SPORTS COMMUNICATION

As a Sports Communication major, you will receive a full range of sports communication skills including broadcasting, writing and corporate communication (Public Relations, Organization Communication, Marketing). You will learn how to communicate about sports and be prepared for broadcast careers with the skills of writing, interviewing, editing and audience analysis. Upon graduation you will be prepared to work for news organizations as well as sports organizations, sports teams and various other sports media outlets.

Career opportunities

- Sports broadcasting
- Sports journalism
- Sports Information Director
- Sports marketing
- Event planning
- Sports media production

Reasons to major in Sports Communication at UNK

- The broad spectrum of career opportunities in Sports Communication
- The job growth and development of new jobs in Sports Communication continues to climb
- Creation of an electronic portfolio
- Building professional networks in student organizations
- Excellent facilities
- Intense professional training provided by active professors
- Paid internships
- Graduating with a professional skill set

Alumni profile

“On my visit to campus I learned about the program and it was what made me finally decide to attend UNK. The reason it appealed to me specifically was my passion for athletics and the life lessons it teaches, and the relationships that are made through communication. When I found out that I could prepare myself for a career to work in athletics and improve my communication skills simultaneously, it was a very exciting thing for me,” said Andy Greer.

This 2011 graduate majored in Sports Administration and Broadcasting and took an internship with the University of Nebraska Athletics – where he works now.

“I develop and direct the implementation of effective marketing and engagement strategies to increase ticket donations, sales and renewals of all ticketing throughout the season cycle and conduct season ticket transfers. I also work with other departments within athletics, the university community, sponsors as well as digital outreach to help expand Nebraska’s donor base by increasing the level of engagement.”

Greer says UNK taught him important skills to help in his profession. He also learned “just as much about how to be a good person and how to be a hirable professional. It changed my life because I had a lot of opportunities and resources to help me sharpen my skills as a communicator and I was able to learn the interworkings of athletic programs of all types.”
## Sports Communication

**FOUR YEAR CLASS SCHEDULE: BACHELOR OF ARTS OR SCIENCE**

The schedule is a guideline for progress toward a degree. Consult with your academic adviser.

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### Scholarships available

- **The Mitchell Scholarship:** Awarded to two individuals per year to students majoring in Mass Communication and Journalism on behalf of the Mitchell family. For more information, contact Dr. Ben Myers, Dept. Chair, Associate Professor Library Mitchell Center, 146 (308) 865-8412 myerswb@unk.edu

### Ways to engage on campus

- **The Antelope (student newspaper):** Students publish The Antelope print and online newspaper weekly, utilizing writing and technology skills taught in the classrooms.

- **KLPR 91.1 FM (campus radio):** Student DJs and announcers produce a wide variety of music, sports, talk, news, public affairs and special interest programming on the campus radio station that broadcasts 24 hours a day/7 days a week. The content is also streamed at klpr.unk.edu.

- **Students in Mass Media (S.I.M.M.):** Students in Mass Media is an honorary organization for journalism and multimedia students. Members have opportunities for networking and out-of-class educational experiences through speakers, workshops and field trips.

- **Lambda Pi Eta:** Students with outstanding scholastic achievement in the field of communication may join the honorary organization Lambda Pi Eta.

- **Forensics (college-level speech/debate):** UNK competitors work hard to improve their speaking abilities and compete on the American Forensics Association circuit.

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### Curriculum

<table>
<thead>
<tr>
<th>Semester</th>
<th>Credits</th>
<th>Courses</th>
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<tbody>
<tr>
<td>1</td>
<td>16</td>
<td>GS core Oral Communication, GS core JMC 100 Global Media, GS Natural Sciences course, lab, GS Portal 188 course (your choice), JMC 112 Communication Software</td>
</tr>
<tr>
<td>2</td>
<td>15</td>
<td>GS Natural Sciences course, GS core ENG 102 Writing and Research, GS core MATH, GS Aesthetics course, JMC 250 Video Production Foundations</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td>GS Social Sciences course, General Studies Elective, JMC 226 Audio Prod. &amp; Announcing, Minor or second major course, FOR B.A. – Language requirement course</td>
</tr>
<tr>
<td>4</td>
<td>15</td>
<td>GS Social Sciences course, General Studies Elective, JMC Elective, Minor or second major course, FOR B.A. – Language requirement course</td>
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<td>5</td>
<td>15</td>
<td>JMC 319 Sports Writing for the Media, JMC 230 Integrated Marketing Comm., SPCH 370 Small Group Communication, Minor or second major course, Unrestricted elective</td>
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<tr>
<td>6</td>
<td>14</td>
<td>Capstone course (388), JMC 339 Radio Workshop: Sports, Unrestricted elective, Minor or second major course, Minor or second major course</td>
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<tr>
<td>7</td>
<td>15</td>
<td>JMC 329 or 330 Print Advertising Design, JMC Elective, JMC 414 Communications Law, SPCH 451 Leadership Communication, JMC 353 Sports at Antelope, JMC 497 Senior Portfolio</td>
</tr>
<tr>
<td>8</td>
<td>15</td>
<td>JMC 475, Minor or second major course, Minor or second major course, Unrestricted elective, Unrestricted elective</td>
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### Facts about our Department:

- In spring 2013, the department hosted a ribbon-cutting ceremony for its new radio station after having completed a $120,000 renovation to modernize the studio and production suites. Rooms were completely refurbished, digital equipment was installed, and power was increased to 3800 watts to provide stronger signal and increased broadcast range.

- The Department of Communication students have earned numerous awards in competitions and research at the regional and national levels.

### For more information, contact:

Dr. Ben Myers, Dept. Chair, Associate Professor Library Mitchell Center, 146 (308) 865-8412 myerswb@unk.edu

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### STUDENT PROFILE – Evan Jones

Evan Jones expects to graduate in 2019 as a sports communication major with a minor in sports management. “I’ve had a strong passion for sports ever since I was little. I love to talk and write about sports as well and I thought ‘why not try and make it a career?’ I enjoy being able to broadcast a variety of UNK sports, which has been good experience,” he said.

“I currently work at a radio station, KRKN, and I love it there. I cover high school sports and Husker football for them. My ultimate dream would be to do a sports talk show host along with some broadcasting of games on the radio, or a Sports Information Director at a university.”

Jones believes that UNK is allowing him to achieve these goals. “I think UNK has helped me improve my writing skills, thanks to the class ‘Sports Writing For the Media.’ I look forward to future classes to help me continue to mold into the professional I plan to be. I am just trying to work hard and make as many connections as possible,” Jones said.