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[Sport Management Students Gain Experience Creating and Pitching Media Rights Deals](#)

[Students in the University's Media Business in Sport course – one of just a few such sport](#)

[JUNE 8, 2023](#)

[By Jackie Hennessey, Contributing Writer](#)

[The Sport Media Rights class at the University's Orange Campus.](#)

[Alyssa Pasniewski '23 M.S., an international programming coordinator at ESPN, handles the](#)

[It's a complex process. "In the U.S., ESPN has rights to Sunday Night Baseball and the Wild](#)

[A semester-long project in the University's new Media Business in Sport course prepared](#)

[For the project, Pasniewski, who received her M.S. in Sport Management in May, and her](#)

[The course was co-taught by Practitioner-in-Residence J.W. Stewart, a former sports anch](#)

['I was impressed'](#)

With the total value of sports media rights in the U.S. across TV and streaming expected to reach \$100 billion by 2025, "Media rights are the largest revenue source for most sports organizations, including the NFL," says John M. ... "It's important for anyone in sport management to be aware of how this revenue is generated and how it's distributed." In the course, each team had to create and pitch a proposal. "There are so many things to consider when it comes to media rights," says Mao, who handles such negotiations in his day-to-day work said, "I was impressed by the quality of the proposals. 'This will definitely give me a leg up' ...

Emily Bogdanowicz '23, '24 MBA said her team representing NBC went through many negotiations. "My group and I got creative with our pitch, taking into consideration what our company, the NFL, and the fans want," Bogdanowicz plans to work in the sport industry in ticket sales. Her ultimate aim is lofty. "I want to be a part of the group that's making the decisions on how the sport is run." Groupmate Joe Klaus '23, '24 M.S. relished tackling the challenges with his collaborators and mentors. A graduate assistant who does broadcasts and sideline reporting for Charger athletic events, she said, "It was a great experience. Pasniewski, who joined ESPN last summer, said she is already using what she learned and ...

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CONTACT

Dave Cranshaw, Director of Communications and Public Relations

DCranshaw@newhaven.edu

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