BACHELOR OF ARTS IN JOURNALISM
SPORTS MEDIA RELATIONS

THERE'S NEVER BEEN A BETTER TIME TO DIVE INTO A SPORTS CAREER.

This is the time to break into sports media. Opportunities abound and the money continues to flow. In fact, the sports industry in North America is expected to generate more than $80 billion next year.

Picture yourself covering an NBA championship or Super Bowl, working as a sports media information director for a college football team facing off in the College Football Playoffs, or, if you prefer to work behind the scenes, producing a sports show or helping develop stories and assisting sportswriters on their beats.

WE OFFER HANDS-ON OPPORTUNITIES.

Students in our program cover sports beats for our daily student-run newspaper, serve as sports anchors for our daily Emmy Award-winning newscast, offer play-by-play for live sports events on our FM radio station or help manage NCAA Division I sports events for the athletic department. And those are just some of the opportunities available.

WHY STUDY SPORTS MEDIA RELATIONS AT EIU?

- **UNIQUE** - Become a part of one of the only sports media relations majors in Illinois.
- **HANDS-ON** - Gain invaluable hands-on experience writing, producing, announcing, editing and more for the Daily Eastern News, WEIU-TV, WEIU-FM, Warbler yearbook and EIU's Athletic Department.
- **INTERNSHIPS** - Spend at least one semester working as an intern for a professional or university news or media relations organization.
- **INTERDISCIPLINARY** - Combine journalism knowledge and skills with those from business, communication studies, sports management and geography to hone your craft.

SCHOOL OF COMMUNICATION & JOURNALISM

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EASTERN ILLINOIS UNIVERSITY

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WHAT WILL I STUDY?

The Sports Media Relations option provides students with the skills and knowledge needed to work as sports media professionals.

Students learn and practice skills related to the fundamentals of working with the media, athletes and coaches. From managing crisis situations, recording statistics, writing game reports, marketing teams, organizing press conferences, and managing game events students learn to navigate the ever-changing media landscape to promote teams and athletes and to write and produce across multiple platforms and multimedia.

Students learn to think critically, produce creatively, write precisely, process information quickly, interview thoughtfully, manage people, and develop an excellent work ethic.

WHAT CAREERS CAN I PURSUE?

Sports Media Relations graduates are prepared to work in collegiate athletic departments and on the staffs of professional athletic organizations as sports information directors, assistant directors, writers, website content producers and more. They are also qualified to cover sports for various publications and websites.

As with any graduate from the Journalism program, students graduate with skills that are the foundation for any job that requires researching, talking to people, asking questions and synthesizing what is learned into a cohesive, coherent article or report.

REQUIRED COURSEWORK: 61 HRS
CATALOG YEAR 2024-2025

JOURNALISM DIVISION CORE: 40 HRS
JOU 2000 - Fundamentals of News Gathering
JOU 2001G - Journalism and Democracy
JOU 2101 - News Reporting & Writing
JOU 2902 - Copy Editing & Design
JOU 2950 - Introduction to Visual Communication
JOU 3000 - Advanced Reporting
JOU 3002 - Introduction to Multimedia Journalism
JOU 3610 - Broadcast News
JOU 3750 - Social Media Engagement
JOU 3940 - History of American Journalism
JOU 3970 - Race, Gender, and the Media
JOU 4401 - Journalism Portfolio
JOU 4420 - Communication Law & Ethics
JOU 4730 - Journalism Capstone Seminar

SPORTS MEDIA RELATIONS CORE: 9 HRS
JOU 2850 - Sports Media Relations
JOU 3706 - Writing for Sports Media
JOU 3953 - Perspectives on Sports and the Media

SPORTS MEDIA RELATIONS ELECTIVES: 6 HRS
Sports Media Relations students may select any JOU prefix course as an elective, except JOU 1000G.

LIBERAL ARTS REQUIRED COURSEWORK: 6 HRS
PLS 3603 - State and Local Government
Any 3-credit ECN or SOC class

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