



SPORTS MEDIA EXECUTIVE SUMMARY

The Sports Media Executive Producer, in collaboration with JSU TV, will ensure the JSU sports brand gains local and national notoriety by providing substantial coverage of all JSU Sports with the goal of enhancing recruitment and generating revenue.

OPERATIONAL GOALS AND OBJECTIVES:

Goal #1: Increase coverage of JSU sports.

Objectives:

- Stream home games for JSU football, basketball, baseball, women's soccer, women's softball and volleyball.
- Feature JSU sports stories on Metro Morning Live show.
- Produce and hosted coaches shows for JSU football and men and women basketball.
- Engage JSU fans through a 30 minute call-in radio show for football.
- Provide video highlights of JSU sports to local network television stations in Jackson.
- Play-by-play announcer for JSU football and men and women basketball.

Goal #2: Improve coverage of non-revenue sports to bring awareness and increase attendance.

Objectives:

- Provide live segment with coaches and players on Metro Morning Live.
- Increase pre-game and post-game coverage through news stories.
- Increase preview coverage of post season tournaments.

Goal #3: Increase social media visibility for all JSU sports.

Objectives:

- Post sports coverage to JSU athletics website.
- Post sports stories features on JSUTV's Metro Morning Live website myjsutv.com.
- Posting sports content to twitter, Facebook and Instagram.

MEANS OF ASSESSMENT

Goals and objectives will be assessed based on:

- The number of games streamed.
- Metro Morning Live segments produced.
- The number of Coaches Shows.
- Game highlight videos produced and uploaded and aired.
- The number of play-by-play games announced.
- The Number of social media postings.
- Fan feedback from call-in show.

CRITERIA FOR SUCCESS

- 60 % of streaming of all JSU sports.
- 70% coaches and player participation during Metro Morning Live segments.
- 100% participation of JSU football and basketball Coaches shows.
- Weekly network coverage of JSU game highlight videos produced and uploaded.
- 80% coverage of post season tournaments.
- 90% Play-by-play game announcements.
- Weekly social media postings.
- Fan feedback during call-in show.

RESULTS

Goal #1

- 2015-16 Streamed Games: 7 football, 6 volleyball, 15 baseball, 10 men basketball, 10 women basketball, 9 soccer, and 11 softball
- Metro Morning Live: Sports segment each Monday 7:30-7:35 a.m.
- 2015-2016 Coaches Shows hosted and produced: 11 football and 12 Basketball.
- 2015-2016 Football radio call-in radio shows: Co-hosted 11 shows
- 2015-2016 Play-by Play announcers: 11 football and 18 basketball

Goal #2

- Metro Morning Live: Sports segment, Monday 7:30-7:35 a.m.
- Shot, produced and edited JSU game footage and uploaded video to local television stations.
- Produced and edited game highlights of post-season tournament coverage for women's bowling, men's tennis, men and women basketball, baseball and tennis which aired on JSUTV.
- Provided 100% live post-season coverage of men and women basketball.

Goal #3

- Weekly postings of game highlights to JSU athletics website.
- Daily sports postings of JSUTV's Metro Morning Live website featuring sports content.
- Daily Sports related postings to twitter, Facebook and Instagram.
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EVALUATION RESULTS TO IMPROVE SERVICE

- Difficulties that impacted results
- Limited staff
- Lack of student participation
- More equipment
 - ✓ Additional streaming unit

MAJOR ACCOMPLISHMENTS

- Collaborated with Ole Miss athletics to help enhance JSU sports product.
- Covered induction of former JSU football coach W.C. Gordon into the Black College Football Hall of Fame.
- Executive sports media position featured in The Clarion Ledger.
- JSU freshman Elena Williams honored as sports broadcaster of the year during annual JSU journalism award banquet.

OPERATIONAL GOALS FOR 2016-2017

- Provide coverage of all major and non-revenue sports at JSU
- Increase coverage of JSU golf, tennis, volleyball, track and baseball.
- Increased opportunities to highlight each JSU sport via coaching shows.
- Live coverage of JSU sports on JSUTV and WJSU radio to increase advertising revenue.
- Increase student participation to help enhance coverage of JSU sports.