

JRLC 5750: Social & Digital Media Production for Sports

Spring 2022

Instructor: Carlo Finlay, carlof@uga.edu

Office hours: 1 – 3:30 p.m. Tuesday and Thursday or by appointment

Class meeting: 3:55 – 5:10 p.m. Tuesday and Thursday in room 242 of the Journalism building. We will not meet in class during every class session. Please consult the [class schedule](#) on a weekly basis for more information.

COURSE DESCRIPTION

Students will learn how to produce compelling sport-related content for social and digital media. They will study how social and digital content affect audience engagement and how these platforms have changed how sports content is created. They will study how sports media outlets, teams, leagues, athletes, and other stakeholders use and evaluate the use of social media. They will explore the efficacy of social and digital content in sports-related crisis communications.

COURSE OBJECTIVES

- Develop digital platforms and social streams for Clarke Central High School spring sports
- Use graphic design software and other creative tools to produce multimedia digital and social content
- Understand and use social media analytics to improve audience engagement

- Analyze the role that social and digital media play in the relationships among stakeholders in sports
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CLASS PLAN

Social/digital media is a rapidly evolving sector of the sports media industry with many potential job opportunities. The goal of this class is to help provide you with the skills and knowledge to work in this field. This will be done through both analytical and practical methods.

We will begin the semester by discussing trends in social media and by analyzing how organizations use social media. Each of you will be required to produce a case study on organizations' use of social media.

In addition to this analytical work, you all will also have the opportunity to gain hands-on experience in the production of social/digital media content. This will be done through a partnership with Clarke Central High School in which you all will produce content on the school's social media channels (Facebook, Twitter, Instagram, Tik Tok) and website.

You all will be placed into groups and assigned to work with one spring sports team throughout the semester. The teams we will be working with are:

- Baseball
- Girls soccer
- Boys soccer
- Track & Field (both genders)
- Tennis (both genders)

As previously stated, we will not be meeting in class during every class session. Instead, you will spend much of your time at your team's games and practices. Most of these events will take place later than the 3:55 – 5:10 class window, so it is important that you plan to be available during the evening and that you let me know about any class/work conflicts. This semester's schedule will be fluid, so please check the [schedule page](#) frequently for updates. I will also contact you all whenever there are time-sensitive schedule changes.

GRADING

Total points available: 100

Case study on a professional or college sports team that is currently in season (15 points total): You each will produce a case study on two weeks' worth of social media content by a professional or college sports team of your choice that is currently in season. Only one person per team and teams are available on a first-come basis once I give you all the green light to choose your team. You will submit the case study to me in the form of a Wakelet, conduct an interview with a member of the organization's social/digital media team and do an in-class presentation. **The deadline to submit your completed assignment to me is Monday, Feb. 7 at 11:59 p.m.** Additional details and guidelines for this assignment can be found [here](#).

Beat report (10 points): Before the start of each team's season, each group will create a written beat report with information on your team, its coach(es) and its players. This report will include both relevant "on-field" and "off-field" information. Additional details and deadlines will be shared directly with each group.

Content strategy (10 points): Before the start of each team's season and using the information gathered as part of your beat report, each group will create a content strategy that will guide you throughout the season. Additional details and deadlines will be shared directly with each group.

In-season performance of your group (up to 15 points each period, 45 points total): During the season, I will evaluate your group on a regular basis and divide these evaluations into three time periods. I will assign you a grade of 1-15 points based on your group's performance during each time period.

End of season presentation (10 points total): At the end of your team's season, your group will present a recap of your work this semester. Specific details along with a deadline will be provided later, but the idea is to discuss how your strategy/approach evolved throughout the season, areas of success, areas of difficulty, etc. You should plan to provide data from analytics when discussing the efficacy of your work throughout the season.

Portfolio (10 points total): You will update your portfolio with work from this class at the end of the semester (deadline TBA). Your initial submission will be worth five points. You will be able to earn the five remaining points once you incorporate any feedback I provide.

Research participation (extra credit): You can earn up to three points of extra credit through the Grady College Research Participation Pool (<http://ugagrady.sona-systems.com>). When you're logged into the site, you will see research studies being conducted by Grady graduate students and faculty that you can take part in to earn this extra credit. You will earn one point for each study in which you participate, up to a maximum of three points. If you have questions about the research participation pool, please contact Prof. Bart Wojdyski at bartw@uga.edu.

Grading Scale

- 93-100: A
- 90-92: A-
- 87-89: B+
- 83-86: B
- 80-82: B-
- 77-79: C+

- 73-76: C
 - 70-72: C-
 - 60-69: D
 - 0-59: F
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CLASS RULES

1. The ongoing pandemic has the potential to make this semester chaotic. This means that it is vital that you communicate with me as quickly as possible if you have to quarantine. **Missing events that you were scheduled to attend as part of your role within your group without notifying me ahead of time is unacceptable and will result in 10 points being subtracted from your overall grade in the class.**
 2. You must avoid factual errors, including misspelled names in all the content you produce. To do so, I recommend getting one of your group members to review your work before you post it whenever possible. **If a group makes more than three factual errors throughout the semester, each group member will have 10 points subtracted from his/her overall grade in the class.**
 3. With the exception of Clarke Central gear, the no logo rule applies to this class. Do not wear team gear or logos to class or to any assignment.
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POLICIES

1. Sport is a world in which we expect meritocracy: the better teams and athletes earn opportunities and victories regardless of personal background or characteristics. We all know this is not always the case. In our work both inside and outside of the classroom, we will be sensitive to our own potential assumptions and biases as well as those we see in the coverage of others. We will discuss issues of diversity in the hiring and work of teams and media organizations, as well as in the content they produce.
 2. As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found [here](#). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to me.
 3. The University of Georgia is committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American Disabilities Act. Help for disabled students is available from the Disability Resource Center. More information is available at www.dissvcs.uga.edu. If you have a particular issue that needs to be accommodated, please share it with me as early as possible in the semester.
 4. Students who train or use service animals should be aware of UGA policy. A FAQ is available at <http://eoo.uga.edu/policies/pdfs/ServiceAnimalPolicyFAQ.pdf>.
 5. The course syllabus is a general plan for this class. It's pretty likely changes will be made throughout the semester. You all will be notified of any necessary changes.
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CORONAVIRUS INFORMATION

Face coverings:

Following guidance from the University System of Georgia, face coverings are recommended for all individuals while inside campus facilities.

How can I obtain the COVID-19 vaccine?

University Health Center is scheduling appointments for students through the UHC Patient Portal

(https://patientportal.uhs.uga.edu/login_dualauthentication.aspx). Learn more here – <https://www.uhs.uga.edu/healthtopics/covid-vaccine>.

The Georgia Department of Health, pharmacy chains and local providers also offer the COVID-19 vaccine at no cost to you. To find a COVID-19 vaccination location near you, please go to: <https://georgia.gov/covid-vaccine>.

In addition, the University System of Georgia has made COVID-19 vaccines available at 15 campuses statewide and you can locate one here:

<https://www.usg.edu/vaccination>

What do I do if I have COVID-19 symptoms?

Students showing COVID-19 symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see, <https://www.uhs.uga.edu/info/emergencies>.

What do I do if I test positive for COVID-19?

If you test positive for COVID-19 at any time, you are required to report it through the DawgCheck Test Reporting Survey. We encourage you to stay at home if you become ill or until you have excluded COVID-19 as the cause of your symptoms. UGA adheres to current Georgia Department of Public Health (DPH) quarantine and isolation guidance and requires that it be followed. Follow the instructions provided to you when you report your positive test result in DawgCheck.

Guidelines for COVID-19 quarantine period (as of 8/1/21; follow DawgCheck or see DPH website for most up-to-date recommendations)

Students who are fully vaccinated do not need to quarantine upon exposure unless they have symptoms of COVID-19 themselves. All others should follow the Georgia Department of Public Health (DPH) recommendations:

Students who are not fully vaccinated and have been directly exposed to COVID-19 but are not showing symptoms should self-quarantine for 10 days. Those quarantining for 10 days must have been symptom-free throughout the monitoring period and continue self-monitoring for COVID-19 symptoms for a total of 14 days. You should report the need to quarantine on DawgCheck (<https://dawgcheck.uga.edu/>), and communicate directly with your faculty to coordinate your coursework while in quarantine. If you need additional help, reach out to Student Care and Outreach (sco@uga.edu) for assistance.

Students, faculty and staff who have been in close contact with someone who has COVID-19 are no longer required to quarantine if they have been fully vaccinated against the disease and show no symptoms.

Well-being, mental health, and student support

If you or someone you know needs assistance, you are encouraged to contact Student Care & Outreach in the Division of Student Affairs at 706-542-7774 or visit <https://sco.uga.edu/>. They will help you navigate any difficult circumstances you may be facing by connecting you with the appropriate

resources or services. UGA has several resources to support your well-being and mental health: <https://well-being.uga.edu/>

Counseling and Psychiatric Services (CAPS) is your go-to, on-campus resource for emotional, social and behavioral-health support: <https://caps.uga.edu/>, TAO Online Support (<https://caps.uga.edu/tao/>), 24/7 support at 706-542-2273. For crisis support: <https://healthcenter.uga.edu/emergencies/>.

The University Health Center offers FREE workshops, classes, mentoring and health coaching led by licensed clinicians or health educators: <https://healthcenter.uga.edu/bewelluga/>

Monitoring conditions:

Note that the guidance referenced in this syllabus is subject to change based on recommendations from the Georgia Department of Public Health, the University System of Georgia, or the Governor's Office. For the latest on UGA policy, you can visit coronavirus.uga.edu.