

SPORTS MEDIA



The Sports Media major provides students with a strong foundation for a career in the sports communication industry. Areas of emphasis include sports journalism, sports broadcasting and public/media relations for sports organizations.

- Students learn the structure and techniques of sports communication as both journalism and entertainment.
- The Sports Media major prepares students to tell sports stories through analysis, research, writing, audio/visual elements and performance.
- Students participate in the broadcast coverage of athletic events and learn to work as members of sports broadcast production teams in the studio and on location in preparation for career opportunities as on-air talent, producing live and studio sports programs for media outlets, and providing media content for sports organizations.

Student Chapter of the National Sports Media Association

- Attended the Buster Olney Sports Reporting Workshop, Nashville, TN
- Hosted ESPN panelist, retired Boston Globe reporter Bob Ryan, who is now HPU's Sports Reporter in Residence
- Toured IMG-College Sports Productions, Winston-Salem, NC



Internships

- Atlantic Coast Conference
- ESPN Radio
- Fox 8 News WGHP-TV High Point
- Greensboro Grasshoppers (Class A Affiliate Miami Marlins)
- Hartford Yard Goats (Class AA Affiliate Colorado Rockies)
- HPU Athletics
- Major League Baseball
- New England Sports Network
- New York Mets
- NHL Network
- Raycom Sports Media
- Turner Sports: NBA on TNT
- Washington Football Team
- Washington Wizards

Three career tracks within Sports Media:

- Public/Media Relations/Social Media for Sports Organizations
- Sports Announcing/Reporting for Broadcast/Digital/Print Media
- Studio/Field/Live Coverage Sports Production



Highlighted courses

Advanced Sports Broadcasting

Advanced Sports Reporting

Audio and Video Software Packages

Convergent Journalism I

Graphic Software Packages

Human Communication

Media Law and Ethics

Media Law and Literacy

Sport and Communication

Sports Broadcasting

Sports Public Relations

Sports Reporting

Techniques in Media Production

Alumni Employers

- Gazelle Group, Princeton, NJ
- Georgia Swarm, Atlanta, GA
- MLB Commissioner's Office, New York, NY
- New Jersey Devils, Newark, NJ
- New York Mets, New York, NY
- University of Vermont Sports, Burlington, VT
- WEPM Radio, Martinsburg, WV
- Yale University Sports, New Haven, CT



HPU Sports Reporter in Residence Bob Ryan, ESPN

Experiential opportunities include:

■ Q News

- Newscast streamed live on YouTube channel
- Sports Media students contribute 2:00 minute sportscast for each show
- Anchor sportscast/produce packages/live shots (using FaceTime)

■ Q Sports Update

- 5-minute weekly sports show produced by students

■ Sports Broadcasting Class

- Students write scripts, anchor sportscasts and provide reports for Q News
- Students participate with Sports Link and Panther Report
- Students contribute a number of podcasts

■ Sports Link

- Produced by HPU athletic department with fulltime multimedia specialist responsible for production
- Live stream telecast of all home sporting events for the Big South Network (over 70 events)
- Student responsibilities include PBP/color analyst/camera operator/replay/graphics/director

Meet Kevin

Hometown: Hickory, NC

Major: Sports Media

Clubs: Sports Link, HPU Radio, HPU News, National Sports Media Association

Leadership: President of the HPU Chapter of the National Sports Media Association, Nido R. Qubein School of Communication Student Advisory Board.

Why I Chose HPU: "I was impressed with the Sports Media program and experiential learning at High Point University. As a student, I've been able to broadcast over 100 High Point games with SportsLink on the Big South Network and ESPN+. I was heard by *World Lacrosse* and invited to broadcast more than 30 international lacrosse games in Netanya, Israel. I also attended the *National Sports Media Association* Hall of Fame weekend in Winston-Salem. I met and learned from some of the best in the business, like Eric Reid, the voice of the Miami Heat, ESPN's Bob Ryan and Kevin Harlan. I know I am prepared to break into the sports broadcasting industry when I graduate due to all the things I've learned as a Sports Media major at High Point University."



For more information about HPU's Sports Media Program, contact: