



THE “BIG GAME”

CLASS EVENTS



THE COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES PRESENTS...



JANUARY 23 – SUPER MASCULINITIES PANEL

11:30 a.m. – 1 p.m.

Rockwell Pavilion, M.D. Anderson Library

Hosted by: Women's, Gender and Sexuality Studies

A conversation with community and academic leaders will discuss how the “Big Game” informs American masculinity. This event is free and open to the public.



JANUARY 24 – RACE & SPORTS PANEL

11:30 a.m. – 1 p.m.

Rockwell Pavilion, M.D. Anderson Library

Hosted by: African American Studies

Guest speakers include Olympic medal winner John Carlos and former NFL player Stanford Routt. Melanie Lawson, anchor with Houston's ABC-13, will serve as moderator. This event is free and open to the public.



JANUARY 31 – SUMMIT ON SPORTS MEDIA

9 a.m. – 5 p.m.

Student Center South, Houston Ballroom

Hosted by: Jack J. Valenti School of Communication, Comcast and Leverage Sports Marketing

The Summit on Sports Media is a daylong conference featuring interactive panels and talks that highlight the best practices and emerging trends that brands are using to tell compelling stories. This event will address the technological developments shaping the sports communication field – such as virtual reality and augmented reality - and how major sports corporations are applying them to engage with Millennial and Gen Z audiences. Costs \$50-\$250.



FEBRUARY 3 – ESPN'S THE UNDEFEATED PRESENTS A CONVERSATION ON RACE, SPORTS & CULTURE

2 p.m.

Cynthia Woods Mitchell Center for the Arts,
Wortham Theatre

Hosted by: African American Studies and the Jack J. Valenti School of Communication

This special event will feature a dynamic one-on-one discussion between an athlete and a hip-hop artist. The event will also include talks from former professional athletes who will speak on their shift into sports media. This event is free and open to the public.