**MEJO 353…. Course Syllabus**

University of North Carolina…. Spring 2020

Course: MEJO 353 - Sports Production & Broadcasting Management

Professor: Andy Freedman

Office Hours: By Appointment

Contact - UNC Email: [afree@email.unc.edu](mailto:afree@email.unc.edu)

Contact – Personal Email: [andy.freedman@gmail.com](mailto:andy.freedman@gmail.com)

Contact – Cell Phone: 352-246-3599

**GRADING**

40% UNC Athletics Work

40% Post Work Write-Up

20% Final Evaluation/Discussion

**GRADING**

A 93-100

A- 90-92

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 60-66

F 0-59

**SUGGESTED SCHEDULE**

Jan 7-11: UNC Training if Necessary

Jan 14-18: UNC Athletics Broadcast Work & Review

Jan 21-25: UNC Athletics Broadcast Work & Review

Jan 28-Feb 1: UNC Athletics Broadcast Work & Review

Feb 4-8: UNC Athletics Broadcast Work & Review

Feb 11-15: UNC Athletics Broadcast Work & Review

Feb 18-22: UNC Athletics Broadcast Work & Review

Feb 25 – March 1: UNC Athletics Broadcast Work & Review

March 4-8: UNC Athletics Broadcast Work & Review

March 11–15: UNC Athletics Broadcast Work & Review

March 25-29: UNC Athletics Broadcast Work & Review

April 1-5: UNC Athletics Broadcast Work & Review

April 8-12: UNC Athletics Broadcast Work & Review

April 15-19: UNC Athletics Broadcast Work & Review

April 22-26: UNC Athletics Broadcast Work & Review

UNC Athletics Broadcast Work & Review

April 29 - May 3: Final Evaluation/Discussion

**UNC ATHLETICS WORK**

I have worked out a partnership with the UNC Athletics New Media department (Go Heels). Each student will be required to work 6 events (1 training session counts if you are new). As the semester moves along you will work in a variety of jobs on broadcasts and in-house feeds for UNC Athletics.

**POST WORK WRITE-UP**

Due within 24 hours of working is an email to me with a selfie from you at work and 1 paragraph explaining your job and what you learned, liked, disliked, etc. The paragraph should be in the body of an email not a separate word document.

**HONOR CODE**

I expect that each student will conduct himself or herself within the guidelines of the University honor system ([http://honor.unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fhonor.unc.edu)). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code.  If you have any questions about your responsibility or your instructor’s responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**SOCIAL MEDIA**

Audio/video recordings of this class are not permitted. Students are expected to keep information shared by guest speakers confidential. Social Media is not allowed in class.

**SEEKING HELP**

If you need individual assistance, it’s your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**DIVERSITY**

The University’s policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin [*http://www.unc.edu/ugradbulletin/*](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fwww.unc.edu%2fugradbulletin%2f)*.* UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**SPECIAL ACCOMMODATIONS**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at [*http://disabilityservices.unc.edu/*](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fdisabilityservices.unc.edu%2f)

**ACCREDITATION**

The School of Journalism and Mass Communication’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program.  Learn more about them here:

[http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps](https://outlook.unc.edu/owa/redir.aspx?C=XciXt6cD-UGWmSsiOI50ZzqEMU9vI9AI9RIjk3k3N01dLuvhbfv_0PYGw11_4sIpiXYZSqGOi3A.&URL=http%3a%2f%2fwww2.ku.edu%2f%7eacejmc%2fPROGRAM%2fPRINCIPLES.SHTML%23vals%26comps)

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas.  In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.