



www.sbu.edu/admissions • admissions@sbu.edu • (800) 462-5050

Sports Media

www.sbu.edu/sportsmedia • Christopher Mackowski, Associate Dean • cmackows@sbu.edu
716-375-4025

BEGIN WITH A SOLID FOUNDATION

The Bachelor of Arts in sports media is specifically geared toward students seeking communications careers in sports-related fields, such as sports journalism, sports broadcasting, public relations, marketing communications, and sports information.

Like all programs in the Jandoli School of Communication, sports media places a heavy emphasis on fundamentals. Not only will you learn to write well, which is the bedrock of all successful communications careers, but you will learn to write effectively for varied media, purposes and audiences.

With this solid foundation underfoot, you will then focus on sports-related classes, such as “Sports Writing,” “Sports Commentary and Analysis,” “Sports Photojournalism,” and more.

WHAT OUR STUDENTS DO

Our students participate in professionally supervised internships and on-campus student media, giving them the opportunity to practice what they learn in the classroom.

All Jandoli School majors must complete 400 hours of internships, and we offer unique and rewarding on-campus and off-campus opportunities. Students run a highly ranked campus radio station, a weekly SBU-TV newscast in a professionally equipped and supervised broadcast studio, and they broadcast our Division I men’s basketball games for ESPN+.

Off campus, our students have served internships with ESPN, the Buffalo Bills, the New York Mets and SiriusXM sports radio. A group of Jandoli School students even traveled to Minneapolis and Atlanta to cover Super Bowls LII and LIII.

ACCOMPLISHED, CARING FACULTY

Our faculty has decades of experience as reporters, writers, editors, digital journalists, broadcast anchors, producers and reporters, and in advertising, public relations, and marketing communications.

They will help you find within yourself the wonder of knowing, the liberation of freedom of expression, your personal and social responsibility to be faithful to the truth.

Our knowledgeable and approachable professors are more than instructors. They provide close and constant mentorship, leading you through dynamic classes, many of which mirror the entrepreneurial communication of the real world.

And they help turn out successful, award-winning communicators. Five Jandoli School graduates, as well as a sixth SBU graduate who earned a minor from the school, have won journalism’s highest honor, the Pulitzer Prize, and many have won Emmy Awards for excellence in the television industry. In addition, our students have won more scholarships than any other university in a national sports writing contest.

SUCCESSFUL GRADUATES

Our graduates have bright futures because they are versatile and ethical communicators. The firm foundation provided by our required writing courses and the creativity afforded by a suite of varied elective choices help our graduates succeed in a variety of fields.

The Jandoli School has a long, proud history of majors who have gone on to successful careers in sports media. They include:



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Adrian Wojnarowski, '91 – ESPN's NBA Insider, known nationwide for his NBA news scoops, or "Woj Bombs;" 2017 and 2018 National Sports Media Association's National Sportswriter of the Year; two-time winner of the Associated Press Sports Editors' Columnist of the Year award.

Chris LaPlaca, '79 – Senior vice president of Corporate Communications at ESPN, responsible for the company's worldwide internal, public and media relations strategies.

Mike Vaccaro, '89 – Lead sports columnist for the New York Post and two-time winner of the New York Sportswriter of the Year award.

Rachel Axon, '06 – National award-winning investigative sports reporter for USA Today; four top-10 finishes in the Associated Press Sports Editors' writing contest; two-time winner of the New York Times Chairman's Award.

Donna Ditota, '83 – Syracuse University men's basketball beat reporter for Syracuse Media Group, the company that encompasses The Post-Standard newspaper and Syracuse.com; former adjunct instructor in the Newhouse School at SU.

Tim Bontemps, '07 – NBA reporter for @espn; former national NBA writer for The Washington Post's print and online editions, and podcast host; former Brooklyn Nets beat reporter for the New York Post.

Todd Dybas, '99 – Senior writer at NBC Sports Washington; former managing editor of The Sports Capitol in Washington, D.C.; former sports enterprise writer for The Washington Times; former Seattle Seahawks beat reporter for The News Tribune in Seattle.

Rayna Banks, '03 – Senior managing producer for ESPN's "E:60" and "Outside The Lines," the sports network's flagship journalism shows; Emmy Award winner as supervising producer for "E:60" feature "Fight On," about USC blind long-snapper Jake Olson; Alliance for Women in Media Gracie Award winner for "Outside The Lines" feature "Domestic Violence and Sports: Outside of the Shadows."

Justin Craig, '97 – Senior director of programming and operations, ESPN Radio Network, Bristol, Connecticut; former executive producer of ESPN's "Mike & Mike in the Morning" program; former program director for ESPN New York and Chicago.

Deb Moore, '06 – Associate director of Athletics Communications and Public Relations, University of Kentucky, working with the men's basketball program, and full-time contact for UK's nationally ranked volleyball and men's golf teams; worked with 26 NBA Draft picks, including two No. 1 overall selections; as a student at SBU, served as media coordinator for the 2006 A-10 Swimming and Diving Championships, where the Bonnies captured the men's title.

Jason MacBain, '08 – Associate athletic director for Communications at University of Texas at Arlington, responsible for overseeing all strategic communications for UTA's 15 teams, including directing all media, public relations, video and social networking efforts, and serving as primary contact for the men's basketball program.

Eric Fisher, '94 – New York City-based staff writer covering baseball, technology and digital media for SportsBusiness Journal, leading national sports industry trade magazine; regular moderator for SBJ's annual high-level industry conferences; former sports business reporter for The Washington Times.