



# FOX SPORTS UNIVERSITY



# SCHOOLS INVOLVED 2012-2013

## RETURNING PARTNERS

University of Missouri (3<sup>rd</sup> yr)

Southern Methodist University (2<sup>nd</sup> yr)

University of Southern California (5<sup>th</sup> yr)

University of Florida (5<sup>th</sup> yr)

University of North Carolina (3<sup>rd</sup> yr)

Arizona State University (4<sup>th</sup> yr)

## NEW PARTNERS

San Diego State University

University of Michigan

Carnegie Mellon University

Howard University

Northwestern University

University of Minnesota

University of Wisconsin

California State Northridge

University of Oklahoma

Tulane University



# BUSINESSES PARTNERS

## CURRENT

### BUSINESS

**FS**SOUTHWEST™  
**FS**CAROLINAS™  
**FS**MIDWEST™  
**FS**WEST™  
**FS**ARIZONA™  
**FS**FLORIDA™  
**FS**DETROIT™  
**FS**NORTH™  
**FS**WISCONSIN™  
**FS**OKLAHOMA™  
**FS**SAN DIEGO™



TBD  
 TBD



### SCHOOL

(SMU)  
 (UNC)  
 (MISSOURI)  
 (USC)  
 (ASU)  
 (FLORIDA)  
 (MICHIGAN)  
 (MINNESOTA)  
 (WISCONSIN)  
 (OKLAHOMA)  
 (SDSU)  
 (NORTHWESTERN)  
  
 (CSUN)  
  
 (HOWARD)  
 (CARNEGIE MELLON)

## POTENTIAL



**FOXSPORTS.COM** on msn. 



# TALENT RECRUITMENT

## STUDENTS INVOLVED

More than 600  
students and growing

## NETWORKING

Career Fairs at schools  
Growing LinkedIn community

## FULL TIME EMPLOYMENT

Helped secure students' employment at:

- FOX Sports Arizona
- IMG, McKinney, Universal McCann, Groupon, Neutrogena

## INTERNSHIPS

- Hired 15+ students for FOX Sports, including FOX Sports Carolinas, FOX Sports South, FOX Sports Arizona
- Miami Heat, Phoenix Coyotes, NBCUniversal, Southwest Airlines, Conde Nast, BBDO, Rent the Runway



# PUBLICITY

- Increased PR outreach in 2014 with expansion



Emerson College instructor David Gerrard teaches students to design online marketing for Sprint and other companies.

## Here, Tweeting Is a Class Requirement

By KATHERINE BROWN

Big consumer products companies are going back to school. Businesses including Sprint Nextel Corp., Levi Strauss & Co. and M&M's Inc. are sponsoring college classes and graduate-level research to get help with their online marketing from the young and hyperconnected. At Emerson College, a professor teaches a class at Emerson College where students work on projects for the company's local Internet push. In some cases, creative branding or proprietary consumer data from companies for their research. Students get experience they can display on their resumes, and add lively classes to the usual mix of lecture and written exams. "We are helping students to go out and get hired," says Randy Moran, an instructor at Northwestern University's Media School. "They're doing the work."

The partnerships are emerging as businesses are searching to bolster their ability to engage with their customers on the Web by using Facebook, Twitter and the like. Of course, some parents may be surprised to learn their tuition dollars are helping to underwrite corporate marketing in addition to their children's education. Sprint provided students in an on-line marketing class at Emerson College with 10 smartphones with wireless access. In exchange, students blogged, tweeted, produced YouTube videos and posted Facebook updates about the launch of Sprint's 4G network in Boston. "We're teaming up with the class again this semester. It worked so well," says Sprint spokesman Mark Eddy.

On a recent Tuesday evening, the students of Emerson Social Media—taught on the concept of a "Twitter-based sponsor" just to help spread the word among Boston's college population about Sprint. "The winner could maybe get a free phone," a student said. "Or maybe, like, free service for a few years out of school."



## The Class Curriculum Calls for Tweets

Continued from the page 10

Mr. Vargas says. Projecting the Bulletin search page from her computer onto a screen, she revealed how he video searches to find mentions of brands. She also highlighted the limitations of the screen: "The screen that with a term like 'wildcat' or 'wildcat' will show that as negative," she said. For decades, dress makers, car companies and other manufacturers have used financial support to universities conducting research relevant to their business. But industry previously shied from supporting research of "soft" social sciences, says Irving Wisniewsky Berger, a longtime associate at International Business Machines Corp., who oversees its Internet division and now is a visiting lecturer at the Massachusetts Institute of Technology.

Now, computer science is increasingly employed in the study of human behavior and shopping habits. "What is new is we can extend science to the consumer," Wisniewsky Berger says.

The University of Southern California's Anandaryo School of Communication & Journalism last fall launched the Anandaryo Journalism Lab. The lab is underwritten by Intel, Levi Strauss, M&M's and Verizon Wireless. Intel and Verizon previously shied from supporting research of "soft" social sciences, says Irving Wisniewsky Berger, a longtime associate at International Business Machines Corp., who oversees its Internet division and now is a visiting lecturer at the Massachusetts Institute of Technology.

Mr. Daily says that just wasn't even possible a few years ago, says Patrick Williams, an associate professor at USC Anandaryo. He is conducting research using Fox Sports Net, a group of regional sports channels, working with schools such as USC and the University of Florida as part of a program it calls Creative University, which started in 2008 and will be funded out to 10 schools by the end of 2014. The Jones & Co., publisher of the Wall Street Journal, are both owned by News Corp.

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WALL STREET AIRLINES TECHNOLOGY REGIONAL FINANCE TOP 100 REAL ESTATE ALIENS FORECAST TRUTH

## SMU students design advertising campaign for Fox Sports Southwest's college football programming

Dallas Morning News - August 8, 2013



SMU professor Judy Foxman, with former students Ryan Allison (left) and Jeremy Moran, has twice had a class partner with Fox's Creative University to give students an opportunity to design a marketing campaign.

By RYAN OSBORNE  
Staff Writer  
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Jeremy Moran and his Southern Methodist University classmates were stuck. For three this spring, they tossed around ideas and strategies during the early stages of a semester-long project for their honors sports marketing class at the Cox School of Business.

"It was just sessions of brainstorming that went nowhere," Moran said.

But the blank slate the group began with gradually grew into a detailed marketing campaign complete with a commercial script that will be used to promote Fox Sports Southwest's college football programming this fall. "Safe Stadium: The Best Seat in the House," born out of three other groups in professor Judy Foxman's Honors Practicum class. The commercial was shot in July at two Dallas locations and comes on during an 8-minute experience to the living room. Fifteen- and 30-second spots will run this month and throughout the college football season.

The campaign features friends peering up for a game with bobby pants and laughing 10:30 before loading into a truck and driving it through a living room wall into the "Safe Stadium."

The project was coordinated through Fox's Creative University, a program that partners the network with colleges across the country, giving students an opportunity to design a campaign similar to the one Moran's group produced. It began in the spring of 2006 at the University of Florida and the University of Southern California. The program has since partnered with 14 more schools.

Moran, a May graduate who works for Sabre Holdings in Southlake, headed the winning team, but the duties and input were equally divided, he said. Jessica West, Lauren Miller, Caroline Stapleton and Samantha Zwin made up the rest of "Team Synergy," which won the competition after presenting its plan to Fox executives.



# AWARD-WINNING CAMPAIGNS

- Three campaigns honored in 2012
- Past campaign winners include:
  - Six Telly Awards
  - Three Addy Awards
  - Five Promax Awards

