

## Vicki Michaelis

John Huland Carmical Chair in Sports Journalism and Society  
Grady College of Journalism and Mass Communication

University of Georgia

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### PROFESSIONAL PROFILE

- Created and direct UGA's six-course Sports Media Certificate program, the first of its kind in the Southeastern Conference and the most in-depth yet broad-based undergraduate sports media program in the country.
- Training students for careers in sports journalism and communications through academic learning and real-world, multimedia experience.
- Exploring the evolution of social media and its effect on sports and sports media.
- Studying sports and media and how the interplay shapes culture and society.
- Worked for 21 years as a sports journalist, including more than a decade as the lead Olympics writer for *USA TODAY*. Other reporting beats included the NBA, college football and basketball, professional tennis and high school sports.

### TEACHING EXPERIENCE

#### UNIVERSITY OF GEORGIA

John Huland Carmical Chair in Sports Journalism & Society, Aug. 2012-present

- Courses include "Sports Enterprise Reporting and Writing," "Sports, Media and Society," "Multiplatform Storytelling for Sports," "Social Media and Sports," "Sports Media Relations," "Sports Broadcast and Production" and "Introduction to Sports Reporting and Writing."
- Teacher of the Year, Journalism department, Grady College, 2015

#### UNIVERSITY OF COLORADO

Adjunct Professor, School of Journalism and Mass Communication, 1997-2001

- Taught “Sports Reporting” course for juniors, seniors and graduate students.

#### NORTHWESTERN UNIVERSITY

Head instructor, National High School Institute, journalism division, 1990

## **JOURNALISM EXPERIENCE**

#### USA TODAY

Lead Olympics reporter/Denver bureau sports reporter, May 2000-June 2012

- Played key role in planning and producing *USA TODAY*'s Olympics coverage across print and digital platforms, partnering with other Gannett properties, primarily KUSA-TV in Denver.
- Point person for Olympics breaking news coverage before, during and after Games.
- Generated trend stories, profiles and explanatory pieces on Olympic athletes, coaches, sports and governing organizations.
- Sought for Olympics expertise by national media outlets including CNN, NPR and NBC.
- Produced multimedia coverage of NFL, NBA, MLB, NHL and college sports teams in Colorado and neighboring states. Coverage included breaking news, game stories, trend stories and in-depth features.

#### THE DENVER POST

Olympics/skiing reporter, Aug. 1999-April 2000

Denver Nuggets lead beat reporter, Jan. 1997-July 1999

University of Colorado football lead beat reporter, April 1995-Dec. 1996

#### THE PALM BEACH (FLA.) POST

Miami Heat/NBA lead beat reporter, Aug. 1994-March 1995

University of Miami football lead beat reporter, Jan. 1993-July 1994

National tennis writer, Jan. 1993-July 1994

High school sports reporter, Aug. 1991-Dec. 1992

Features section copy editor, Jan. 1991-July 1991

## **EDUCATION**

#### NORTHWESTERN UNIVERSITY

Master of Science in Journalism, 1991

- Received Harrington Memorial Award, Medill's highest academic honor.
- Completed graduate and undergraduate study in four years after acceptance into Accelerated Master's Program.
- Graduate work focused on news management and business reporting.

Bachelor of Science in Journalism, 1991

- Earned degree in print journalism with concentrations in economics and sociology.
- Worked as a stringer for two years for *The Chicago Tribune* features section.
- Completed internships at *The Palm Beach Post* (local news and editing), *The Pueblo (Colo.) Chieftain* (local news and features) and the *Denver Herald Dispatch* (local news and features, editing and production).

## PROFESSIONAL AFFILIATIONS

ASSOCIATION FOR WOMEN IN SPORTS MEDIA

Member, 1992-present

Chair of the board, 2008-2010

- Served in advisory role for volunteer-managed advocacy group that offers a support network and career enhancement for professionals, as well as scholarships and internships for students.
- Tracked and managed organization's finances.

President, 2006-2008

- Term included the group's most successful fund-raising campaign to date.
- Directed a redesign of the organization's web site.
- Oversaw planning and programming for two annual conventions.
- Initiated expansion of the scholarship/internship program.
- Oversaw production of a quarterly newsletter.

ASSOCIATED PRESS SPORTS EDITORS

Member of U.S. Olympic Committee/APSE Olympics credentialing committee, 2014-present

U.S. OLYMPIC HALL OF FAME

Member of nominating committee, 2012-present

## PROJECTS AND PROGRAMS

Created, developed and tested curriculum, and earned college and university approval for an undergraduate Sports Media Certificate Program at UGA. The program, launched in Fall 2014, is the first of its kind in the Southeastern Conference. At six courses (18 credit hours), it is the most in-depth yet broad-based undergraduate sports media program in the country. Students learn best practices across broadcast, print and digital platforms and acquire multimedia skills for careers in sports journalism and sports communications. They learn in real-world settings at high school, college and professional sports events. Their class work consistently is published by professional media outlets, including *The Atlanta Journal-Constitution* and the *Athens Banner-Herald*. Students in the program study and discuss a variety of issues, topics and trends related to sports, including social media, race, gender, politics, analytics, culture, health and medicine, and economic issues such as collective bargaining, college sports finances and stadium financing. (2013-present)

Applied for and received a \$10,000 grant from the UGA President's Office to launch the UGA-Grady High School Sports Broadcast Program. The program will provide equipment and train students in underrepresented and/or underserved communities across Georgia to produce live broadcasts of their school's sports events. UGA faculty and students, as well as industry mentors, will guide the high school students and their advisors on technical and on-air skills, from video production to play-by-play to sideline reporting. The program aims to help UGA build a more diverse student population through connecting Georgia high school students with college and career opportunities in sports broadcast and production. (2018-present)

## **INSTITUTIONAL SERVICE**

Launched and continue to manage the Grady Sports Bureau, an opportunity for students to gain real-world experience in sports media. The bureau creates vital links between Grady Sports and media outlets and other institutions in the community. Students produce live-stream broadcasts of area high school sports events using the Atlanta-based PlayOn! Sports platform. In Fall 2014, PlayOn! donated a two-camera production kit to Grady Sports and has enlisted our students to produce broadcasts of state high school football playoff games every year since. Students also work with the bureau's founding partner, the *Athens Banner-Herald*, to produce local sports stories. Grady Sports students have had

more than 200 stories published in the *Banner-Herald* since 2013, including 1A and Sports front stories. (2012-present)

Negotiated agreement with the U.S. Olympic Committee to coordinate and direct a UGA student bureau to help with USOC coverage of Olympic Games. Two Grady Sports Media students will produce content for the USOC's various information channels, including its web site, TeamUSA.org, at the 2018 Winter Olympics in PyeongChang, South Korea. Two other Grady Sports students reported on the 2016 Olympics in Rio de Janeiro for the USOC. (2012-present)

Grady College representative on the University Council at UGA. (2017-present)

Member of the Faculty Affairs Committee at UGA. (2017-present)

Search committee member, Knight Chair in Health and Medical Journalism, Grady College. (2017-present)

Moderated "At the turbulent confluence of race, politics and sports: Covering the national anthem protests in the NFL," with *Atlanta Journal-Constitution* NFL beat reporter D. Orlando Ledbetter and NFL Network reporter Steve Wyche at Grady College's annual McGill Symposium. (2017)

Coordinated "Violated": Conversation with authors and ESPN reporters Paula Lavigne and Mark Schlabach," who wrote a book about sexual assaults by Baylor University athletes. (2017)

Journalism department representative on Grady's Undergraduate Curriculum committee. (2015-present)

Faculty adviser to UGA student chapter of the Association for Women in Sports Media. (2013-present)

Chair of the University Council Strategic Planning Committee at UGA. (2016-2017)

Member of the University Council Strategic Planning Committee at UGA. (2014-2017)

Developed partnership with the Associated Press and Penn State University to provide nine Grady College students the opportunity to cover the 2016 Paralympic Games in Rio de Janeiro. Negotiated agreements,

secured funding (including a corporate sponsorship), and planned and managed logistics for a team of UGA and Penn State students to produce multimedia coverage of the 2016 Paralympics. The coverage was distributed by the Associated Press and published in media outlets globally, including *The New York Times*, *The Washington Post*, *USA Today* and the *Guardian*. (2013-16)

Booked speakers, planned and managed all logistics, and moderated a panel for one-day symposium, "Atlanta, 20 Years Later: Lessons in Sports Media from the Last American Summer Olympic Games." Speakers included: Briana Scurry, 1996 Olympic gold medalist in soccer; Dick Yarbrough, managing director of communications and government relations, Atlanta Committee for the Olympic Games; Bert Roughton, managing editor/senior editorial director, *The Atlanta Journal-Constitution*; and Christine Brennan, *USA Today* sports columnist. It was the first biennial symposium of the Association for Education in Journalism and Mass Communication's Sports Media Consortium, of which Grady Sports is one of five founding members. (2016)

Search committee chair, Clinical Professor in Journalism, Grady College. (2015-16)

Search committee member, Academic Professional in Journalism, Grady College. (2016)

Search committee member, Instructional Technology Development Professional Specialist, Grady College and College of Agricultural and Environmental Sciences. (2016)

Moderated "College sports and sexual assault: Giving voice to the victims," with *New York Times* reporter and editor Walt Bogdanich at Grady College's annual McGill Symposium. (2016)

Invited lecturer at UGA Master of Fine Arts program's winter residency session, "What We Can Learn from Sports Stories: Capturing Resonant Narrative." (2016)

Invited panelist, "Weaving the Stories of Women's Lives: A Panel Discussion on Women's Narratives," hosted by the UGA Institute for Women's Studies. (2015)

Invited presenter, "Sports Reporting: Beyond the Scores and Stats," Georgia Press Institute. (2015)

Organized and moderated "The NFL Beat: Exposing the ills in America's favorite sport," with *New York Times* reporter Ken Belson at Grady College's annual McGill Symposium. (2014)

Invited panelist, "The Death of the Scoop: How Twitter Changed the Face of Sports Journalism," hosted by the Grady College Young Alumni Council. (2014)

Presented "Women in the Press Box: Their Rise and Impact on the Sports Industry" at the UGA Global Educational Forum on "Women in Sport, Educational and Health in Global Context." (2014)

Served on Programs Working/Visioning Committee for Grady College. (2013-14)

Organized visit by Pulitzer Prize-winning *New York Times* sports writer John Branch as Conrad Fink Professional in Residence at Grady College. Planned schedule of classes and coordinated speaking topics with professors. Planned and coordinated promotion and marketing of Branch's "The Making of Snow Fall" discussion with UGA students and faculty. (2013)

Coordinated opportunity for UGA students to provide Final Four coverage for the *Athens Banner-Herald*. Five students wrote seven stories, which were published on the *Banner-Herald's* web site. (2013)

Arranged for *USA Today* sports columnist Christine Brennan to deliver McGill Lecture on "Sports in the 21st century: Big money, bad behavior and drug cheats" at Grady College's annual McGill Symposium. (2013)

Organized and moderated session at Grady College's annual McGill Symposium with Sara Ganim, who won the Pulitzer Prize for her coverage of the Jerry Sandusky scandal at Penn State. (2013)

Panelist at the annual summit for the Terry College-based Professional Entertainment and Sports Association. Spoke on the "International Entertainment" panel. (2013)

Panelist for the Georgia Association of Broadcasters' annual Winter Institute at Grady College. Spoke about the intersection of traditional, digital and social media at the Digital and Social Media Town Hall Symposium. (2013)

Worked with UGA Athletics, UGA Student Activities and WUOG 90.5 FM to provide a sports radio broadcasting opportunity for UGA students. Students did play-by-play and color commentary for eight UGA softball games. (2012-13)

Organized and moderated "The Sports Writer's Challenge: Taking on the Beloved Institution" session at Grady College's annual McGill Symposium, featuring Selena Roberts, founder of sports mobile app Roopstigo and former columnist at *Sports Illustrated* and *The New York Times*. (2012)

## **PRESENTATIONS/SPEAKING ENGAGEMENTS**

Invited moderator, "Making the Most of Limited Access," Association for Women in Sports Media annual conference. (2017)

Invited moderator, "Speaking Socially," Association for Women in Sports Media annual conference. (2016)

Moderator, "A Woman's Place in the Sports Headlines: The Atlanta Effect on Women's Sports Coverage," Sports Media Consortium symposium. (2016)

Invited presenter, "Journalism in College," NFHS Network Broadcast Academy. (2015)

Invited panelist, "Beyond the Medals – The Business of Sport," monthly magazine television show, Universal Sports Network. (2015)

Invited panelist, "Teaching Sports Journalism and Ethics," Association for Education in Journalism and Mass Communication annual conference. (2014)

Invited panelist, "Covering Russia's Anti-Gay Propaganda Law and Calls to Boycott the 2014 Olympic Games," Association for Education in Journalism and Mass Communication annual conference. (2014)

Featured guest, "Career Focus" interactive online workshop, Association for Women in Sports Media. (2014)

Invited moderator, "Sport and Social Inclusion" panel at the 3<sup>rd</sup> International Forum on Sport for Peace and Development at the United Nations, organized by the International Olympic Committee. (2013)



Invited presenter, "Effective uses of social media in sports reporting," Association for Women in Sports Media annual conference. (2013)

Invited panelist, "Identifying and Training the Next Generation of Sports Journalism Stars," Associated Press Sports Editors annual conference. (2013)

Invited panelist, "Full Court Press," an annual seminar and sports-writing competition sponsored by the U.S. Basketball Writers Association. Topics included social media, cultivating sources, meeting deadlines and job market. (2013)

Keynote speaker, Georgia Scholastic Press Association annual awards ceremony. (2013)

Invited panelist, "The Olympics: Everything You Need to Know," Associated Press Sports Editors and Association for Women in Sports Media joint conference. (2012)

## **PUBLICATIONS**

Book chapter, "A Family Affair," *SplashMakers II: People Making a Difference*. (2016)

## **JOURNALISM ARTICLES**

- "Michael Phelps Ends Olympic Career With 'Special' Gold No. 23," [www.teamusa.org](http://www.teamusa.org), Aug. 14, 2016
- "Michael Phelps Wins 200 IM, Breaks Record From Ancient Olympic Games," [www.teamusa.org](http://www.teamusa.org), Aug. 11, 2016
- "The Atlanta Hawks published a confession and mea culpa before TMZ and Twitter could find it," *Atlanta* magazine, Sept. 10, 2014
- "Olympic 'Outcasts' No More, X Games Athletes Shine in Sochi Spotlight," *Bleacher Report*, Feb. 4, 2014
- "Fran Crippen's friend (Alex) Meyer 10<sup>th</sup> in Olympic open swim," *The Philadelphia Inquirer*, Aug. 11, 2012
- "'Extraordinary' Tournament Ends in Volleyball Silver," [www.teamusa.org](http://www.teamusa.org), Aug. 11, 2012
- "Destinee's plan for gold in place going into final," *San Antonio Express-News*, Aug. 11, 2012

- "Destinee Hooker: Team USA's Secret Weapon," [www.teamusa.org](http://www.teamusa.org), Aug. 7, 2012
- "'Greatest Olympian' Closes the Door," [www.teamusa.org](http://www.teamusa.org), Aug. 4, 2012
- "(Marlen) Esparza: Daddy's Girl Ready for Olympic Debut," [www.teamusa.org](http://www.teamusa.org), Aug. 4, 2012
- "(Michael) Phelps and (Missy) Franklin Create Historical Crossroads for Swimming," [www.teamusa.org](http://www.teamusa.org), Aug. 3, 2012
- "Girl Power in the Pool for Team USA," [www.teamusa.org](http://www.teamusa.org), Aug. 1, 2012
- "Most Decorated Olympian of All Time: Michael Phelps," [www.teamusa.org](http://www.teamusa.org), July 31, 2012
- "Michael Phelps not just 'floating through' another Olympics," *USA TODAY*, July 30, 2012
- "(Matt) Emmons All The Wiser Heading into Third Games," [www.teamusa.org](http://www.teamusa.org), July 29, 2012
- "(Jimmy) Feigen turns in solid 4x100 leg in heat," *San Antonio Express-News*, July 29, 2012
- "(Brendan) Hansen completes comeback with 100 breaststroke bronze," *The Philadelphia Inquirer*, July 29, 2012
- "Daunting Task Ahead for Zach Railey," [www.teamusa.org](http://www.teamusa.org), July 28, 2012
- "(Michael) Phelps Looks to Regain 'Greatest Olympian' Shine," [www.teamusa.org](http://www.teamusa.org), July 28, 2012
- "(Michael) Phelps not content to rest on laurels: With Games at hand, he's back in the swim," *USA TODAY*, July 24, 2012
- "(Kim) Rhode's target: No. 5 with bullets. Eccentric shooter vies to be first American with individual-sports medals in five Olympics in row," *USA TODAY*, July 20, 2012

## SELECT ARTICLES FROM JOURNALISM CAREER

- "Without her best friend, (Sarah) Scherer aims for Games: Brother's 2010 suicide shakes her world as she processes loss, seeks 'normal way to grieve,'" *USA TODAY*, June 6, 2012
- "Training Day: Navy SEALs push U.S. Olympians to the limit," *USA TODAY*, April 25, 2012
- "Olympic hopeful (Kayla Harrison) finds healing: Coaches help sexual abuse victim cope," *USA TODAY*, Nov. 9, 2011
- "Sports help wounded vets heal: Importance to recovery seen in Warrior Games," *USA TODAY*, May 25, 2011

- "No bull; it's baseball. Teen spurns rodeo, draws scores of big-league scouts to Wyoming," *USA TODAY*, April 19, 2011
- "Grappling with immigration: U.S. Olympic champion wrestler (Henry Cejudo) deals with pain of border issues," *USA TODAY*, April 5, 2011
- "Women buy into owner opportunities: WNBA may be steppingstone for bigger teams, bigger leagues," *USA TODAY*, Sept. 7, 2010
- "Running down a dream: (Amy) Palmiero-Winters is first amputee on U.S. track team," *USA TODAY*, April 26, 2010
- "Luge death puts spotlight on risks of winter glory: Danger is routine, but is it becoming too much?" *USA TODAY*, Feb. 15, 2010
- "Chicago's Olympic dream: With vote on host city for 2016 Games three days away, Obama plans to make in-person appeal," *USA TODAY*, Sept. 29, 2009
- "(Lance) Armstrong sets the stage to be a Tour force in 2010: He'll likely challenge (Alberto) Contador with own team after giving cycling a push with 3<sup>rd</sup>-place finish," *USA TODAY*, July 27, 2009
- "Could (Michael) Phelps ever be topped? In Beijing, the stars aligned for a unique talent to make history. But in an age of increasing competition and specialization, it's unlikely to happen again anytime soon," *USA TODAY*, Aug. 15, 2008
- "China-USA rivalry shapes Olympics: Hosts likely to win more gold; USA in line to take the most medals overall," *USA TODAY*, Aug. 8, 2008
- "Built to swim, (Michael) Phelps found a focus and refuge in water," *USA TODAY*, Aug. 1, 2008
- "Better With Age: Thanks to improved training and support programs – and a few big endorsement deals – the U.S. Olympic team is significantly older than it was a generation ago," *USA TODAY*, July 25, 2008
- "(Michael) Phelps might be 'greatest swimmer': American broke world records by wide margins before Beijing," *USA TODAY*, April 2, 2007
- "USOC working to improve its image: Chilly international relationships hurting influence with IOC," *USA TODAY*, July 26, 2006
- "USA's stars stumble in Winter fishbowl: Flubs, falls have USOC re-examining preparations," *USA TODAY*, Feb. 24, 2006
- "Baseball doesn't follow (Clint) Hurdle home: Daughter's illness gives (Colorado Rockies) manager different perspective on results," *USA TODAY*, Sept. 13, 2005
- "(Urban) Meyer puts Utah on fast track: Second-year coach has 6-0 Utes dreaming of berth in BCS bowl," *USA TODAY*, Oct. 19, 2004
- "Let the (Michael) Phelps gold rush begin: USA's versatile swimmer starts trail to trials to Athens, possible glory," *USA TODAY*, July 7, 2004

- "Just being 'Melo' and enjoying it: Nuggets rookie (Carmelo Anthony) faces (LeBron) James in start of long-term rivalry," *USA TODAY*, Nov. 5, 2003
- "Figure skating losing its luster: Bubble bursts; 'There's been a serious erosion of audiences,' TV executive (Dick) Ebersol says," *USA TODAY*, March 25, 2003
- "Weathering Olympic crises: On the eve of meetings, (IOC president Jacques) Rogge rates 'Skategate' far behind Munich and boycotts," *USA TODAY*, Aug. 26, 2002
- "Long odds, but no submission: Despite loss of toe, wrestler (Rulon Gardner) forges ahead with plan to defend Olympic title in 2004," *USA TODAY*, April 18, 2002
- "USA basks in the luster of its heavy medal push: Record haul highlights team's depth, diversity," *USA TODAY*, Feb. 25, 2002
- "U.S. teen on fast forward: Short-track star (Apolo Anton) Ohno is 19 and could dominate at Salt Lake City," *USA TODAY*, Nov. 1, 2001
- "A healing process at Salt Lake: Winter Games hope to transcend scandal, emphasize unity," *USA TODAY*, Sept. 19, 2001
- "(Juan Antonio) Samaranch era flickering out: IOC president's 21-year reign coming to end," *USA TODAY*, July 9, 2001
- "Is That Your Final Answer? The 'us vs. them' mentality of athletes toward the media (and vice versa) has made interview preparation a necessity," *The Denver Post*, April 2, 2000
- "Sports-entertainment line blurs," *The Denver Post*, Jan. 2, 2000
- "Great Guns: (Dan) Marino's numbers can't make up for (John) Elway's class ring," *The Denver Post*, Dec. 16, 1999
- "A Century of Sport: A city's pride is intertwined with its teams," *The Denver Post*, Sept. 26, 1999
- "Their Cup runneth over: U.S. women flooded with attention after years of obscurity" (coverage of 1999 Women's World Cup), *The Denver Post*, July 10, 1999
- "A Century of Sport: Hero Worship. The difference between sports legends and old and the celebrity of athletes of today can be summarized in one word: television. And it's tangled the criteria for what makes an athlete worth of our affection," *The Denver Post*, Jan. 17, 1999
- "'Sports' secret agents.' The handful of women trying to get teams to respect them as player agents first face a tougher task: Getting the players to respect them," *The Denver Post*, Nov. 17, 1998
- "Michael: Try as you might, there will never be another like him," (on Michael Jordan's legacy), *The Denver Post*, June 14, 1998
- "Still Fighting: Twenty-five years ago, Sarah Weddington argued and won Roe v. Wade. Little did she know the battle over abortion rights

had just begun," *The Denver Post*, *Empire* magazine cover story, Sept. 14, 1997

- "Athens to Atlanta: One hundred years ago, 19<sup>th</sup> century romantics revived an ancient athletic ideal, holding the first modern games in Athens. This year's Olympics are in Georgia, but many feel the heart of the event remains in Greece," *The Denver Post*, July 15, 1996
- "How mental illness felled a tennis great: In the '60s, Bill Harris couldn't lose. Now schizophrenia makes it impossible to win," *The Palm Beach Post*, Nov. 19, 1994
- "All About Me: The money is huge. So are the egos. Is anybody thinking about the team (in the NBA) these days?" *The Palm Beach Post*, Nov. 4, 1994
- "Net Work: Fame has found budding tennis stars Venus and Serena Williams. When will they turn pro? Not anytime soon, if their father can help it," *The Palm Beach Post*, March 6, 1994
- "Football Life After (Hurricane) Andrew: 3 Dade high schools regroup to be 'part of a family,'" *The Palm Beach Post*, Sept. 22, 1992
- "Coaching can be harder on women's time," (on dearth of women coaching high school sports), *The Palm Beach Post*, Oct. 22, 1991