

## BB. : ESPN Rules!

This course takes a two-pronged approach as an introduction to sports communications. First, from a career perspective, ESPN and similar companies are studied to identify, select, and introduce limited best practices in sports announcing, writing, interviewing and production. Secondly, topical issues and historical personalities in sports culture (through a media filter) are discussed such as sport as intervention for troubled youths, sports heroes, sporting events and social responsibility, and corporate philanthropic activity related to sport. Examples of student work during class includes being a video streaming sports crew member, and working at the campus radio-TV station creating sports content. (Patrick Sutherland, Professor of Communications and Media Arts, Department Chair)