



**MMC 3210 Sports Media Law & Ethics**

**Fall 2024 [3 credits]**

**Course #29074, Section KPAT**

**CLASS MEETINGS**

Asynchronous (100% Online)

**INSTRUCTOR:** Kix Patterson, M.A.

**CONTACT INFORMATION:** [akix.patterson@ufl.edu](mailto:akix.patterson@ufl.edu)

**OFFICE:** Weimer 2039B (in the Research Grad Division) In Person Meetings Tuesdays 1-3pm.

**ZOOM OFFICE HOURS:** by Appointment Only

**BIOGRAPHY:** As a broadcast and communication specialist, Kix Patterson has worn many hats in the industry from sport producer for high school and community college sports to affiliate relations for college football in Mississippi and Tennessee, and handled FCC and non-profit compliance for radio stations.

Along with being a Ph.D. candidate in the CJC, he is the Head of Programming and Technology for the Liberty Radio Network, handling music and advertising programming and FCC compliance and relations, serving as the head of new technology implementation and acts as the point person on advertising law for e-cigarettes and vaping, fireworks, and other controversial topics that live in the grey area of the laws. He also serves on the Board of Directors for the non-profit Southern Community Services (WOWL-FM) as an advisor on non-profit radio, underwriting and contracts.

He received his B.A. in Creative Mass Media (2019) and a M.A. in Integrated Strategic Media (2021) from the University of Memphis and is finishing his Ph.D. in Mass Communications at the University of Florida. Go Gators!

**PURPOSE OF COURSE:** MMC 3210 is designed to offer instruction and knowledge in sports law and ethics. Even as non-lawyers, it is important that media professionals working in the sports industry have a grasp on applicable laws and ethical considerations. Having such a familiarity will allow students to have the necessary understanding of issues so as to clearly and thoroughly communicate them to their media audiences.

**COURSE OBJECTIVES & GOALS:**

- (1) To understand the intersection between the media and sports and the legal and ethical implications associated therein.
- (2) To acquire the appropriate ethical and legal knowledge and skills to work in the sports industry as a media professional.
- (3) To obtain a keen understanding of sports as an industry by drawing on a cross-section of various areas of the law.
- (4) To identify and respond to legal and ethical issues associated with sports management, contracts and regulations.
- (5) To develop one's own awareness of sports law and ethics with an eye toward identifying and critiquing competing legal and ethical theories.

**COURSE COMMUNICATIONS:** General questions for the course should first be emailed to the instructor through the email tool for the course management system.

**COURSE ELIGIBILITY/PREREQUISITES:** None.

**COURSE READING:** NO TEXTBOOK IS REQUIRED FOR THIS COURSE. READING MATERIALS FOR CLASS WILL BE POSTED IN EACH MODULE.

**COURSE CONTENT:** *In this course, we will cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.*

## **COURSE POLICIES:**

### **STUDENT RESPONSIBILITIES:**

- Students should complete each week's lectures, readings and activities and actively participate in class discussions.
- Be respectful to the diverse range of opinions during any discussions or activities.
- Students are responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly reading.
- Students are responsible for checking Canvas frequently for latest class information and updates.

## **UF POLICIES:**

**UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exam. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

**UNIVERSITY POLICY ON ACADEMIC MISCONDUCT:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

## **GRADING POLICIES:**

The following table outlines the two (2) components of the course on which you will be evaluated.

Evaluation Components	% of Total Grade
-----------------------	------------------

Weekly Activities/Discussion	70%
Final Paper/Project	30%

**GRADING SCALE:** Any discrepancies with grades should be pointed out to the instructor before the last day of class. See the UF undergraduate catalog web page for information regarding current UF grading policies: [www.registrar.ufl.edu/catalog/policies/regulationgrades](http://www.registrar.ufl.edu/catalog/policies/regulationgrades).

The following table describes the grade scale and GPA impact of each letter grade. Minus grades are not assigned for this course.

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	90.00-100%	4.0
B+	85.00-89.99%	3.33
B	80.00-84.99%	3.0
C+	75.00-79.99%	2.33
C	70.00-74.99%	2.0
D+	65.00-69.99%	1.33
D	60.00-64.99%	1.0
E	0-59.99%	0

## COURSE SCHEDULE:

Module 1. Syllabus, Welcome, and Legal Basics

Module 2. Refresher on US Government, Law and Judicial Systems

Module 3. Ethics: Race and Religion

Module 4. Gender, Sexuality and Disability

Module 5. Ethical Reporting

Module 6. Intellectual Property, Telecommunications Law, and the FCC.

Module 7. Sports Agents and Agency Law

Module 8. Sport Contracts and Negotiations

Module 9. Labor Law, Unions, Collective Bargaining in Sports

Module 10. Social Media and AI

Weekly readings are available in the corresponding module in Canvas.

## ***Standard UF Policy Information and Links***

### ***UF Grading Policy***

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

### ***Students Requiring Accommodations***

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### ***Course Evaluation***

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> (Links to an external site.).

***University Honesty Policy*** UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### ***Software Use***

All faculty, staff, and students at the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### ***Student Privacy***

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

### ***In-Class Recording***

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture

does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021, Honor Code and Student Conduct Code.

### [Campus Resources](#)

#### *Health and Wellness U*

##### **Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

##### **Counseling and Wellness**

**Center:** <http://www.counseling.ufl.edu/cwc> ([Links to an external site.](#)), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Sexual Assault Recovery Services (SARS) Student Health Care Center,** 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> ([Links to an external site.](#)).

#### *Academic Resources*

**E-learning technical support,** 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml> ([Links to an external site.](#)).

**Career Resource Center,** Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> ([Links to an external site.](#)).

**Library Support,** <http://cms.uflib.ufl.edu/ask> ([Links to an external site.](#)). Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center,** Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> ([Links to an external site.](#)).

**Writing Studio, 302 Tiger Hall,** 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> ([Links to an external site.](#)).

**Student Complaints Campus:** [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf) ([Links to an external site.](#)).