

MMC 3210 Sports Media Law & Ethics
Fall 2024 [3 credits]

INSTRUCTOR: Kristi Dosh, J.D.

CONTACT INFORMATION: kdosh@ufl.edu

OFFICE HOURS: 2:00 – 4:00 p.m. ET on Fridays, by phone. Number available on Canvas.

BIOGRAPHY: As a sports business reporter/analyst, Kristi Dosh has reported on everything from collective bargaining to endorsements to the finances of pro and intercollegiate athletics for outlets such as ESPN, Forbes, *The Washington Post*, *SportsBusiness Journal* and more.

Prior to joining ESPN, Kristi was a practicing attorney and a sports business analyst for Forbes, Comcast Sports Southeast and more. She founded *BusinessofCollegeSports.com* in 2010 and started the *Business of College Sports* podcast in early 2020.

Dosh is the author of business of college football, *Saturday Millionaires: How Winning Football Builds Winning Colleges* and a forthcoming book on NIL. Writing under the pen name Savannah Carlisle, she is also the author of a contemporary romance novel, *The Library of Second Chances*. She received her B.A. in Politics from Oglethorpe University (2003) and Juris Doctor from the University of Florida in 2007. 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 posted to the general discussion board. If your questions are not sufficiently answered, then please email 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 MODULES:

Module #1 - Course Welcome & the American Legal System

Module #2 - Sports Contracts & Negotiations

Module #3 - The Role Of Sports Agents & Agency Law

Module #4 - Labor Law, Collective Bargaining & Antitrust Law In Sports

Module #5 - Intellectual Property Considerations & Issues in Sports (including NIL)

Module #6 - Religion in Sports

Module #7 – Sexuality in Sports

Module #8 - Women in Sports

Module #9 - Race in Sports

Module #10 - Law & Ethics in Sports Media And Reporting

Module #11 - How Social Media Has Changed The Face Of Sports (including NIL)

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:

PARTICIPATION POLICY: Because this is an entirely online course, you are not expected to make an appearance anywhere at any time. However, you most certainly ARE expected to participate in the discussions and complete your quizzes and exam at the designated times.

DISCUSSION BOARD & QUIZ POLICY: All discussion boards and quizzes are open-resource; however, please avoid using random sites such as Wikipedia. **Your #1 resource should be the class lectures.** Late submissions on any discussion board or quiz will result in point deductions for each day past the due date listed in the syllabus.

EXAM POLICY: There will be one (1) exam during this semester. THERE IS A ZERO TOLERANCE POLICY FOR MISSED EXAMS. IF YOU MISS THE EXAM, YOU HAVE CHOSEN TO ACCEPT A ZERO FOR THAT EXAM.

MAKE-UP POLICY: An unexcused, missed exam will result in a zero on the exam (this includes contacting the instructor after the exam if you are ill). If you are sick or have an emergency that prevents you from taking the exam at the scheduled time, it is your responsibility to contact the instructor as soon as possible. **Documentation of the illness**

or emergency will be required. If you need to schedule a make-up exam, please email the course instructor giving a detailed explanation and attaching any documentation that verifies your reasoning. A make-up exam will be given at the sole and absolute discretion of the instructor. Scheduling a make-up exam is the responsibility of the student and should be done—if at all possible—before the scheduled exam time. If you have a serious emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and they will contact your instructor so that you do not have to provide documentation of the emergency/death in order to get a make-up exam. A make-up exam is NOT permitted for the following reasons (among others): family vacation, sporting event travel, attending weddings (unless you are IN the wedding), having exams in other classes on the same day. Requirements for class attendance and make-up exams, assignments, and other work are consistent with the university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Use of AI: The use of generative AI tools (such as ChatGPT, DALL-E, etc.) to produce writing for this course is not allowed unless you are instructed to use it as part of the assignment. Although there are some uses for AI that are acceptable in your future professional endeavors, you should master subject matter and processes yourself before using AI so that you can spot when it has performed or reported something incorrectly (which still happens regularly, especially with a topic as new as NIL). If a student is found to have used AI-generated content for an assignment where it was not expressly allowed, that student may fail the assignment.

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/>.

NETIQUETTE - COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please consider the following pointers for emailing your course instructor and/or interacting with fellow students in the discussion boards:

- Send your email to the address preferred by your instructor. For this course, your instructor prefers to be contacted with the email tool in the course management system.
- Keep your message as clear and concise as possible. Reading a three-page dissertation on the importance of your family vacation is not fun for anyone except your mother.
- All uppercase letters indicates shouting...PLEASE AVOID THIS UNLESS YOU ARE EXTREMELY HAPPY!
- Refrain from profanity in your message, even if it is meant to be humorous.
- Refrain from using texting abbreviations such as OMG or BTW.
- Close your emails respectfully and politely.

Please review the Netiquette Guide for Online Courses at:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP:

For issues with technical difficulties, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://request.it.ufl.edu/>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from Helpdesk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a makeup.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES:

The following table outlines the five (5) components of the course on which you will be evaluated.

Evaluation Components	% of Total Grade
Discussion Posts	30%
Assignments (3)	45%
Quizzes (3)	15%
Final Exam	10%

Exam – The final exam will consist of fifty (50) questions and will be cumulative, meaning it will test on ALL MODULES. Question formats *may* include: fill in the blank, multiple choice, multiple response, and true/false. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Exam questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The exam will need to be completed between the time period of December 2-12. Once accessed you will be given 60 minutes to complete the exam.

Discussion Posts – There will be a discussion post activity after each module. The goal for those discussion board posts is to start thinking more critically about the material. Most of these discussion posts will require you to interact with a small group of your classmates—which will allow you to give and receive feedback. *Failure to adequately discuss/answer at least two (2) posed questions will result in a penalty to be decided solely by the instructor.*

Quizzes – You will have a total of three (3) quizzes- each consisting of twenty (20) questions. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Quiz questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The quizzes will need to be completed within the allotted week period provided. Once accessed, you will be given 30 minutes to complete each quiz.

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.

COURSE SCHEDULE:

It is HIGHLY recommended that you adhere to the following schedule as closely as possible. You will need to complete all activities for a given week by 11:59 pm ET the Sunday of each week, unless it’s a two-week module. For example, all activities for Module 1 are due at 11:59pm ET on September 1, 2024. The course is set up so that you must move through each module sequentially. You will not be able to access Module 2 lectures (etc.) prior to completing Module 1. It is HIGHLY recommended that you approach each module in the following order:

- Complete the required reading pages
- Watch and take plenty of notes on the lecture videos
- Complete Discussion Posts & Quizzes

STUDY TIPS FOR CLASS:

- Read the posted material BEFORE you watch a lecture.
- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exam.
- Engage your classmates. This material is meant to be discussed...and you can’t do that well with just yourself. Post questions to the discussion board. Exchange contact information and have a phone conversation. Post cool videos you find regarding related material to the discussion boards. ENGAGE!
- If there is something in the reading that was NOT in lecture, you are not expected to know it.
- **CALENDAR ALL DUE DATES AND SET REMINDERS.** Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar with appropriate reminds. You are all busy and you might understandably forget to submit a discussion post or take a quiz on time. This happens every semester and unfortunately, your grade will suffer unnecessarily. **PLEASE TAKE THIS BIT OF ADVICE SERIOUSLY.**

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus, change examination and assignment dates, and modify the course content. Modifications will be announced on Canvas. Students are responsible for those changes.

Module	Corresponding Period	Assignment/Quiz	Date Due
1	August 22 – September 1		
	The American Legal System	Complete all Module readings & lectures	09/01/2024

		Post to discussion board	09/01/2024
2	September 2 – September 15	Two-week module	
	Sports Contracts & Negotiation	Complete all Module readings & lectures	09/15/2024
		Complete Quiz #1	09/15/2024
		Complete Assignment #1	09/15/2024

3	September 16 – September 22		
	The Role of Sports Agents & Agency Law	Complete all Module readings & lectures	09/22/2024
		Post to discussion board	09/22/2024
4	September 23 – September 29		
	Labor Law, Collective Bargaining & Antitrust Law in Sports	Complete all Module readings & lectures	09/29/2024
		Post to discussion board	09/29/2024
		Complete Quiz #2	09/29/2024
5	September 30 – October 6		
	Intellectual Property Considerations & Issues in Sports (including NIL)	Complete all Module readings & lectures	10/06/2024
		Post to discussion board	10/06/2024
		Complete Assignment #2	10/06/2024
6	October 7 – October 13		
	Religion in Sports	Complete all Module readings & lectures	10/13/2024
7	October 14 – October 20		
	Sexuality in Sports	Complete all Module readings & lectures	10/20/2024
		Complete Quiz #3	10/20/2024
8	October 21 – October 27		
	Women in Sports	Complete all Module readings & lectures	10/27/2024
		Post to discussion board	10/27/2024
9	October 28 – November 11	Two-week module	
	Race in Sports	Complete all Module readings & lectures	11/11/2024
		Post to discussion board	11/11/2024

10	November 12 – November 17		
	Law & Ethics in Sports Media and Reporting	Complete all Module readings & lectures	11/17/2024
		Post to discussion board	11/17/2024
		Complete assignment #3	11/17/2024
11	November 18 – November 24		
	How Social Media Has Changed the Face of Sports	Complete all Module readings & lectures	04/21/2024
		Post to discussion board	04/21/2024
	November 25 – November 30	THANKSGIVING BREAK	
Final Exam	December 2 – December 12		
		Complete Final Exam	12/12/2024

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 (352-392-8565, <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/scsr/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 of 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 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 Learning-support@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 Tigert 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 (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).