**Fall 2020 Course Assignments:**

**Online Discussion & Flip Grid Course Activities:** Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make two (2) discussion board posts and /or Flip Grids on assigned topics during the semester. Discussions will focus on chapters from Stoldt, Dittmore & Branvold (2012), along with supplemental material provided by the instructor. Each student will read the designated material or chapter, and be prepared to thoroughly discuss it the week assigned via Flip Grid or on the discussion board. See Discussion Board Rubric for specific grading criteria.

**Media Diary/Log:** Media and communication go hand-in-hand to get information out to the public. “To truly examine the role of media and communication, you must examine your own media usage” (Miloch, 2011). Each student is to maintain a log related to the different forms and types of media utilized/used within a given 48 hour timeframe. This can be television, radio, online, social media, commercials, advertisements, etc. The log will include the date, time of use purpose for the use and the type of media used.

After completing the log students will write a summary of their time spent using media including the type and amount of media used most and least. How much of the student’s media use is local versus regional or national and what is the purpose for the students media use? Is it more social or work/school based? What percentage of time was time spent using media alone and with others. See assignment details on D2L

**Comparative Analysis of Mediums:**  Students are to individually read their respective sports page (print), read the online version of their local sports page (online), watch a local affiliate sportscast and watch *ESPNs SportsCenter* on the same day. If possible, also catch either a local affiliate sports talk radio show or a national sports talk radio show. You will need to purchase the daily paper and read the online version of and on the same day.

After you have read both the print and online version of your local sports page, watched the local sportscast and *SportsCenter,* and hopefully listened to the radio segments, you will write a comparative analysis and summary of the experience.

**Public Relations Campaign:** Students will develop a public relations campaign plan. Each person/team may select their own campaign topic. It must be related to a current or anticipated issue or opportunity facing an existing sport organization. A brief proposal regarding the campaign setting (i.e., sport organization) and topic (i.e., purpose) is due to the instructor prior to starting for approval.

**Crisis Management Case Study:** Students will develop a case study regarding a sport organization that has faced a crisis. Research must be done for appropriately completing this assignment.