the comm-unity newsletter

Developing A Legacy: New Sports Media Production Club

By Sterling Grant

Over this past summer, before the start of the Fall 2023 semester, senior Matt Catania, a Communication major with a concentration in Sports Media Production, was contacted by Professor Michael Quinn about creating a Sports Media Production Club. With time not on his side due to the fact that he is scheduled to graduate at the end of the fall semester, Catania decided to take on the leadership role and become founding President, with Professor Quinn as the club's Faculty Advisor. Both saw a vision for this club's introduction to the Communication Department and the rest of campus, and decided that the time was now.



Sports Media Production Club Members

Before planning projects and activities for members of the club to participate in and enjoy, however, Catania had to go through the process of bringing the club to life.

"The first couple of weeks of the semester was a lot," Catania said. "Normally it takes a semester to create a club, and then the next semester you implement the club. But I had to do both in the same semester. I was required to recruit through the Communication

Department's welcome meeting and the campus-wide club fair, find five board members, and then at least twenty active members, which we were able to do."

After Catania got all of the basics down, he came up with an effective plan to keep membership up and activity in the club thriving. He expressed how the club is supposed to complement the sports media production concentration. Catania said,

"We are focusing on the behind-the-scenes of sports broadcasting. I told members they don't have to like sports to join this club. It's more about focusing on creativity and broadcast production. This semester, we have worked in the TV studio primarily on practicing interviews and handling the camera and audio equipment. Also, I have taught several students, through this club, how to edit, be in a live production environment, and function in a studio."

Learning these production skills led club members to do a mock interview and broadcast with head basketball coach, John Gallagher, on November 13th in the Leo TV studio. Catania saw this as a significant group project as it represented interviewing someone with prominent status in the Athletics Department.

"I put a freshman in charge of the camera, after a couple weeks of training, because he has shown up to every meeting - which is the most important thing I tell my members. Showing up is 50% of the work in the media field. The other 50% is your talent and skills," Catania said.

Catania wishes for the club to become prominent enough for students to put it on their resumes and be able to get jobs from their experience. He says his role in this club is to build a foundation and structure for years to come. This is why he made it a point to have freshmen and sophomores play a more active role - because they will

be in this club for years to come.

As rewarding as establishing the club has been, "Balancing my schedule was hard because I am a full-time student and work at CBS Sports as an operation sports staff member on the weekends," Catania said. "My position for next semester will be as the club's advisor and co-President with now Vice President, Julian Reyes."

Next semester's co-President Julian Reyes is excited about the future potential of the club, and sees Catania's leadership as a guide going forward.

"Matt was very passionate about moving forward with the club and gaining as much experience as we could. I became more motivated and inspired by seeing what a great leader he has been, Reyes said. "We are trying to bring awareness about games on campus by having the students and the crowd more involved during the games. Our next semester plans include developing a social media with reels, creating highlight packages, developing a commercial, and forming engagement with fan interactions."

Although the Sports Media Production Club does not currently collaborate with any of the other communication clubs, moving forward they would be happy to further the breadth and depth of what Manhattan College Communication clubs can do for students. Be on the lookout for the projects produced by this newly established club, watch them grow, and think about joining them to expand your production skills! ★