

# Sports Media

## Curriculum

The School of Media and Strategic Communications is nationally accredited by AEJMC for its cutting-edge curriculum and distinguished history. The majors offered in the school of Media & Strategic Communications address contemporary issues and technological changes that are currently affecting the industry. The professors are professionals of the industry and provide knowledge that goes beyond any textbook. Student chapters of professional organizations offer students a unique opportunity to further their career pursuits. Sports media majors can choose to focus on sports media production, sports media journalism or sports strategic communications.

## Sports Media majors develop the following skills:

- Write and communicate well
- Develop skills in areas such as video recording, broadcasting, media production, writing for the internet, and strategic communications / public relations
- Understand various sectors of sports media
- Understand the business of sports media in relation to the US and global economies
- Understand the socio-cultural issues facing sports media
- Understand the process of producing sports media, and how to best apply that process to multimedia content
- Understand and adapt to current issues in the sports media profession

## Get Involved

Sports Media Club  
 Association of Women in Sports Media  
 The Daily O'Collegian  
 OState TV  
 KXZY: Radio Station  
 OSU Athletics Communications  
 Public Relations Student Society of America  
 AdClub  
 Society of Professional Journalists

<https://campuslink.okstate.edu>

## College of Arts & Sciences Career Services

213 Life Science East  
 Tel: 405 744 5658

For appointments and resources:  
<http://cascareers.okstate.edu>

## Job and Internship Websites

- Journalism Jobs  
<http://www.journalismjobs.com/>
- SportsJournalists.com  
<http://www.sportsjournalist.com>
- Sports Career Finder  
<http://www.sportscareerfinder.com>
- Work in Sports  
<http://www.workinsports.com>
- Association of Women in Sports Media  
<http://www.awsmonline.org/>
- Online Sports Career Center  
<http://www.onlinesports.com/pages/CareerCenter.html>
- Sports Diversity Recruiting  
<http://www.sportsdiversityrecruiting.com/>
- Job Monkey: Sports  
<http://www.jobmonkey.com/sports/>
- Jobs in Sports  
<http://www.jobsinsports.com>
- NCAA Market  
<http://ncaamarket.ncaa.org/jobs/>
- Women Sports Jobs  
<http://www.womensportsjobs.com>
- Institute of Sports, Media & Society  
<http://aisms.uscannenberg.org/jobs-internships>
- Entertainment Careers  
<http://www.entertainmentcareers.net>
- Riley Guide  
<http://www.rileyguide.com/write.html>
- ESPN  
<http://jobs.espncares.com/careers/digital-media-jobs>
- Turner Broadcasting System  
<http://www.turner.com/careers/students-and-recent-grads>
- National Sports Journalism Center  
<http://sportsjournalism.org/our-internships/>
- Associated Press Sports Editors  
<http://apsportseditors.org/>
- Sportscasters Talent Agency of America  
<http://staatalent.com/all-america-program/>
- College Sports Information Directors of America  
<http://www.cosida.com/>
- American Sportscasters Association  
[www.americansportscastersonline.com](http://www.americansportscastersonline.com)

# Sports Media Areas of Expertise...

Students that study sports media will be exposed to a wide variety of course work that covers numerous aspects of the sports media industry. Students can take courses from all areas, but choose one of three specializations:

## **Sports Journalism:**

Sports Media students focusing on journalism learn multimedia skills needed to thrive in the 21st Century sport media industry. All students are trained in writing for Internet, magazines, newspapers, radio, and television. Students are instructed in radio and television broadcast reporting, as well as how to shoot and edit video in Final Cut Pro. Most Sports Media students specializing in journalism garner experiences writing for the O'Colly, doing radio updates and hosting sports talk shows on KXZY Radio, and writing and producing packages and appearing on camera as reporters for OStateTV.com, which has used Sports Media majors to do all the reporting for some live OSU sporting events. Many students have garnered professional experiences through internships and freelance work with national and state sports media outlets, such as ESPN, Fox Sports, Daily Oklahoman, Tulsa World, and all of the major, private websites covering Oklahoma State University athletics. Each year several Sports Media majors specializing in the journalism track intern in various roles for Oklahoma State athletics communications.

## **Sports Media Production:**

Sports Media students focusing on production learn the foundational skills of shooting digital video, recording sound and utilizing lighting for effect. Students also learn to use contemporary post-production software including AVID, Final Cut Pro, Adobe Photoshop and AfterEffects software. These tools, combined with a theoretical background in visual storytelling, prepare students for work in local and national sports production studios, and emerging jobs related to streaming video and online productions. Some students intern for the new Orange Power Studios in Oklahoma State athletics, while most production specialists garner experience through filming and operating the video board at Stillwater High football games.

## **Sports Strategic Communications:**

Sports Media students focusing on sports strategic communications garner skills in the classroom and in the profession to prepare for sport-focused careers in areas such as collegiate sports information, public relations, advertising, publicity, promotions, and marketing. Students regularly intern with organizations such as Oklahoma State Athletics Communications, Oklahoma State Athletics Marketing, and the Oklahoma City

## Types of Employers

- National and local television networks
- National and local newspapers
- Sports specific online and print publications
- Publishing companies
- Advertising agencies
- Broadcasting companies
- Production companies
- Film and documentary organizations
- Public relations firms
- Media organizations
- Athletics governing organizations
- Professional sports organizations
- College/University athletic departments

## Potential Job Titles

- Advertising Representative
- Associate Editor
- Audio Operator
- Broadcast Technician
- Digital Media Producer
- Marketing Coordinator
- News Director
- Production Assistant
- Program Manager
- Social Media Director
- Social Media Specialist
- Sports Analyst
- Sports Columnist
- Sports Copy Editor
- Sports Director
- Sports Editor
- Sports Information Director
- Sports Marketing & Communications Director
- Sports Reporter
- Sports Statistician
- Sports Talk-Show Host
- Sports Radio Host
- Sports Writer
- Television Producer
- Video Production Coordinator
- Videographer
- Web Designer