



UNIVERSITY OF  
**GEORGIA**

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## University Council

April 16, 2021

### UNIVERSITY CURRICULUM COMMITTEE – 2020-2021

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Undergraduate Student Representative – Jeremiah de Sesto

Graduate Student Representative – Gerena Walker

Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication for a new prefix, SPTM, Sports Media, will be an agenda item for the April 23, 2021, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu  
Dr. Rahul Shrivastav



**John Huland Carmical  
Sports Media Institute**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

Date: April 14, 2021

School/College/Unit: Grady College of Journalism and Mass Communication

Department/Division: John Huland Carmical Sports Media Institute, Department of Journalism

New Prefix Requested: SPTM, Sports Media

The Sports Media Institute was approved by University Council in spring 2021 and named to honor John Huland Carmical, class of 1917 through a gift from the Carmical Foundation. The institute is housed within the Department of Journalism, which since 2014 has offered an undergraduate certificate program in sports media. Students earning the certificate have gone on to careers in sports media relations, journalism, event broadcast and production, social and digital media, and many other areas. The certificate consists of six courses.

Students from all majors and colleges can apply to the sports media certificate program. Heretofore, all courses in the certificate have used the JRLC prefix for college-wide undergraduate courses. Identifying Institute courses with their own prefix will enable students to find them more easily and understand the progression through the program, as well as providing a foundation for future course and degree offerings.

Our current course offerings—which would move from JRLC to SPTM—include the following:

JRLC 3800, Sports, Media, and Society

JRLC 3850, Introduction to Sports Reporting and Writing



JRLC 4800, Multiplatform  
Storytelling for Sports

JRLC 5750, Social and Digital Media  
Production for Sports

JRLC 5780E, Sports and Social Media

JRLC 5800, Sports Enterprise  
Reporting and Writing

ADPR(JRLC) 5810, Sports Media  
Relations

JRLC 5820, Sports Broadcast and  
Production

JRLC 5880, Topics in Sports Media

JRLC 5880E, Topics in Sports Media

JRLC 5900, Sports Media Capstone

Vicki Michaelis, John Huland Carmical Professor of Sports Media & Society

Janice Hume, Head, Department of Journalism

Charles N. Davis, Dean, Grady College of Journalism and Mass Communication