



Sports Communication

The Sports Communication Pathway is a three-year program designed to prepare students for careers in sports media, broadcasting, and digital communication. The pathway combines hands-on production experience, strong writing skills, and advanced project-based learning to give students a comprehensive foundation in the field.

Location: John F. Kennedy High School

Courses

Intro to Sports Media Communication (Grade 10)

The Intro to Sports Media Production provides our students unique on-air and behind-the-scenes opportunities. The department has a live sports streaming capacity with HD cameras set up to broadcast live sports using the Paterson Public Schools network capacity. Our students announce, direct, and produce these events. Our classes give students valuable experience in front of and behind the camera. Podcasts are also produced in the JFK TV Studio, where students produce sports talk shows. Sports Broadcasting students also cover league, county, and state award ceremony events. A 30-minute JFK sports highlight show is also part of the program. This course prepares our students to become multimedia sports broadcasters as they work in all production stages.

Writing for Sports Communication (Grade 11)

The course explores writing for various social media platforms. Students learn practical techniques used in producing social media content that promotes audience affinity and loyalty. Students will explore the relationship between tone, audience, purpose, and text in a cross section of social media posts. Students will discuss basic tenets of good social media writing, examine examples, assess what makes them effective, and consider the appropriate tone and voice for content to resonate with intended audiences. Students will learn to write effectively and establish a coherent writing process, learn editing techniques, and examine the interplay among context, content, and style.

Sports Communication Capstone (Grade 12)

The Sports Communication Capstone is the culminating course in the three-year Sports Communication Pathway. This advanced, project-based course challenges students to apply the knowledge and skills gained throughout the program to a comprehensive, real-world project that reflects their personal interests in the field of sports communication. Students will design, develop, and execute an independent or collaborative project that may take place within the school or in partnership with the broader community. Projects may include (but are not limited to) multimedia journalism, live sports broadcasting, social media campaigns, event promotion, athlete interviews, podcast production, or research-based analysis of sports communication trends. Students will refine their communication, critical thinking, and project management skills while also developing a professional portfolio. Emphasis is placed on ethical storytelling, audience engagement, and digital literacy. Throughout the course, students will be guided by a mentor or advisor, participate in peer critiques, and present their final work to an authentic audience. This capstone experience prepares students for post-secondary education or careers in sports media, journalism, public relations, or related fields.

Skills Gained

- Hands-on media experience
- Writing and Communication Skills
- Independent and collaborative project design

Careers

Sports Broadcaster / Play-by-Play Announcer- Blogger / Independent Sports Writer - Social Media Manager (for teams, athletes, or networks) - Content Creator / Influencer in Sports Media -Public Relations Specialist (for sports organizations) - Camera Operator for live sports- Video Production Assistant

*This pathway sets students up for **entry-level media roles right after high school** or for **college majors** such as journalism, communications, media studies, sports management, or marketing.*