



University Council

January 15, 2021

UNIVERSITY CURRICULUM COMMITTEE – 2020-2021

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Forestry and Natural Resources – Joseph Dahlen

Journalism and Mass Communication – Dodie Cantrell-Bickley

Law – Randy Beck

Pharmacy – Michelle McElhannon

Public and International Affairs – Jeffrey Berejikian

Public Health – Brittani Harmon

Social Work – Harold Briggs

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Ex-Officio – Provost S. Jack Hu

Undergraduate Student Representative – Jermiah de Sesto

Graduate Student Representative – Gerena Walker

Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication to create a new Institute for Sports Media will be an agenda item for the January 22, 2021, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav

Proposal for an Institute

Date: November 6, 2020

School/College: Grady College of Journalism and Mass Communication

Department: Journalism

Institute: Institute for Sports Media

Need: In fall 2014, UGA launched the Undergraduate Certificate in Sports Media, the first of its kind in the Southeastern Conference. That program is in high demand among students and well-regarded in the sports media industry. Building on that success, the program's faculty members now aim to establish the country's preeminent center for instruction, research, and professional development in sports media. Creating an institute will provide organizational structure for programs that have been run heretofore on an ad hoc basis.

In recent years, program faculty members have organized numerous instructional, research, and public-service opportunities that have enhanced the student experience, while bringing esteem to the College and University. Three examples:

- Students worked as credentialed reporters at the 2016 and 2018 Olympic Games and the 2016 Paralympic Games.
- A 2016 symposium - "Atlanta, 20 Years Later: Lessons in Sports Media from the Last American Summer Olympic Games" - brought together industry professionals and researchers.
- Students helped an Athens-based public high school build its own sports broadcast program in 2019.

One-time gifts and grants made these opportunities possible. Their continuation, and the pursuit of similar initiatives, requires a sustained funding source.

Purpose: The Institute for Sports Media will be the organizational base for fundraising to create opportunities for instructional, research, and public-service missions linked to the Undergraduate Certificate in Sports Media. These initiatives and events will raise the national and international profile of the Sports Media program and, by extension, the College and University. The institute's core goals will be to enrich student learning and experience, to expand outreach to underserved communities, and to make meaningful contributions to and connections with industry and research in the sports media realm. The patent branding of such an institute also will foster the pursuit of extramural funding and industry partnerships for specific initiatives and events.

Vision: The Institute for Sports Media will be the enduring bedrock of the Sports Media program, which is housed in the Department of Journalism. Similar to centers and institutes at Arizona State, Indiana, Penn State, and Texas, it will be the nexus point for students, scholars, and professionals seeking to increase their expertise in and their understanding of the rapidly evolving sports media industry.

The Institute for Sports Media will provide an organizational base and funding pathways to support, enhance, and introduce a range of curricular and extracurricular programs. These include, but are not limited to:

- **Undergraduate Certificate in Sports Media**
 - This is the cornerstone curricular program launched in 2014. It is the most in-depth yet broad-based undergraduate sports media program in the country.
 - Through six courses (18 credit hours), students learn best practices across broadcast, print, and digital platforms and acquire multimedia skills for careers in sports journalism and sports communications. Students also study and discuss a variety of issues, topics, and trends related to sports, including race, gender, politics, economics, analytics, culture, health and medicine, and social media.
 - The program is in high demand. Out-of-state students enroll at UGA for this program. Every year, nearly 100 students apply for 45 to 50 available spots. While the program is open to all UGA undergraduates, its popularity has helped boost enrollment in the Journalism major.
 - The curriculum focuses on real-world experiences, with students learning to tell sports stories while covering area high school sports, UGA sports, and professional sports.
 - Sports Media Certificate students have won prestigious regional and national awards for their coursework—including a Georgia Association of Broadcasters GABBY award and a top-three finish in the Hearst Journalism Awards.
 - Program alumni are working at national media outlets, including ESPN and *The Washington Post*, as well as various professional sports teams and many local TV stations and newspapers.
 - Funding needs include salary for part-time instructors, administrative assistance, and course equipment and supplies.

- **UGA-Grady High School Sports Broadcast Program**
 - This program, launched in 2019, provides equipment and trains high school students in underrepresented and/or underserved communities to produce live broadcasts of their school's sports events.
 - The UGA President's office funded the program through its first two cycles with New Approaches to Promote Diversity and Inclusion grants.
 - The program aims to help UGA build a more diverse student population by connecting Georgia high school students with college and career opportunities in sports broadcast. It also provides an excellent service-learning opportunity for Sports Media Certificate students.
 - UGA faculty and students guide the high school students and their advisers through learning technical and on-air skills, from production and graphics to play-by-play and sideline reporting. The program donates all necessary equipment to the school.
 - The program's first partner was Cedar Shoals High School in Athens, which, as a result of the partnership, added a sports journalism class to its curriculum and now broadcasts its sports events on a digital channel.
 - The second partner will be a public high school in the greater Atlanta area.
 - Funding needs include the cost of the donated equipment, a stipend for the high school adviser, and travel reimbursements for UGA faculty and students.

- **Sports Bureau**
 - This is an extracurricular, paid opportunity for students to gain real-world experience. The bureau creates vital links between the Sports Media program and media outlets and other institutions in the community.
 - Students produce live-stream broadcasts of area high school sports events on the NFHS Network, including state high school football playoff games.
 - Students also work with the bureau's founding partner, the *Athens Banner-Herald*, to cover local sports stories. Sports Media Certificate students have had hundreds of stories published in the *Banner-Herald* since the Sports Bureau launched in 2013.
 - Funding needs include student payments and broadcast equipment.

- **Paralympic Games Student Bureau**
 - Students in the College's sports media and visual journalism programs covered the 2016 Paralympic Games in Rio de Janeiro as credentialed journalists, thanks to ad hoc funding and a sponsorship. Their coverage was distributed by The Associated Press and published in media outlets worldwide, including *The New York Times*, *The Washington Post*, *USA Today*, and *The Guardian*.
 - Students from both programs also covered the Department of Defense Warrior Games in 2018 at the U.S. Air Force Academy in Colorado Springs. Media outlets nationwide published their stories and photos.
 - Because of a one-time gift, students will cover the 2021 U.S. Paralympic trials and 2021 Paralympic Games in Tokyo (if conditions allow), again in collaboration with The Associated Press.
 - This opportunity comes at minimal cost to students in order to make it accessible to all who are interested.
 - Funding needs include air travel and accommodations for students and faculty members.

- **Sports Media Study Abroad Program**
 - This will expand the concept of the Paralympic Games Student Bureau to coverage of other global sports events and/or to field studies in global sports topics.
 - When appropriate, the program will partner with media outlets or organizations to give students the opportunity to have their work published professionally.
 - As a study abroad program, an immersive experience in local culture will be a priority.
 - Like the Paralympic Games Student Bureau, this program will be offered at minimal cost to students.

- **Sports Media Experiential Learning Scholarships**
 - Sports Media Certificate students are required to complete a Sports Media Capstone, which most often is a summer internship. These capstones allow students to apply and build upon their knowledge and skills. Students get a chance to explore their specific interests and possible career paths. They also make networking contacts that have proven to be invaluable in their job searches.
 - The Sports Media Capstone aligns with UGA's emphasis on experiential learning.
 - Need-based scholarships will help students pay for travel and living costs for internships that are more than 75 miles from their homes. This levels the playing field for students who cannot afford to take internships that, in the media industry, too often pay very little or nothing.

- **Sports Media Professional in Residence**
 - Sports media professionals will come to Athens for a number of days, weeks, or months to contribute to curricular and extracurricular instruction and programming.
 - A primary consideration in choosing these professionals will be what they can contribute to learning about evolving technology, skills, and best practices in the sports media industry.
 - Funding needs include travel, housing, and a stipend.

- **Sports Media Symposia**
 - These will bring together researchers, industry professionals, and other experts to explore topics and issues in sports media.
 - The symposia will allow the Institute for Sports Media to encourage and support sports media research across campus and beyond.

- They will present opportunities for students to network and learn about how policy and practice are evolving.
 - They will raise the profile of the College and University as institutions shaping the conversation, as well as norms and standards, in sports media.
- **Sports Media Lecture Series**
 - An industry professional, researcher, or other expert in sports media will be invited to campus for an annual lecture series.
 - The lecture will be open to all UGA faculty and students as well as the Athens community.

Organizational Structure: The Institute for Sports Media will reside within the Department of Journalism, although its undergraduate certificate program and other initiatives will continue to welcome students from across the university. Faculty will be assigned to the institute from the Department of Journalism and the College of Journalism and Mass Communication and will be evaluated for tenure, promotion, and salary adjustments according to the department's standards. The College is committed to providing the institute with physical work and teaching space as it becomes necessary and practicable.

Key Personnel: Vicki S. Michaelis, the John Huland Carmical Chair in Sports Journalism and Society, will serve as the institute's director. She is a professor in the Department of Journalism. She is currently assigned 50% service, 37.5% instruction, and 12.5% administration, and teaches a 2/1 load during the academic year, all of which will be assigned to the institute. She oversees the Sports Bureau and the UGA-Grady High School Sports Broadcast Program, and handles logistics, trains students, and serves as the on-the-ground Sports Media faculty supervisor/editor for the Paralympic Games Student Bureau. Before coming to UGA in 2012, she worked for 21 years as a sports journalist, the last 12 as *USA Today's* lead Olympics reporter. Earlier in her career, she covered NBA and major college football beats in Denver and Miami. She holds bachelor's and master's degrees from Northwestern University.

David Welch Suggs, Jr., will serve as associate director. He is an associate professor in the Department of Journalism. He is assigned 50% instruction, 40% research, and 10% administration, 75% of which will be assigned to the institute. He teaches a 2/2 load during the academic year, with two courses designated for the institute and two at the discretion of the journalism department. His research focuses on the interactions of sports, media, and education. He spent 10 years as a journalist for publications including the *SportsBusiness Journal* and *The Chronicle of Higher Education*, and was one of the first American reporters covering the business of sports as a full-time beat. He holds a bachelor's degree from Rhodes College and a Ph.D. from the Institute of Higher Education at the University of Georgia.

Carlo W. Finlay will serve as assistant director. He is an academic professional in the Department of Journalism. He is assigned 51% administration and 49% instruction, all of which will be assigned to the institute. He teaches a 2/1 load during the academic year, meets with prospective students, serves as the primary academic advisor for students pursuing the Sports Media Certificate, and coordinates both the Sports Bureau and the UGA-Grady High School Sports Broadcast Program. He teaches the Sports Media Capstone course in the summer and receives summer teaching salary as compensation. He worked in the sports and entertainment industries in San Francisco before returning to his hometown of Athens. He holds bachelor's and law degrees from the University of Georgia and a master's in Sport Management from the University of San Francisco.

Budget: Institute faculty and support staff will remain on state-funded budget lines allocated by the Department of Journalism.

Income from the Carmical Chair in Sports Journalism and Society (\$1 million endowment, with an average spin-off of \$40,000 annually) will be directed to institute programming. Additional funding will come from college resources, including an anticipated endowment dedicated to the institute as well as extramural gifts and grants pursued by the College and institute faculty.

Assuming a spending budget of \$120,000 per year, the curricular and extracurricular programs detailed above would be budgeted the following amounts annually (the amounts would be similar each of the first three years):

- Sports Media Certificate: \$25,000
- Sports Media Experiential Learning Scholarships: \$20,000
- Sports Media Study Abroad Program: \$20,000
- UGA-Grady High School Sports Broadcast Program: \$15,000
- Paralympic Games Student Bureau: \$12,000
- Sports Media Professional in Residence: \$10,000
- Sports Bureau: \$7,500
- Sports Media Symposia: \$7,500
- Sports Media Lecture Series: \$3,000

Evaluation and Review: Institute faculty will be evaluated for promotion, tenure, and compensation by the Department of Journalism on its normal schedule.

The Undergraduate Certificate in Sports Media will continue to complete annual assessment reports, which currently assess five learning outcomes via three direct and indirect measures.

The Institute for Sports Media will be reviewed as an independent unit in Program Review, once every seven years. Broadly, it will be assessed on three core-goal areas: student learning and experience; outreach to underserved communities; contributions to and connections with industry and research. Specifically, the institute review will assess achievement of the following outcomes:

- UGA-Grady High School Sports Broadcast Program: The institute will add at least one high school every two years to the program.
- Experiential learning scholarships: The institute will provide at least 10 experiential learning scholarships per year.
- Paralympic Games Student Bureau: The institute will sponsor this project at least once every four years at a Paralympic Games or other adaptive sports competition.
- Study abroad program: The institute will offer a study abroad program once every two years.
- Sports Bureau: The institute will continue and expand partnerships to ensure a range of extracurricular opportunities are available to students.
- Professional in residence: The institute will sponsor a professional in residence at least once each academic year.
- Lecture series: The institute will sponsor an annual lecture series.
- Symposia: The institute will sponsor a symposium at least once every two years.

Documentation of Approval and Notification

Proposal: Institute for Sports Media

College: Grady College of Journalism and Mass Communication

Department: Journalism

Proposed Effective Term: Fall 2021

Department:

- Journalism Department Head, Dr. Janice Hume, 10/20/20

School/College:

- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 10/27/20

Proposal Notification:

- College of Agricultural and Environmental Sciences Dean, Dr. Nick Place, 1/12/21
- College of Agricultural and Environmental Sciences Associate Dean, Dr. Josef Broder, 1/12/21
- College of Agricultural and Environmental Sciences Assistant Dean, Dr. Douglas Bailey, 1/12/21
- Franklin College of Arts and Sciences Dean, Dr. Alan Dorsey, 1/12/21
 - *No concerns with the proposal.*
- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 1/12/21
- Terry College of Business Dean, Dr. Benjamin Ayers, 1/12/21
- Terry College of Business Associate Dean, Dr. Henry Munneke, 1/12/21
- Odum School of Ecology Dean, Dr. John Gittleman, 1/12/21
- Odum School of Ecology Associate Dean, Dr. John Drake, 1/12/21
- Mary Frances Early College of Education Dean, Dr. Denise Spangler, 1/12/21
- Mary Frances Early College of Education Associate Dean, Dr. Stacey Neuharth-Pritchett, 1/12/21
 - *The majority of the faculty (7 of 8 members) within the Sport Management program do not have concerns about the proposed institute.*
- College of Engineering Dean, Dr. Donald Leo, 1/12/21
- College of Engineering Associate Dean, Dr. Ramaraja Ramasamy, 1/12/21
- College of Environment and Design Dean, Dr. Sonia Hirt, 1/12/21
- College of Environment and Design Associate Dean, Ms. Ashley Steffens, 1/12/21
- College of Family and Consumer Sciences Dean, Dr. Linda Kirk Fox, 1/12/21
- Warnell School of Forestry and Natural Resources Dean, Dr. Dale Greene, 1/12/21
- Warnell School of Forestry and Natural Resources Associate Dean, Dr. Robert Bringolf, 1/12/21
- School of Law Dean, Mr. Peter "Bo" Rutledge, 1/12/21

- School of Law Associate Dean, Mr. Randy Beck, 1/12/21
- College of Pharmacy Dean, Dr. Kelly Smith, 1/12/21
 - *No concerns with the proposal.*
- College of Pharmacy Assistant Dean for Student Affairs, Dr. Duc Do, 1/12/21
- College of Public Health Dean, Dr. Marsha Davis, 1/12/21
- College of Public Health Associate Dean, Dr. Erin Lipp, 1/12/21
- School of Public and International Affairs Dean, Dr. Matthew Auer, 1/12/21
- School of Public and International Affairs Associate Dean, Dr. John Maltese, 1/12/21
- School of Social Work Dean, Dr. Anna Scheyett, 1/12/21
- School of Social Work Associate Dean, Dr. Shari Miller, 1/12/21
- College of Veterinary Medicine Dean, Dr. Lisa Nolan, 1/12/21
- College of Veterinary Medicine Associate Dean, Dr. Andrew Parks, 1/12/21