

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:

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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:

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 conducted a total of 43 live radio broadcasts during the 2022-2023 academic year (23 in the Fall and 20 in the Spring). In order to have a successful broadcast there was a need for producers/board ops in the radio station as well as Play by Play and Color talent on location.

Television - Students gained experience as camera operators, directors, technical directors, audio operators, replay operators and graphics operators by crewing alongside the Bearkat Sports Network a total of 30 TV broadcasts during the 2022-2023 academic year (13 in the Fall and 17 in the Spring).

We had 7 students working part time at KSAM to bring Huntsville Hornet and Bearkat broadcasts to the Huntsville community.

RELATED ITEM LEVEL 3

Action - Digital Production Skills

Action Description:

Student work will be submitted to student competitions in the area of Sports Media with the goal of building an award-winning sports media program. Students will continue to gain valuable experience in the Sports Media Industry even with the move of SHSU to Conference USA.

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 while taking MCOM 3365, 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.

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.

Findings Description:

Students taking courses in the Sports Media Program participated in the following during the 2022-2023 academic year.

Radio Broadcasts: 43 Total Broadcasts

Television Broadcasts: 30 Total Broadcasts

Print: Students in the MCJR 4367 Reporting Sports Journalism class were assigned different sports to cover in which they were responsible for covering all aspects of assigned sports.

RELATED ITEM LEVEL 3

Action - Performance and Communication

Action Description:

Student work will be submitted to student competitions in the area of Sports Media with the goal of building an award-winning sports media program. Students will continue to gain valuable experience in the Sports Media Industry even with the move of SHSU to Conference USA.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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.

Update of Progress to the Previous Cycle's PCI:

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

- The sports media minor is introduced to prospective students during campus/department tours and used as a recruiting tool for future SHSU athletes.

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

- As the departments works to create a Sports Media BA, new courses are being explored including offering a Special Topic course in Sports PR in the Spring of 2024 which will be taught by Dr. Mia Long Anderson.

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

- During the 2022-2023 academic year, students worked 43 radio broadcasts and 30 TV broadcasts in cooperation with SHSU Athletics and the Bearkat Sports Network.

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

- During the 2022-2023 academic year we had 1 student travel to Miami to work the NHL All Star Game, 3 students travel to Arizona to work the Superbowl, and 4 students travel to Houston to work the NCAA Final Four. We also had student intern with Living Sport and KPRC channel 2 in Houston, TX.

New Plan for Continuous Improvement Item

Closing Summary:

Faculty and the Department will continue to promote the Sports Media Minor within the department and across the university.

Faculty within the Sports Media Minor will build and develop relationships with alumni and professionals in the sports media industry. Relationships will be developed for the purpose of building a better program and to offer more industry opportunities for students. Students will continue to get hands on experience through opportunities at SHSU and in the Huntsville community. Ryan Broussard is heading the effort to expand the Sports Media Minor by creating a BA in Sports Media.

The department will need to continue to build relationships with the professional sports media industry as well as recruit future students into the program.