

Sports Media Minor

Goal - Industry-standard Digital Production Skills for Sport Media Professionals

Goal Description:

Students enrolled in the sports media minor will demonstrate industry standards and protocols while producing sports based content for industry leading and student media outlets.

Providing Department: Sports Media Minor

Progress: Ongoing

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Objective - Digital Production Skills

Learning Objective Description:

Students enrolled in sports media classes will demonstrate a professional level of skills in working in a professional sports media environment through opportunities made available in courses, on campus and in the community. Students will work on ESPN3 and ESPN+ live broadcasts, live radio broadcasts on 90.5 The Kat and writing/producing sports based content for *The Houstonian*.

Students will develop skills in the following areas:

- Camera Work
- Audio
- Technical Directing
- Directing
- Graphics
- Replay
- Radio Operation
- Play by Play Announcing
- Sports Writing

Evaluation of skills will come from ESPN producers who oversee productions and production quality, observation by instructors and athletics personnel.

RELATED ITEM LEVEL 2

Digital Production Skills

Indicator Description:

Students enrolled in sports media and/or field production courses, participated in a variety of live productions in both the areas of radio and television. Events that students participated in were aired live on 90.5 FM, KSHU, ESPN3 or ESPN+ and had to adhere to the professional standards for the corresponding media.

Radio - students gained experience as board operators, play by play announcers and color commentators.

Television - students gained experience as camera operators, directors, technical directors, audio operators, replay operators and graphics operators.

Three of our students also worked part time for 101.7 KSAM in addition to university provided experience.

Several Mass Communication students were also student workers, working for the Bearkat Sports Network.

Criterion Description:

Students enrolled in sports media and/or field production courses, participated in a variety of live productions in both the areas of radio and television. Events that students participated in were aired live on 90.5 FM, KSHU, ESPN3 or ESPN+ and had to adhere to the professional standards for the corresponding media.

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Three of our students also worked part time for 101.7 KSAM in addition to university provided experience.

Several Mass Communication students were also student workers, working for the Bearkat Sports Network.

Findings Description:

During the 2021-2022 academic year sports media students participated in the following activities:

- Production crew for 47 ESPN Productions
- Announcers and crew for 58 live radio broadcasts on 90.5 KSHU (some of which were simulcast on the Bearkat Sports Network)
- Produced and created *Bearkat Countdown* which was a live pre-game show from Bearkat Alley prior to home football games
- Produced and created *The Playbook* which was a weekly talk show covering everything sports
- Students won 17 awards in sports media categories at TIPA
- Two students experienced working at the Super Bowl with Living Sport
- Students continue to also work for Bearkat Sports Network

RELATED ITEM LEVEL 3

Action - Digital Production Skills

Action Description:

During the Fall 2022 semester students will continue to be a part of the professional quality production of SHSU athletic events.

The department needs to explore current courses offered and possibilities for future courses to keep up with the growing industry.

Students will continue to work live professional quality productions for ESPN and 90.5 KSHU.

Student work will continue to be entered into contests for sports media including TIPA and CMA.

We will continue to build relationships with employers and equipping students for a career in the industry.

Department will continue to bring in industry professionals as guest speakers.

Goal - Professional Level Performance and Communication Skills

Goal Description:

Students will demonstrate their oral, aural, visual and written communication skills through publicly published sports productions.

Providing Department: Sports Media Minor

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Objective - Performance and Communication Skills

Learning Objective Description:

Students will gain practical experience in vocal performance of sports media in MCOM 3365 and through opportunities for broadcast provided on KSHU 90.5 and TV Cable Channel 7.

RELATED ITEM LEVEL 2

Performance and Communication

Indicator Description:

Students will be provided opportunities to develop and improve their vocal performance and broadcast communication skills by crewing broadcast of sporting events. Records of events and participants will be kept and tracked.

Criterion Description:

Each semester 100% of students taking courses in the Sports Media Minor program will be expected to participate and gain experience in various areas of sports media including but not limited to radio, TV and print. Records of events and participants will be kept and tracked.

Findings Description:

During the 2021-2022 reporting cycle every student selecting the sports minor participated in at least two broadcasts of a sporting event on radio and on TV.

RELATED ITEM LEVEL 3

Action - Performance and Communication

Action Description:

Students will continue to work live professional quality productions for ESPN and 90.5 KSHU.

Student work will continue to be entered into contests for sports media including TIPA and CMA.

We will continue to build relationships with employers and equipping students for a career in the industry.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

The sports media minor has been in existence for two years and already has attracted 50+ minors. In the upcoming year, the minor will step up marketing the minor to students and advisors in the SAM center as well as encouraging more participation of its students in regional and national sports media competitions.

Update of Progress to the Previous Cycle's PCI:

The sports media minor continues to grow and now stands at 90 total minors since the inception of the program. Students declaring the sports media minor are from 10 different degree concentrations with the majority of them being Mass Comm Majors. The department continues to promote the minor across campus, through athletics and through communication with high schools and charter schools. During the 2021-2022 academic year sports media students participated in the following activities:

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The degree plan for the minor has been modified to be a more well rounded program and to enable students to complete the program without having to take an abundance of pre-reqs just to get to the required courses.

New Plan for Continuous Improvement Item

Closing Summary:

The department will continue to promote the sports media minor on and off campus.

The department needs to explore current courses offered and possibilities for future courses to keep up with the growing industry.

Students will continue to work live professional quality productions for ESPN and 90.5 KSHU.

Student work will continue to be entered into contests for sports media including TIPA and CMA.

We will continue to build relationships with employers and industry professionals and prepare student to be career ready in the Sports Media Industry.