A STRATEGIC PARTNERSHIP

Rhode Island Athletics
and
The Harrington School of Communication & Media

PRESENTED BY
Thorri Bjorn
Director of Athletics

Adam Roth, Ph.D.
Director, Harrington School of Communication and Media
Associate Dean, College of Arts and Sciences
Professor, Communication Studies
PRESENTATION OVERVIEW

The Ask
We are requesting funding to create a full-time staff/instructor position that will oversee the live video production of URI's athletic events, and related equipment purchases, as part of the Sports Media curriculum.

The Alignment with URI's Academic Strategic Plan
Creating this position will address each of the six goals of URI's academic strategic plan.

The Supporting Info
This position will enhance the student experience, further the reach of the URI brand, and address current staffing shortfalls.

The Funding
One-time costs and personnel expenses are required to execute the partnership.
SPORTS MULTIMEDIA COORDINATOR

**Educator**
- Will provide students with real-world experiences in on-campus "lab spaces"

**Instructor**
- Will teach 12 course credits per year (three 4-credit courses)
- All courses will be in the Sports Media major

**Manager**
- Oversee URI's live video production of all NCAA Division I athletics home events

**Mentor**
- Ensure that Harrington School students are best prepared to pursue careers in Sports Media
THE HARRINGTON SCHOOL OF COMMUNICATION AND MEDIA

1350 students
62 full-time faculty
100+ professional instructors
26 programs
$6.8M media hub
I fully support this collaboration between the Harrington School of Communication and Media and the University of Rhode Island Athletic Department. This is the type of programming and learning environment I believe will help propel both Athletics and the Harrington School forward. It will allow the Harrington School to expand their budding sports media internship program on campus to align with the launch of their new minor and major in sports media, and it will professionally showcase the successes of our Division 1 Athletics Program regionally, nationally, and globally. With the new broadcasting center coming on board and the fiber lines that will connect the Ryan Center to the control room, we have an incredible opportunity here for students to train under the supervision of an expert in a real-world environment using the kind of technology they will be expected to use in the workplace. I see this as a win-win collaboration and as an important step forward for URI."

Dick Harrington
University of Rhode Island Benefactor
URI'S STRATEGIC ACADEMIC PLAN

GOAL #1: ENHANCE STUDENT SUCCESS

In the last 10 (ten) years, students that have interned in athletic media relations have moved on to careers with: ESPN, NESN, NBC, Bleacher Report, 98.5 The Sports Hub, Boston Red Sox, St. Louis Cardinals, Villanova, Florida Gulf Coast, Providence College, Harvard, Boston University, etc.

The partnership between Athletics and the Harrington School will provide students with real-world experiences right here on campus.

Broadening the scope of the student experience will open new and additional doors to students upon graduation.
URI'S STRATEGIC ACADEMIC PLAN

GOAL #2: EXPAND RESEARCH, SCHOLARSHIP, AND CREATIVE WORK

Athletics will provide the Harrington School students full access to 400+ student-athletes, as well as each team’s coaching staff.

Endless opportunities for research and creative work through production of video features, live game broadcasts, interviews, etc.
Through the Atlantic 10 Conference's partnership with ESPN, all URI athletics events that are streamed online are available on ESPN+, which has a reach of more than two (2) million subscribers.

This is an easy way to broaden the reach of URI Athletics, through the work of their fellow URI students. It also will allow us to showcase the University to captive national and international audiences.

Providing families all over the world with the opportunity to watch their children compete for URI will help assist our coaches with recruiting top-level student-athletes, both nationally and internationally. In turn, that will help to further diversify the University's enrollment.
Many people criticize the world of sports broadcasting and sports journalism for being dominated by white men.

Through the partnership between Athletics and the Harrington School, all students – regardless of race or gender – will be able to explore all aspects of sports media.

Approximately 1/3 of URI's student-athletes are of minority backgrounds. This gives us a built-in opportunity to showcase the University's commitment to embracing diversity.
URI'S STRATEGIC ACADEMIC PLAN

GOAL #5: STREAMLINE PROCESSES TO IMPROVE EFFECTIVENESS

Streamlining Processes
Through the partnership between Athletics and the Harrington School, URI students will have countless opportunities to work together, in small groups and/or large teams, to broadcast live sporting events.

Improving Effectiveness
On average, a video stream of a live college sporting event takes a staff of 15-20 people.

Throughout their coursework, students will learn and perform all of the various roles that are necessary to pull off a live event production.
URI'S STRATEGIC ACADEMIC PLAN

GOAL #6:
IMPLEMENT A BOLD ADVANCEMENT AGENDA

High-quality streaming of all home events will further engage alumni and keep them more intimately connected to activities on campus. In turn, they will be more apt to support the University and our efforts.
ATHLETICS VIDEO STAFFS – URI vs. THE COMPETITION

4+ VIDEO POSITIONS – 1 institution
CAA: James Madison

3 VIDEO POSITIONS – 6 institutions
A-10: Dayton, UMass, VCU / CAA: Delaware, Maine / In RI: Providence College

2 VIDEO POSITIONS – 10 institutions

1 VIDEO POSITION – 8 institutions
A-10: Fordham, La Salle, St. Bonaventure, Saint Joseph's, Saint Louis / CAA: Stony Brook, William & Mary / In RI: Bryant

0 VIDEO POSITIONS – 1 institution
A-10: Rhode Island / CAA: Rhode Island / In RI: Rhode Island
IMPACT OF POOR-QUALITY BROADCASTS

Example of Actual Feedback

"I was extremely happy to find out that Atlantic 10 contests would be carried by ESPN+, so I immediately subscribed in order to be able to view all of the games. Watching those games was an absolute pleasure... 50% of the time. Every single away contest had an exceptional broadcast, while the broadcast product sent from URI home matches was laughable, at best.

"I find it hard to believe that a fine college institution like URI cannot put out a better production."

- Cary Goldberg
Uncle of women’s soccer player
ADDING THIS POSITION WILL...

Showcase the work of URI’s students, both nationally and internationally, through video streaming partnership with ESPN.

Aide in the recruitment of a diverse student body by broadcasting URI’s athletic events to a captive worldwide audience.

Enhance the University brand by significantly improving what is currently a poor-quality broadcast.

Provide URI Sports Media students with 60+ annual broadcasts from which to learn all aspects of live event production.

Provide much-needed support for Athletics Media Relations staff. On average, three full-time employees each are working 60+ hours/week to cover their preexisting job responsibilities while also meeting the ever-growing list of video demands.
# BUDGET REQUESTS

## BASE BUDGET REQUEST

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$67,000</td>
<td>Annual Salary</td>
</tr>
<tr>
<td>32,160</td>
<td>Fringe Benefits</td>
</tr>
<tr>
<td></td>
<td><strong>Total: $99,160</strong></td>
</tr>
</tbody>
</table>

## ONE-TIME EQUIPMENT PURCHASE REQUEST

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250,000</td>
<td>Trenching for Fiber Lines</td>
</tr>
<tr>
<td>$30,000</td>
<td>Graphics Package</td>
</tr>
<tr>
<td>$20,000</td>
<td>Grass Valley Viper XL Fiber Send Box</td>
</tr>
<tr>
<td>$11,000</td>
<td>Video Cameras (4)</td>
</tr>
<tr>
<td>$5,000</td>
<td>Replay System</td>
</tr>
<tr>
<td>$2,000</td>
<td>Communication Headset System</td>
</tr>
<tr>
<td>$1,000</td>
<td>Tripods (6)</td>
</tr>
<tr>
<td></td>
<td><strong>Total: $319,000</strong></td>
</tr>
</tbody>
</table>

## GRAND TOTAL:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Total: $418,160</strong></td>
</tr>
</tbody>
</table>