

# Sports Media Minor

## 1 - Evaluate the feasibility of expanding the existing sports media minor into a bachelor degree

**Goal Description:**

Evaluate the feasibility of expanding the existing minor in Sports Media into an established concentration within the Department of Mass Communication

**Providing Department:** Sports Media Minor

**Progress:** Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**1- Evaluate resources to support the development of an expanded degree program**

**Learning Objective Description:**

The department will determine and evaluate resources available to the department for establishing a new degree program in sports media.

RELATED ITEM LEVEL 2

**1 - Evaluate the benefits of expanding the minor into a major & Research sports media programs at other institutions**

**Indicator Description:**

The proposal for the Sports Media degree will be added to SHSU Inventory of Degrees.

**Criterion Description:**

A proposal for a bachelor’s degree in Sports Media will process through the curriculum process.

**Findings Description:**

The process is underway to create a BS in Sports Media. The proposal has been completed and is currently undergoing review by the department’s curriculum committee. One reason for choosing a standalone BS and not a BA concentration in Mass Communication is for marketing purposes. Students looking for majors on ApplyTexas or SHSU’s website see only Mass Communication, not journalism, broadcast production, film or advertising/public relations. Prospective students can then easily find the sports media major

RELATED ITEM LEVEL 3

**1 - Evaluate feasibility of expanding existing minor into a BS degree**

**Action Description:**

Work will continue on developing the degree proposal and creating courses to support it.

RELATED ITEM LEVEL 1

**1- Research other institutions for similar degrees**

**Learning Objective Description:**

The department will research universities throughout the state and nation offering a sports media degree prior to creating a formal for a new concentration in the department.

## 2 - Develop a curriculum that aligns with industry standards for sports media professionals

**Goal Description:**

Students who graduate with the sports media minor will demonstrate industry standards and protocols while producing sports-based content for professional and student media outlets. Students will demonstrate skills including video production, communication performance skills and digital storytelling of live events.

**Providing Department:** Sports Media Minor

**Progress:** Ongoing

**RELATED ITEMS/ELEMENTS** -----

**RELATED ITEM LEVEL 1**

**2 - Develop sports media production curriculum**

**Learning Objective Description:**

Students will gain practical experience in vocal performance of sports media while taking MCJR 3365, through opportunities for broadcasting sports on KSHU 90.5 and TV Cable Channel 7.

**RELATED ITEM LEVEL 1**

**2 - Expand digital production curriculum**

**Learning Objective Description:**

The department will expand its course offerings beyond MCPD 3374, and MCPD 4374 to provide students training to develop video production techniques specific to the sports media industry. Students will develop skills in the following areas:

- Camera Work
- Audio
- Technical Directing
- Directing
- Graphics
- Replay
- Radio Operation
- Sports Photography
- Sports Writing

**RELATED ITEM LEVEL 2**

**2 - Provide co-curricular opportunities to develop professional level skills & Develop curriculum to build skills needed for a career in sports media**

**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 courses will demonstrate a professional level of skills expected to work in professional sports media environments 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*.

**Findings Description:**

**Number of events covered on KSHU 90.5 FM: Board Op, PxP & Color, Weekly Sports Show.**

- Live sports broadcasts – 15 live broadcasts in the fall and nine in the spring.
- “Behind the Mic” sports radio show – 16 shows during each semester.

**Number of events covered on Channel 7: Camera Op, Director, Audio, Replay, Graphics.**

- Producers and directors for the student newscast used footage from ESPN+ broadcasts, eight of which were partially worked on by students.

**Number of events covered in The Houstonian: Written, Photography.**

- No stories were published in the 23-24 school year, though that was mostly due to a restructuring of the newspaper amid a transition. That is expected to change in the 24-25 school year with the hire of a new adviser.

- Photographers for The Houstonian covered home football, men’s basketball, soccer, volleyball, baseball and softball games, in addition to a local motocross event and the SHSU Rodeo. A total of 74 photos were published. Four were entered into CMA's national Pinnacle Photo contest.

**Number of students working for KSAM Sports coverage and BSN.**

- KSAM – 6 students worked part time at KSAM and took part in broadcasting live sporting events.
- ESPN+ broadcasts – students in the MCPD 4374 – Sports Media Production II class, taught by Jonathan Read in spring 2024, worked on eight ESPN+ broadcasts.

**Number of student-produced sports shows.**

- Huntsville Huddle – 14 shows shot and produced by about 30 students as part of broadcast production classes taught by LeeAn Muns.
- Bearkat Power! Sports Edition - Weekly 2hr radio program on KSHU 90.5

**Number of student-produced worked published in the Huntsville Item.**

- One student wrote eight sports stories in spring 2024 as a freelance writer.

**Number of students working with Huntsville ISD in live sports.**

- One student served as play-by-play commentator for 12 girls’ basketball and 20 baseball games for Huntsville High School.
- Six students were hired in various capacities to work the in-house broadcast for Huntsville High School home football games and other stadium events.
- One student, as part of an independent study with Jonathan Read, filmed Huntsville High School football games and created highlight videos that were used on social media.

RELATED ITEM LEVEL 3

**2 - Develop opportunities to develop skills in digital production and sports media**

**Action Description:**

The department will continue to offer MCPD 3374 and MCPD 4374 during the fall and spring semesters. Additional sections of the course will be created if the number of students waitlisted mandate. Additionally, the NSMA student organization will be promoted by the department as it provides opportunities for students to actively participate in sports coverage.

**3 - Build relationship with alumni and recognized leaders in the sports media industry**

**Goal Description:**

Build relationships with alumni and recognized leaders in the sports media industry to ensure the program is providing instruction that aligns with industry trends and expectations.

**Providing Department:** Sports Media Minor

**Progress:** Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**3 - Create opportunities for students to network with industry leaders**

**Learning Objective Description:**

The department will actively pursue and create opportunities for students to network with recognized leaders in the sports media industry.

RELATED ITEM LEVEL 1

**3 - Identify alumni working in the sports media industry**

**Learning Objective Description:**

The department will work to identify and re-establish relationships with alumni employed in the sports media industry.

RELATED ITEM LEVEL 2

**3 - Build relationships with dept alumni and industry leaders working in the sports media industry to create opportunities for internships and networking**

**Indicator Description:**

The department will work with a representative from the alumni office to identify SHSU alumni working in the sports media industry.

**Criterion Description:**

During the fall semester all 2015 – 2024 graduates working in sports related jobs will be contacted.

**Findings Description:**

Several recent graduates, including Carlos Zimmermann and Jordan Smith, have taken prominent positions in the local sports media field. Carlos and Jordan serve as lead commentators for SHSU and Rice University, respectively. Having sports media graduates become successful while staying

local is another good recruiting tool. Colton Foster, who minored in sports media, currently serves as sports editor of the Huntsville Item and has been using current and former sports media students as freelance writers.

We also started to incorporate esports into the sports we cover with the Sam Houston Summit, which was the brainchild of recent MFA graduate Mason Anderson — Mason recently began as the director of Athletics Media at Texas A&M-Kingsville and will be a valuable ally in the future as our network of sports media graduates grows. Some of our students helped Mason produce and broadcast the Super Smash Bros. tournament, which was live-streamed on Twitch. Esports is a fast-growing field, and we plan to incorporate esports into our curriculum in the future.

RELATED ITEM LEVEL 3

3 - Build relationships with alumni and industry leaders

Action Description:

During the 24-25 AY, working with the university's alumni office, the department will create a plan to reach out to alumni working in the sports media industry.

4 - Actively promote the existing sports minor on SH campus, in the community and beyond

Goal Description:

Actively promote sports minor on SH campus, community and beyond to increase enrollment and expand the department's reputation throughout the state.

Providing Department: Sports Media Minor

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

4 - Establish a highly visible event to promote the degree

Learning Objective Description:

The department will create marketing strategies and establish a high visible event to actively promote the degree off campus.

RELATED ITEM LEVEL 2

4 - Actively promote the existing minor on campus and in targeted high schools

Indicator Description:

1) Monitor enrollment in the department's existing Sports Media courses in MCPD 3374, 4374 and MCJR 4367 to determine on-campus student interest. 2) Survey the effectiveness of promotional efforts by measuring overall perception of the program on the campus and in the community and among alumni.

Criterion Description:

1) Enrollment in Sports Media oriented courses will increase by 10% each academic year. 2) 75% of survey participants will rate the program as above average.

Findings Description:

1) During the Fall '23, MCPD 3374 had an enrollment of 18 students. As of May 31, 2024, the current enrollment in MCPD 3374 is 18 with 9 students on the waitlist for a 50% increase in enrollment in the course. During the Spring '24 semester, MCPD 4374 had an enrollment of 18. At this time, enrollment numbers for spring '25 are not available.

2) The department anticipated hiring a faculty member dedicated to the Sports Media courses. The initial search failed after both finalist rejected the offer based on the low salary. Without a faculty to spearhead the process of surveying the alumni, the process did not occur. This will be a priority

when the search is continued.

#### RELATED ITEM LEVEL 3

#### **4 - Actively promote the existing minor as a compliment to existing majors**

##### **Action Description:**

The existing minor is very popular with students and will remain an option for students wishing to for additional training in sports media.

#### RELATED ITEM LEVEL 1

#### **4 - Recruit students whose career goals align with a degree in sports media**

##### **Learning Objective Description:**

The department will identify students, on and off campus, with interest in obtaining a degree in sports media and enrolling in degree's courses.

### **Update to Previous Cycle's Plan for Continuous Improvement Item**

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

**Closing summary, the MCOM department will continue to support the minor by:**

1 – Evaluating the feasibility to expand the minor to a BA in Sports Media.

2 - Expanding the curriculum to ensure all students enrolled in the sports media minor will develop professional quality digital production and communication skills during live sporting events.

3 - Building relationships with alumni and professionals in the sports media field to provide internship and employment opportunities to students.

4 - Actively promoting the minor in the university and community by developing a plan to recruit students for the Sports Media minor.

#### **Update of Progress to the Previous Cycle's PCI:**

**Closing summary, the MCOM department will continue to support the minor by:**

**1 – Evaluating the feasibility to expand the minor to a BA in Sports Media.**

The department began working with the Office of Assessment on the development of a proposal for a BS in Sports Media as well as additional courses to support the degree program. A BS, instead of the BA, was selected to provide added opportunities to publicize the degree on ApplyTexas. Student support for the degree program remains strong with enrollments in Fall '24 course-offerings filling quickly with students electing to waitlist for additional sections.

**2 - Expanding the curriculum to ensure all students enrolled in the sports media minor will develop professional quality digital production and communication skills during live sporting events.**

Four new course proposals were created to support the BS degree. These courses include MCSM 1140: Intro to Sports Media, MCSM 2312: Sports, Media and Society, MCSM 3315: Ethical Issues in Sports, MCSM 3316: Public Relations in Sports were reviewed by the department's curriculum committee and forwarded to CAM's Curriculum Committee. The proposals remain under review by the CCC. The department anticipates the proposals to be voted on during the Fall 24 semester.

**3 - Building relationships with alumni and professionals in the sports media field to provide internship and employment opportunities to students.**

Alumni working in the sports media industry continue to support the minor. Alumni, including Carlos Zimmerman and Jordan Smith, working at KSAM 101.5 and ESPN+ respectively, partnered with students on calling SHSU basketball and baseball games. Alumni Randy McIlvoy was a guest speaker in MCPD

3374. Jonathan Read, who began the degree, hired three SHSU students as part of the Huntsville ISD athletic coverage team. The department will continue to reach out to alumni in the industry.

**4 - Actively promoting the minor in the university and community by developing a plan to recruit students for the Sports Media minor.**

The department began the process of establishing a partnership with The Legacy School of Sports Science, a charter school in Spring, Texas. The partnership will provide a clear pathway for students wishing to continue their academic career in Sports Media.

**New Plan for Continuous Improvement Item**

**Closing Summary:**

**During the 24-25 AY, the department will continue to support the Sports Media program by:**

1 – Completing the proposal process to establish a BS in Sports Media and securing resources to begin the degree.

2 - Expanding the curriculum to ensure all students enrolled in the sports media minor will develop professional quality digital production and communication skills during live sporting events by proposing course work in Sports Announcing and Coverage of Non-Traditional Sporting Events.

3 - Building relationships with alumni and professionals in the sports media field to provide internship and employment opportunities for graduating students.

4 - Promoting actively the degree on campus and throughout the state by developing a plan to recruit students.

5 - Providing all SHSU students opportunities to participate in coverage of SHSU athletic and Huntsville HS athletic events.