Internet Radio as a Sport Management Educational Tool

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Computers and the internet have had a profound effect on our educational process (Chickering & Ehrmann, 1996). It is now widely accepted that quality research has an imperative connection to the internet. In addition, online classes are restructuring how we view and deliver some educational programs. The use of computers offer many pedagogical features such as, writing assistance, data base access, and instant communication, that contribute significantly to educational excellence (Porto, 2009).

Internet Radio is one of those features available to education through the World Wide Web. This technology enables people to listen to an audio broadcast over the Internet. Audio broadcasts can be streamed and played through a software media player in the computer or through built in software on the Internet Radio. More than 10,000 Internet audio broadcasts exist that come from various organizations (Ziff Davis Publishing Holdings Inc., 2009).

The purpose of this workshop presentation is to teach sport management faculty how to apply Internet Radio in the classroom. Instructors often seek different methods to engage students and create meaningful content. More than ever, instructors are asked to think out-of-the-box, and many professors feel pressure to utilize technology to enhance their classrooms. Internet Radio is an easy to use, inexpensive technology that can bring the most current and pressing issues into the classroom. Internet Radio is innovative, engaging, and readily available for any traditional and online classroom setting.

Professors are in control of the classroom and must select tools which truly benefit students. As a result, overall retention of learning objectives increases because students have a positive impression of the teaching methods. According to Loertscher (2011), “The challenge for our education system is to leverage the learning sciences and modern technology to create engaging, relevant, and personalized learning experiences for all learners that mirror students' daily lives and the reality of their futures” (p. 40). A product such as Internet Radio is a method that is easy to use and manage, plus it enhances learning opportunities. “Technology is the Tool; the professor is the carpenter” (Gentile, 2010, pg. 20).

Internet Radio is an instructional technology that is effective in both traditional and online settings, including both synchronous and asynchronous delivery methods. This instructional technology enables, and inspires students, of diverse backgrounds. It leverages the power of technology to provide personalized learning (Loertscher, 2011). Major concepts and learning objectives such as pay-for-play structures and sport governance issues could be featured through live audio interaction with sport leaders from around the world. Students are familiar with radio programs that cover nearly every component of life in America, thus making Internet radio a uniquely suited technology for classroom instruction.

The structure of the Internet Radio workshop will begin with attendees listening and participating in a live classroom Internet Radio broadcast, featuring a question and answer session for the first 10-15 minutes with a college athletic director and journalist. The audience will have the ability to interact, ask questions, be involved with the discussion, and share their thoughts.

During this time, students from around the country will be listening and participating through the chat forum. Following the question and answer session an open session will be available for workshop attendees to participate. Instructions for creating an Internet Radio broadcast will be provided. The only equipment needed is a USB microphone, free Audacity recording software, and a laptop computer.

Internet Radio can be a valuable technology to use when discussing any number of sport management topics. Additional sport management topics where Internet Radio could be a valuable technology include sport law debates,
American Public University System has an Internet radio station called AMU Radio that was created and is currently utilized by the Sport Management faculty at AMU. One objective of this workshop is to demonstrate how development of Internet radio can fulfill the need for audio supplements in teaching plans. The radio station is used to provide learning enhancement for students throughout the university (AMU Internet Radio, 2010). AMU Radio has two exciting attributes that will also serve as learning objectives for this workshop. First, the format is simple to build with minimum need for technological expertise. Second, the operating costs are reasonably low. It has been extensively used in the undergraduate and graduate degree programs in Sports Management, Criminal Justice, and Emergency Management at AMU. A final objective of the workshop is to demonstrate the flexibility and convenience for students. Learners could listen to programs anywhere that they have internet access. By creating a real time text chat feature on the home page of AMU Radio, learners are able to respond and ask questions easily and conveniently while programs are on the air. This novel environment could have a significant impact on students’ perceptions of quality sport management instruction.