final project, and this would be a great time to get started on that part of the final.

Objectives:

- To research and write facts and trivia about your team and its players.
- To think like a reporter--what elements would be useful for a reporter covering a game.

MODULE ASSESSMENT 4: Gamer and Mini Feature

Players and teams are brought to life for fans through gamers and feature articles. Unlike journalistic endeavors, writing shorter can be helpful for coverage and to attract fan attention, so we will work on TWO elements for this assignment: a gamer that focuses more on the positives for the home team and a mini profile.

Objectives

- To demonstrate an understanding of feature-writing style.
- To bring to life through words an Ohio State sports personality.
- To produce a feature lede and nut graph.
- To have accurate quotes from at least two sources.

MODULE ASSESSMENT 5: Designing Graphics

In this assignment, you will create a template that could be used repeatedly for games and teams. You will need to get access to [Adobe Photoshop](#) for this assignment. Please subscribe to it for the duration of the course.

Objectives:

- To gain professional-level experience in graphic design.
- To develop photoshop skills.
- To establish more employable skills.

SEMESTER ASSESSMENT: Final Game Notes Package

For this project, you will create materials and experiences that promote teams via media relations and demonstrate media relations planning, and design professional-quality materials by creating media materials for a specific game involving an Ohio State team. This project will include researching the team, conducting interviews with coaches and players, and building elements that will benefit the media covering the game.

Objectives

- To demonstrate proficiency in the media relations skills we worked on this semester.
- To develop a game notes package that provides media materials for a single sports event.
- Create journalistic-quality multimedia files, including audio, video and photos to provide team coverage.

Additional information

Extra Credit

Everyone will have the opportunity throughout the semester to attend events or do research for extra credit, up to 20 points.

- **Activities:** Participate in the outside class activity/activities identified during the semester
- **Research:** Take part in School of Communication research, and receive 5 points per activity.
<http://osucomm.sona-systems.com>

All extra credit will be reported in Carmen. The deadline for completion and reporting to me all of the extra credit is the last Friday of classes.

Syllabus

This syllabus is an agreement between the instructor and the student. The instructor reserves the right to make changes to the syllabus as deemed necessary. By staying enrolled in this class, the student agrees to abide by the policies described herein.

Every effort has been made to create a syllabus that is as comprehensive and accurate as possible, but each class is a living entity and changes may arise. Please know I will notify you by email and in our next class session as soon as any syllabus change may arise.

Resources

During the course of this class and throughout your university career, you may find the following helpful:

- **The Writing Center.** This may be the last time in your life that you have easily accessible, free help available for your writing skills—use it. Being a good writer will give you an advantage in every walk of life, and if you are a Communication major, it is expected. Visit <http://cstw.osu.edu/writingcenter> to learn more or to schedule an appointment.
- **Strunk & White's The Elements of Style.** If you are uncertain of what constitutes good writing, this classic book is very straightforward and extremely helpful. The advice and direction offered in this book applies to writing in all fields. Find it at the campus bookstore or at a used bookstore for cheap.

Attendance and Make-Up Policy

Only students enrolled in this section are permitted to attend class. Attendance (both physical and mental) is key to your success in this class. Your grade is largely contingent on your presence and participation in class. Listen, take notes and ask questions. Much of the material presented in class is not found in your readings. If you miss class for whatever reason, it is your responsibility to obtain notes from a classmate; the instructor will not provide notes in any circumstance. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

Attendance

Student participation requirements

We have a lot of material to learn in a short period of time. It is important that you attend all of our class sessions. All of the material is available on Carmen at the beginning of the semester. Readings and videos must be consumed before our live class session so we can work on active learning experiences. Since we meet just twice a week, missing more than two classes in the semester without documentation will result in the final grade being dropped a letter grade.

If you are absent a day an assignment is discussed or assigned, it is your responsibility to get details from me or a classmate. **I do not accept late work.** If you will be absent the day an assignment is discussed or due, contact me in advance for assignment details and turn it in early in class or in my office. Under no circumstances are assignments accepted via email unless explicitly stated otherwise.

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Managing Stress

College can be a stressful time, and I am always here to help you—in this class and beyond. If, however, you feel you need more support, I encourage you to reach out to the Student Advocacy Center at 292.1111. They will always work with professors on your behalf.

Safe and Healthy

Keeping students healthy and preventing the spread of illness is important to The Ohio State University—and to me. Students are encouraged to stay home if they are sick and may be asked to leave class if they are coughing/sneezing. Students who are sick and cannot attend class must contact me *BEFORE class* to receive any class materials and turn in assignments via the drop box or e-mail. If you do not notify me, your assignment will not be accepted.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at

<http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

Academic integrity policy

Policies for this course

Written assignments: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **AP** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.

Reusing past work: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Religious accommodations

It is Ohio State’s policy to reasonably accommodate the sincerely held religious beliefs and practices of all students. The policy permits a student to be absent for up to three days each academic semester for reasons of faith or religious or spiritual belief.

Students planning to use religious beliefs or practices accommodations for course requirements must inform the instructor in writing no later than 14 days after the course begins. The instructor is then responsible for scheduling

an alternative time and date for the course requirement, which may be before or after the original time and date of the course requirement. These alternative accommodations will remain confidential. It is the student's responsibility to ensure that all course assignments are completed.

Campus Free Speech policy

Ohio State's [Shared Values](#) include a commitment to diversity and innovation. Pursuant to these values, the university promotes a culture of welcoming differences, making connections among people and ideas, and encouraging open-minded exploration, risk-taking, and freedom of expression. As a land-grant institution, the university takes seriously its role in promoting and supporting public discourse. To that end, Ohio State is steadfastly committed to protecting the First Amendment right to free speech and academic freedom on its campuses, and to upholding the university's academic motto — "Education for Citizenship." The [Campus Free Speech policy](#) adopted in May 2023 supports this commitment.

Weather or other short-term closing

Should in-person classes be canceled, I will notify you as to which alternative methods of teaching will be offered to ensure continuity of instruction for this class. Communication will be via email/CarmenCanvas announcement.

Illness Policies

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>).

Most students should be able to complete a successful semester despite illness-induced absence. If you are too ill to participate in this course due to illness, please contact the instructor as soon as you are able. If you are absent due to illness, I will give you a reasonable opportunity to make up missed work other than in-class assignments that are not able to be replicated by an individual student after the fact due to the nature of the assignment. This course offers extra credit to allow students to recoup lost points for situations such as these. You do not need to provide a physician's document of illness, but you should advise me via email as soon as you are safely able to do so.

OTHER RELATED RESOURCES

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student’s ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life’s Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

Who can I talk to? Where can I go for help with emotional distress?	Who can I talk to? Where can I go for help with emotional distress?
Counseling and Consultation Service 614-292-5766 1030 Lincoln Tower, 1800 Cannon Dr. Younkin Success Center, 1640 Neil Ave.	Student Wellness Center 614-292-4527 RPAC, 337 Annie & John Glenn Ave.
"Let's Talk" Thursday evenings, 6-8 p.m. Multicultural Center, Ohio Union	Sexual Assault Response Network of Central Ohio 614-267-7020
Psychology Services Center 614-292-2345 105 Psychology Building, 185 Neil Ave.	Buckeye Peer Access Line (PAL) 8 P.M. – Midnight (only) 614-514-3333
Stress Trauma & Resilience 614-293-STAR Harding Hospital, 1670 Upham Dr.	Suicide Prevention Lifeline 614-221-5445 or 800-273-8255 Text 4hope to 741741 Or call 911 for immediate assistance
School of Communication Cares	School of Communication Cares

SCHEDULE AND SCHEDULE DISCLAIMER

I reserve the right to alter the scheduled topics as the semester progresses. These changes will be announced via Carmen announcements or email.

Week	Details
Module 1 Week 1 (Aug 22 + 24) What is Sports Media Relations	<p>Learning outcomes for this week</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> Meet the class and your classmates Understand the goals, opportunities and responsibilities in this class. Understand the role of sports media relations. Differentiate between sports media relations and public relations. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> Please review: <ul style="list-style-type: none"> Our syllabus Do course readings <p><i>Textbook: Media Relations in Sport: Chapter 1 – intro to media relations in sports</i></p> <p>Online readings in Carmen</p> <ul style="list-style-type: none"> Sports Publicity: A Practical Approach Chapter 1: Getting started and building contacts/volunteerism Sports Public Relations: How to Do Sports PR (w/ Examples) Watch course video <ul style="list-style-type: none"> Visit Ohio State Buckeyes (Links to an external site.) VIDEO/Audio: What is Sports Media Relations Thought Provoker submission (due before class by 3:55 pm. ET) <ul style="list-style-type: none"> Note: No submission required ahead of first class. Submission due by 3:55 p.m. ET ahead of class #2 on Thursday <p><i>Here's everything you need to do IN class TUESDAY.</i></p> <ul style="list-style-type: none"> Review syllabus and course expectations with Prof. Miller In-class activity No. 1: Ice-Breaker <p><i>Here's everything you need to do IN class THURSDAY.</i></p> <ul style="list-style-type: none"> Discuss what is media relations in sports Form group & Begin research and discussion for Assignment 1 – Team Analysis & Presentation MODULE ASSIGNMENT ALERT: Module Assessment #1 – Team Analysis and Presentation – all materials due Sunday, Sept 10 [11:59 p.m. ET] <p><i>Here's everything you need to do AFTER class THURSDAY.</i></p> <ul style="list-style-type: none"> Review the two extra credit outside-class activity opportunities via Carmen – sign-up will be done via survey and spots will be filled subject to capacity limits and first-come, first-served sign-ups (sign-up available beginning first day of class). Icebreaker exercise submission Available Aug 22, 2023, due 11:59 p.m. Aug 27 Assessment Syllabus and course quiz (due AFTER Thursday class by 11:59 p.m. ET on Thu., Aug 24)

<p>Module 1 Week 2 (Aug 29 + 31) Sports Media Skills and Jobs</p>	<p>Learning outcomes for this session Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Understand what skills are needed for a career in sports media relations. ▪ Identify differences between media relations and brand journalism. ▪ Understand AP style and grammar skills needed for communication careers. ▪ Be familiar with a key communication theory: agenda-setting <p>Course roadmap <i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course readings <p><i>Textbook: Media Relations in Sport: Chapter 2 – The Print Media + AP Stylebook: News values and principles chapter & online readings in Carmen</i></p> <ul style="list-style-type: none"> ▪ Reading, writing and speaking – and not just English ▪ Watch course videos <ul style="list-style-type: none"> ▪ VIDEO: Careers in sports media relations ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application Tuesday <ul style="list-style-type: none"> ▪ Meeting sports media professionals to learn their career pathways and advice ▪ Identify which team you may wish to work with and select group. ▪ Practice and application Thursday <ul style="list-style-type: none"> ▪ Sports media professional visit to determine skills we need for jobs in Sports Media Relations and identifying team identities ▪ Resource <ul style="list-style-type: none"> ▪ Teamwork Online (careers in sports)
<p>Module 1 Week 3 (Sept 5 + 7) Working with Coaches and Players</p>	<p>Learning outcomes for this session Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Understand how media relations professionals navigate between coaches, players and the media. ▪ The challenges and opportunities in the relationship. ▪ How we can maintain high professional standards in this environment <p>Course roadmap <i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course readings <p><i>Textbook: Media Relations in Sport: Chapter 5 – Sports Information Specialists & Online readings in Carmen</i></p> <ul style="list-style-type: none"> ▪ Communicating in the College Environment ▪ Inside the life of PR staffers: ‘There’s a lot the public will never know’ ▪ College Head Coaches Are Blowing Media Opportunities <p>Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET)</p> <p>Watch course videos</p> <ul style="list-style-type: none"> ▪ Pro hockey media relations ▪ Top 10 most ridiculous press conferences ▪ “Bull Durham” cliches ▪ Funny football coach interviews

	<p><i>Here's everything you need to do IN the class.</i></p> <ul style="list-style-type: none"> ▪ Practice and Application (Tuesday) Building trust with stakeholders: working with media members (local, regional, in-house) ▪ Practice and Application (Thursday) Building trust with stakeholders: working with coaches/players <p><i>Here's everything you need to do AFTER the class</i></p> <ul style="list-style-type: none"> ▪ Discussion and reflection - Discussion: Let's discuss Module 1 materials. Post Due: Sept. 7, 2023 at 11:59pm, Comments Due: Sept. 10, 2023 at 11:59pm ▪ Module Assessment #1 – Team Analysis and Presentation – all materials due Sunday [Sept 10, 11:59 p.m. ET]
<p>Module 2 Week 4 (Sept 12 + 14) Working with Media</p>	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ol style="list-style-type: none"> 1. Understand the communication tools that help facilitate sports coverage. 2. Design, execute and disseminate media materials. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course readings Text: AP Stylebook- AP Briefing on Media Law & readings in Carmen <ul style="list-style-type: none"> ▪ How to Write a Press Release for a Sporting Event in 2021 ▪ Press Conferences in Sport ▪ The Press Conference ▪ Sports writers could ditch the 'clown questions' and do better when it comes to press conferences ▪ Watch course videos <ul style="list-style-type: none"> ▪ Memorable Press Conference Moments (read and watch embedded videos) ▪ Ryan Day Press Conference after Michigan Loss (24 minutes) ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and Application (Tuesday) Team analysis presentations (Modular Assignment 1) Explore use of releases, advisories to send out info MODULAR ASSIGNMENT ALERT: PRESS RELEASE All materials due Sunday, Sept 24 [11:59 p.m. ET] ▪ Practice and Application (Thursday) <ul style="list-style-type: none"> ▪ Team analysis presentations (Modular Assignment 1) ▪ Running pressers and media events
<p>Module 2 Week 5 (Sept. 19 + 21) Game Notes</p>	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ol style="list-style-type: none"> 1. Identify what makes a strong game notes package. 2. Learn skills to create game notes for your selected team. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Please review: <ul style="list-style-type: none"> ▪ Ohio State Men's Hockey notes ▪ Minnesota Hockey notes ▪ Washington Wild Things notes ▪ Niagara Men's Basketball notes

	<ul style="list-style-type: none"> ▪ Ohio State Women's Basketball notes ▪ Ohio State Men's Basketball notes ▪ Columbus Crew game notes <ul style="list-style-type: none"> ▪ Do course reading <ul style="list-style-type: none"> ▪ Media Relations in Sport: Creating Promotional Guides ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ What are game notes and how do we make them ▪ ASSIGNMENT: What makes good game notes? (due Sunday) ▪ Practice and application (Thursday) ▪ Creating Game notes ▪ MODULAR ASSIGNMENT ALERT: 'CREATING GAME NOTES' PROJECT: All materials due Sunday, Oct. 8 [11:59 p.m. ET] <p><i>Here's everything you need to do AFTER class:</i></p> <ul style="list-style-type: none"> ▪ ASSIGNMENT: What makes good game notes? (due Sunday) ▪ MODULAR ASSIGNMENT DUE: PRESS RELEASE All materials due Sunday, Sept 24 [11:59 p.m. ET]
Module 3 Week 6 (Sept. 26 + 28) Writing to be read	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Identify stories that bring players to life and promote the team. ▪ Write narratives to be included on team websites of players on in-season teams. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course reading via Carmen <ul style="list-style-type: none"> ▪ Chapters in "Writing Fabulous Features" [uncovering the magic of features, interviewing, writing to be read] ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Understanding interviewing from the other side. ▪ Practice and application (Thursday) <p>Finding and writing short features Put your feature in the Google sheet in Carmen Select your game to cover in Carmen</p>
Module 3 Week 7 (Oct. 3 + 5) Pre- and Post-Game Coverage	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ol style="list-style-type: none"> 1. Understand and execute the writing of game stories from the team perspective. 2. Incorporate journalistic skills and media relations duties. 3. Demonstrate good writing skills free of grammar issues, typos, jargon. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Please review these team game stories:

	<ul style="list-style-type: none"> ▪ Ohio State falls in Top 25 Battle with Indiana (Links to an external site.) ▪ No. 17 Buckeyes Down No. 3 Wolverines, 6-1 (Links to an external site.) <p>▪ Do course readings</p> <p>TEXT:</p> <ul style="list-style-type: none"> ▪ Media Relations in Sport: Developing Writing Skills <p>▪ Carmen:</p> <ul style="list-style-type: none"> ▪ Avoid using cliches in sports writing ▪ Sportswriter Resources: Writing the Short Game Story <p>▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET)</p> <p><i>Here's everything you need to do IN the class.</i></p> <p>Practice and Application (Tuesday)</p> <p>Writing Gamers</p> <p>MODULAR ASSIGNMENT ALERT: 'GAMER AND MINI FEATURE PROJECT: All materials due Sunday, Oct. 22 [11:59 p.m. ET]</p> <ul style="list-style-type: none"> ▪ Practice and Application (Thursday) <ul style="list-style-type: none"> ▪ Working on your gamers <p><i>Here's everything you need to do AFTER the class.</i></p> <p>MODULE ASSESSMENT 3: Creating Games Notes</p> <p>All materials due Sunday, Oct. 8 [11:59 p.m. ET]</p>
<p>Module 3 Week 8 (Oct. 10) [No class Oct 12 Fall Break] Stats & Scorekeeping</p>	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Understand how scorekeeping works across sports. ▪ Determine how to keep score and use data to help augment media relations skills. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course reading <ul style="list-style-type: none"> ▪ Scoring Baseball (Links to an external site.) ▪ Hockey Scorekeeping ▪ Lacrosse scorekeeping ▪ Watch course videos <ul style="list-style-type: none"> ▪ Scorekeeping baseball, basketball, volleyball, hockey ▪ Submit: One Thought Provoker submission via Carmen (due before Tuesday class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Understanding Stats and scorekeeping ▪ Practicing scorekeeping <p>Fall Break – NO CLASS (Thursday)</p>

<p>Module 4 Week 9 (Oct 17+19) Developing social media</p>	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Explore how social media drives fan/team interaction and information dissemination. ▪ Determine the best approach to social--to snark or not to snark? ▪ Determine what social teams need and how to approach it. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Please review: ▪ Do course readings <ul style="list-style-type: none"> ▪ Text: <ul style="list-style-type: none"> Media Relations in Sport: Publicity Campaigns Media Relations in Sport: Social Media, Twitter, and Technology ▪ Carmen <ul style="list-style-type: none"> How to use social media in sports to keep fans engaged Athletes and Personal Branding the Power of Social Media ▪ Watch course video <ul style="list-style-type: none"> ▪ The Role of Social Media in Sports Marketing: Why Twitter Matters in Sports Games ▪ Vince Carter addresses the negative effects of social media on athletes OTL ▪ Social Media Marketing Strategies For Sports Teams With Examples ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Talking social strategy ▪ Practice and application (Thursday) <ul style="list-style-type: none"> ▪ Using photo for social strategy <p><i>Here's everything you need to do AFTER class.</i></p> <p>Discussion: Let's discuss Module 3 materials Post Due: Oct 19, 2023 at 11:59pm Comments Due: Oct 22, 2023 at 11:59pm</p> <p>MODULE ASSESSMENT 4: Gamer and Mini Feature</p> <p>All materials due Sunday, Oct. 22 [11:59 p.m. ET]</p>
<p>Module 4 Week 10 (March Oct. 24-26) Creating multimedia for sports comm</p>	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ To understand how personal branding is elemental to media relations. ▪ To conceptualize player/team branding. ▪ To recognize skills and tools needed for execution of branding. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Please review: <ul style="list-style-type: none"> ▪ Get started with InDesign

	<ul style="list-style-type: none"> ▪ Getting started with Canva (Links to an external site.) ▪ Do course reading via Carmen <ul style="list-style-type: none"> ▪ Athletes and Personal Branding: the Power of Social Media ▪ NCAA Student-Athletes Using NIL and Personal-Branding to Their Advantage ▪ Watch course video <ul style="list-style-type: none"> ▪ Start with Canva in 2021 (10:25) ▪ Adobe InDesign Tutorial for Beginners (5:27) ▪ Navigating Student Athlete NIL Branding Opportunities (2:37) ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Doing design ▪ Practice and application (Thursday) <ul style="list-style-type: none"> ▪ Player personal branding
Module 4 Week 11 (Oct. 31 + Nov 2) Doing Design	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ Recognize the key design elements in use in athletic teams/programs. ▪ Engage in design using templates. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course reading <ul style="list-style-type: none"> ▪ Get to know Photoshop ▪ Watch course video <ul style="list-style-type: none"> ▪ VIDEO: Creating with Photoshop ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) Photoshop in Sports overview ▪ Practice and application (Thursday) <ul style="list-style-type: none"> ▪ Understanding design. Practicing Photoshop. ▪ MODULE ASSESSMENT 5 ALERT: Designing Graphics (100 pts/10% of grade) All materials due Sunday, Nov. 19 [11:59 p.m. ET]
Module 5 Week 12 (Nov 7 + 9) Crisis Communication	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> ▪ To identify what makes a crisis. ▪ How to prepare responses for a crisis. ▪ How communication can work to temper or inflame a crisis. <p>Course roadmap</p> <p><i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Please review: <ul style="list-style-type: none"> ▪ Ohio State suspends football coach Urban Meyer three games: 'I want to apologize' (Links to an external site.) ▪ HOCKEY; Girl, 13, Dies After Being Hit by Puck (Links to an external site.)

	<ul style="list-style-type: none"> ▪ Do course reading Text <ul style="list-style-type: none"> ▪ Media Relations in Sports: Crisis Management ▪ Watch course video <ul style="list-style-type: none"> ▪ Hud Englehart on Crisis Communication (Links to an external site.) ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) <p><i>Here's everything you need to do IN class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Handling a crisis ▪ Practice and application (Thursday) <ul style="list-style-type: none"> ▪ Practicing crisis comm + Assignment <p><i>Here's everything you need to do AFTER class.</i></p> <ul style="list-style-type: none"> ▪ ASSIGNMENT: Taking part in a Crisis Communication simulation (50 points) Available Nov 9, 2023, due 11:59 p.m. Nov 12 <p>Discussion: Framing Out Your Final Project Post Due: Nov 9, 2023 at 11:59pm Comments: n/a</p>
Module 5 Week 13 (Nov 14 + 16) Compliance and ethics	<p>Learning outcomes for this session Today, our activities, content, and assignments will help you to be able to do the following:</p> <ol style="list-style-type: none"> 1. Understand how compliance impacts collegiate media relations. 2. Recognize the opportunities and challenges with name, image and likeness. <p>Course roadmap <i>Here's everything you need to do and remember BEFORE the class.</i></p> <ul style="list-style-type: none"> ▪ Do course reading <ul style="list-style-type: none"> ▪ TEXT: Media Relations in Sports: Ethics, Law, and Regulations ▪ STUDENT-ATHLETE NAME, IMAGE, LIKENESS GUIDELINES (Links to an external site.) ▪ Watch course videos <ul style="list-style-type: none"> ▪ The Exploitation of College Athletes Tim Nevius TEDxDayton ▪ Supreme Court rules on college athlete compensation ▪ Submit: Two Thought Provoker submissions via Carmen (due before each class by 3:55 pm. ET) • Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Understanding compliance and Title IX ▪ Ethics in media relations ▪ Practice and application (Thursday) <ul style="list-style-type: none"> ▪ Final group project class time with professor Q&A at tables
Module 6 Week 14 (Nov 21) [No class Nov 23 – Thanksgiving] Understanding fans & city	<p>Learning outcomes for this session Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> • Complete game notes package for submission. <p>Course roadmap</p> <ul style="list-style-type: none"> ▪ Submit: One Thought Provoker submission via Carmen (due before Tuesday class by 3:55 pm. ET) <p><i>Here's everything you need to do during and after class.</i></p> <ul style="list-style-type: none"> ▪ Practice and application (Tuesday) <ul style="list-style-type: none"> ▪ Learning the importance of creating civic buzz and why comms needs to roll-up their sleeves and better understand fans

	<ul style="list-style-type: none"> Practice/Analyze fan and civic opportunities related to your final project No class Thanksgiving (Thursday)
Module 6 Week 15 (Nov 28 + 30) Putting it all together	<p>Learning outcomes for this session</p> <p>Today, our activities, content, and assignments will help you to be able to do the following:</p> <ul style="list-style-type: none"> Understand growth opportunities for careers in professional sports at various career stages. Self-assess competencies and other life balance priorities <p>Course roadmap</p> <p><i>Here's everything you need to do during and after class.</i></p> <ul style="list-style-type: none"> Practice and application (Tuesday) <ul style="list-style-type: none"> Where to go from here – career services Career competencies Practice and application (Thursday) <ul style="list-style-type: none"> Being the best sports communications pro: it's all about balance Working on your life wheel <p><i>Here's everything you need to do AFTER class</i></p> <p>Discussion: What have we learned? Post Due: Nov 30, 2023 at 11:59pm Comments Due: Dec 3, 2023 at 11:59pm</p> <p>SEMESTER ASSESSMENT: Final Game Notes Package</p> <p>All materials due Sunday, Dec 3 [11:59 p.m. ET]</p>
Final Game Notes Class Presentation (Dec 6)	Final game note group presentations

<p>Overview of Assignment Due Dates</p>	<p>Syllabus and Course Quiz – due via Carmen by 11:59 p.m. ET after second class (Thursday, Aug 24).</p> <p>Thought Provokers – one submission due before each class (by 3:55 p.m. ET) unless listed.</p> <p>Modular Discussion Assignments (6) – Posts by students due by Thursday night (11:59 p.m. ET) and unless noted, comment/responses to your peers by that Sunday at 11:59 p.m. Additional details in Carmen under each discussion topic.</p> <p>Discussion: Let's discuss Module 1 materials Post Due: Sept. 7, 2023 at 11:59pm Comments Due: Sept. 10, 2023 at 11:59pm</p> <p>Discussion: Framing Out Your Features Post Due: Sept. 21, 2023 at 11:59pm Comments Due: Sept. 24, 2023 at 11:59pm</p> <p>Discussion: Let's discuss Module 3 materials Post Due: Oct 19, 2023 at 11:59pm Comments Due: Oct 22, 2023 at 11:59pm</p> <p>Discussion: Let's discuss Module 4 materials Post Due: Nov. 2, 2023 at 11:59pm Comments Due: Nov 5, 2023 at 11:59pm</p> <p>Discussion: Framing Out Your Final Project Post Due: Nov 9, 2023 at 11:59pm Comments: n/a</p> <p>Discussion: What have we learned? Post Due: Nov 30, 2023 at 11:59pm Comments Due: Dec 3, 2023 at 11:59pm</p> <p>In class activity assignments – available the day of class the activity takes place and due the Sunday after the activity in that week's classes</p> <ul style="list-style-type: none"> - Icebreaker – Available Aug 22, 2023, due 11:59 p.m. Aug 27 - Analyzing what makes good game notes (50 points) Available Sept. 19, 2023, due 11:59 p.m. Sept. 24 - Taking part in a Crisis Communication simulation (50 points) Available Nov 9, 2023, due 11:59 p.m. Nov 12
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Major Module Assignments and Semester Assessment (submission deadline dates via Carmen below)

MODULE ASSESSMENT 1: Team Analysis and Presentation (100 pts/10% of grade) [group]

All materials due Sunday, Sept 10 [11:59 p.m. ET]

MODULE ASSESSMENT 2: Press release (50 pts/5% of grade) [solo]

All materials due Sunday, Sept 24 [11:59 p.m. ET]

MODULE ASSESSMENT 3: Creating Games Notes (50 pts/5% of grade) [solo]

All materials due Sunday, Oct. 8 [11:59 p.m. ET]

MODULE ASSESSMENT 4: Gamer and Mini Feature (100 pts/10% of grade) [solo]

All materials due Sunday, Oct. 22 [11:59 p.m. ET]

MODULE ASSESSMENT 5: Designing Graphics (100 pts/10% of grade) [solo]

All materials due Sunday, Nov. 19 [11:59 p.m. ET]

SEMESTER ASSESSMENT: Final Game Notes Package (200 pts/20% of grade) [group]

All materials due Sunday Dec 3 [11:59 p.m. ET]